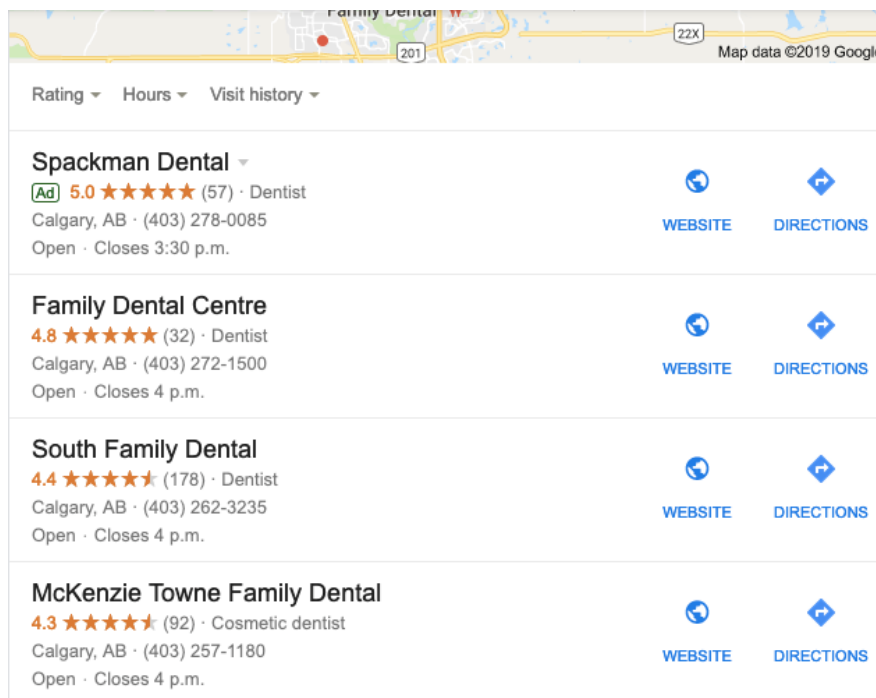


# Google Reviews

People can write reviews on Google (in Maps or directly in your listing) for places they've visited, the reviews are public and anyone can see them. With receiving the review your business gets also rated, you can get maximum of 5 stars.

Users searching for your business can see your rating under your business name in the search results under the map in so called local 3-pack. You can see right away how well is the business doing from the number of stars and number of reviews.



## Why are reviews important?

Reviews from your customers provide valuable feedback for your business and also help other potential clients in their decision making process by building trust. Over 85% of people look at the reviews before they choose to interact with a business.

The reviews are also important for SEO (Search Engine Optimization). Google uses the reviews as a factor to determine the trustworthiness and ranking of your business.

### **How to get Google reviews?**

Ask your happy clients right after the purchase to leave you a review. Make it easier for them by providing a link taking them right to your Google reviews page.

To create the link, you go to your listing and click on Reviews, click on Write a review and copy the URL that is in your address bar. Then use URL shortener tool such as Bitly.com or Tiny.cc and paste the long link there to obtain its short version. Save the short link and send it to your clients in the e-mail or put it to the bottom of your invoices.

You can also generate a QR code by using QR code generator. You can have it printed or keep it in your phone and let your client scan it and leave you a nice review right at the spot :-)

### **Pro Tip:**

When you ask your clients to leave you a review, suggest they use some of the keywords related to your business. It can be a name of particular service or product or your business name. Google picks up on these words, so it's your chance to gain advantage.

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