

GETTING CUSTOMER REVIEWS FOR YOUR BUSINESS TO IMPROVE SEO

Google determines things to be the best when they have high reviews. If you search for the best taco house in Omaha, you're going to get results based on reviews!

General Rules

- Link directly to the places you want to review
- Clearly outline how a review can be done
- Always offer to help with leaving reviews if they encounter a problem
- Understand that these efforts could result in negative feedback
- Be responsive on external avenues (ie, respond to feedback)



Do this ASAP

- Place a quick note in your email signature.
Ex. "Do you love working with us? Review us on Facebook or Google!"
- If you have a Google account, set up [Google Alerts](#) to your company name. This will notify you every time your company is mentioned on the web.
Ex. Add "Company Name" into the bar.
- Respond to negative reviews as they occur. Responsiveness to problems can sometimes lead to positive re-reviews.



Do this Immediately with Customers

- Reach out to customers you know are satisfied with your company via email.



Do this a Week After Service

- Ask customers about concerns or needs. These emails or phone calls will motivate communication, positive feedback and show the customer you care. Address problems immediately.



Do this a Month After a Placement

- Call/Email customers to check in on concerns or needs. Again, this communication will be the best way to hear how he or she is truly feeling. If there are any problems, address them.

Do this When You Receive Positive, Verbal Feedback

- Respond by asking them if they would like to leave a review on Facebook or Google. Follow up the conversation with an email like the following:

Hi _____!

I was so happy to hear how pleased you were with our (services/responsivity/current placement). We would love if you would leave a review on Facebook or Google.

If you need any guidance in completing these, please don't hesitate to ask me!

{Signature}



Do this with In-Office Staff

- Give your employees and partners the chance to review as well. They aren't customers, but they work to further your mission.



Consider...

- Providing incentive for those who leave a review. A special discount, prize, or complimentary service might be enough to finally get that happy customer to leave a note about their experience.