

4 Reasons Why Online Reviews Directly Impact Your Business's Bottom Line

Tips for Maximizing the Value of Your Online Reputation



How Technology is Redefining the Customer Journey

-  Nearly 93% of people world wide have cell phones
-  Google recently saw a 200%+ growth in near me searches
-  83% of businesses now communicate using digital tools

Today's Local Market and Opportunity

- Perfectly Competitive
- Customers perceive that business sell identical products at similar price points.
- Buyers have complete information about products and pricing

How to Stand Out In a Perfectly Competitive Market

- Deliver quality and top notch customer service
- Encourage customers to share that experience to gain a perception advantage

Google

Facebook

RateMd's

DealerRater

TripAdvisor

Glassdoor

BBB

Houzz

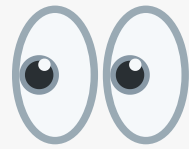
+ many more



Online Reviews Have Totally Transformed the Buying Experience.



Buyer searches for
your business services
near them



Reads reviews, Google
Facebook and more
niche review sites



Contacts business via
phone or text



Visits business in
person



Makes purchase



Leave reviews



Schedule follow up via
text



Process repeats

4 Reasons Why Online Reviews Directly Impact Your Business's Bottom Line



Reason #1

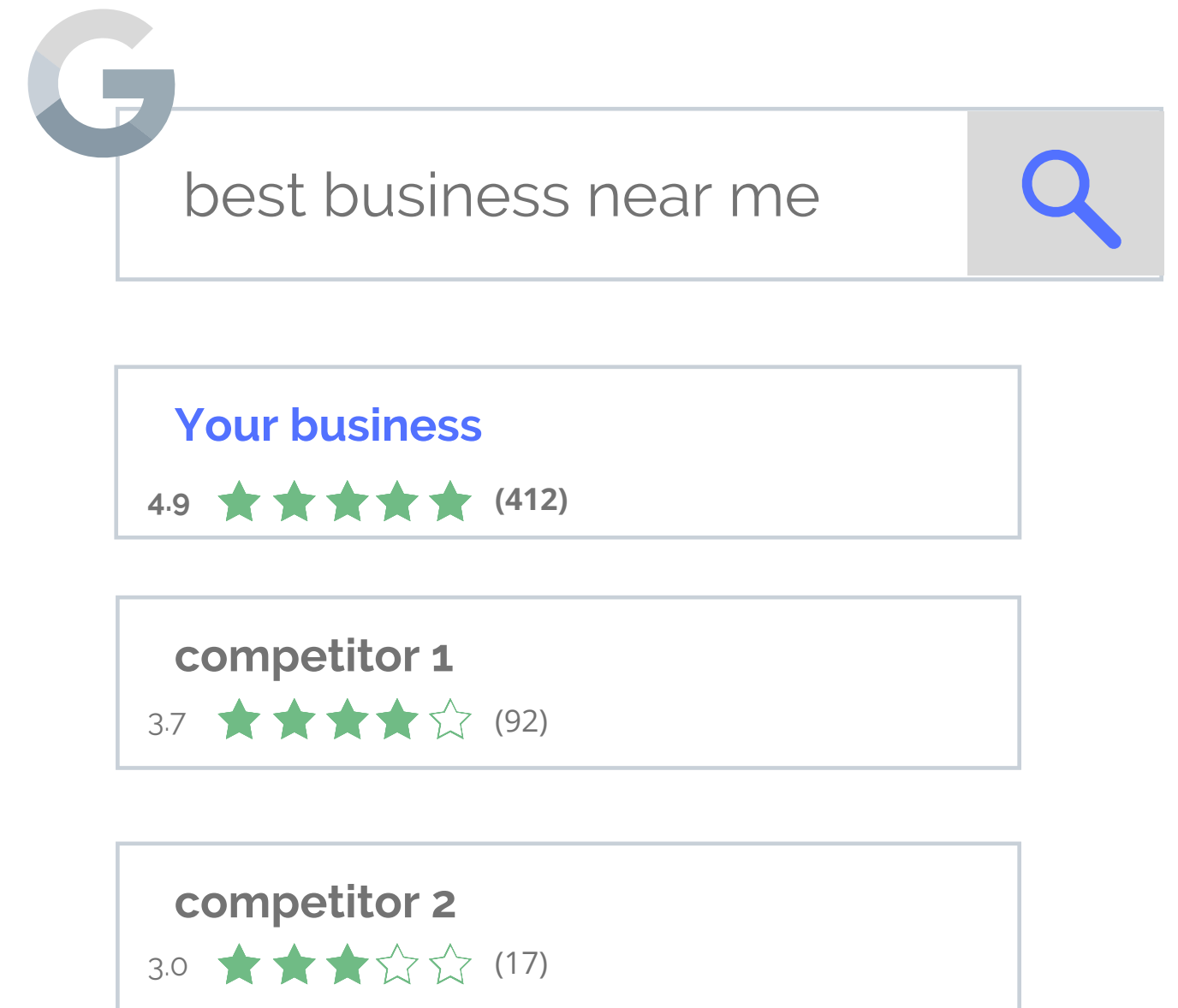
Online reviews make it easy for buyers to find your business

Be where your customers are

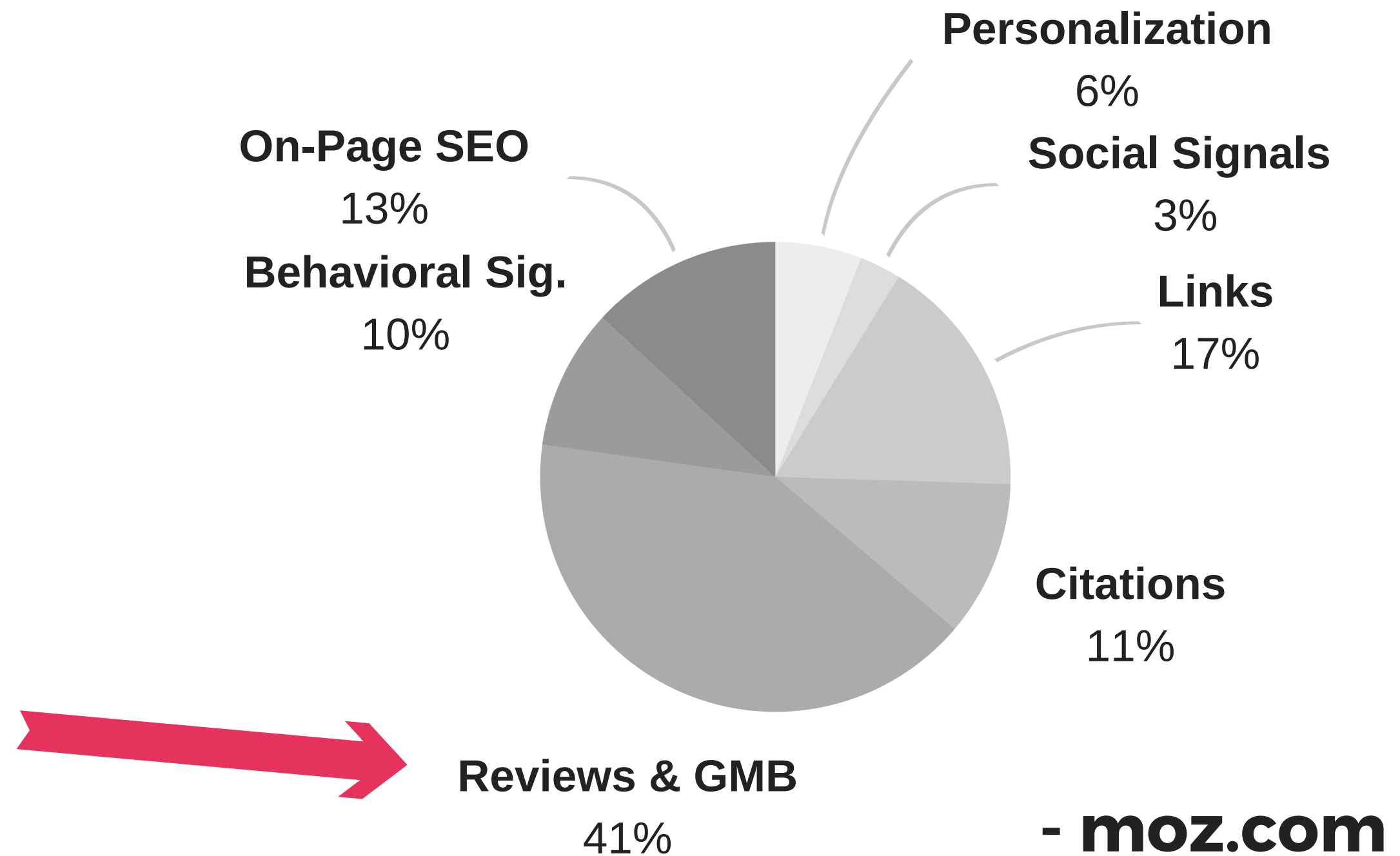
Get in the Google Map Pack, and boost your visibility

Stand out as the obvious choice

Reviews play a major factor in Google's local algorithm What does that mean?



Google's Local Algorithm



What Review Factors Matter Most To Google?

Recency

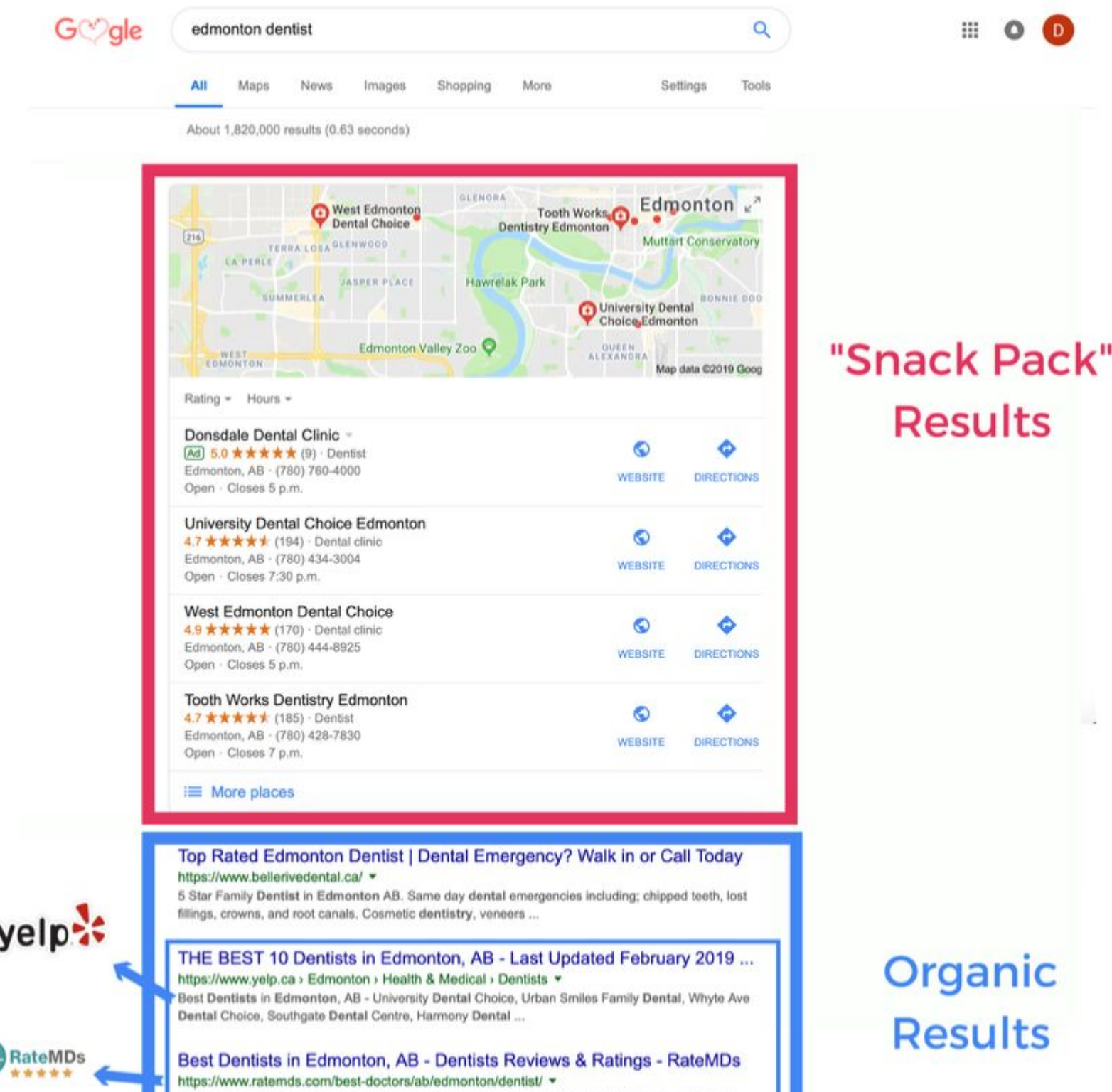
Frequency

Quantity

Quality

Examples: Geographic Search- All Top Results / Businesses Have Tons of Reviews

RateMd's and Yelp are review sites that have lists of businesses like "best dentist in Winnipeg" that always appear on the front page of Google



The screenshot shows a Google search for "edmonton dentist". The results are divided into two main sections: "Snack Pack" results and organic search results.


"Snack Pack" Results: This section is highlighted with a red border and contains a map of Edmonton, Alberta, with several dental clinics marked. Below the map, there is a list of four dental clinics, each with a rating, address, phone number, and links to their website and directions.

Business Name	Rating	Address	Phone Number	Hours	Website	Directions
Donsdale Dental Clinic	5.0 ★★★★★ (9)	Edmonton, AB	(780) 760-4000	Open · Closes 5 p.m.	WEBSITE	DIRECTIONS
University Dental Choice Edmonton	4.7 ★★★★★ (194)	Edmonton, AB	(780) 434-3004	Open · Closes 7:30 p.m.	WEBSITE	DIRECTIONS
West Edmonton Dental Choice	4.9 ★★★★★ (170)	Edmonton, AB	(780) 444-8925	Open · Closes 5 p.m.	WEBSITE	DIRECTIONS
Tooth Works Dentistry Edmonton	4.7 ★★★★★ (185)	Edmonton, AB	(780) 428-7830	Open · Closes 7 p.m.	WEBSITE	DIRECTIONS

Organic Results: This section is highlighted with a blue border and contains three search results. The first result is from Yelp, titled "Top Rated Edmonton Dentist | Dental Emergency? Walk in or Call Today". The second result is from RateMDs, titled "THE BEST 10 Dentists in Edmonton, AB - Last Updated February 2019 ...". The third result is also from RateMDs, titled "Best Dentists in Edmonton, AB - Dentists Reviews & Ratings - RateMDs".

Logos: The logos for Yelp and RateMDs are visible in the bottom left corner of the organic results section.

Examples: General Search



Google

dentists winnipeg

← Rating ▾ Hours ▾

All Smiles Dental Centre
Ad 4.8 ★★★★★ (23) · Dental Cl...
Winnipeg, Manitoba
(204) 334-6095
Closed · Opens 8 a.m. Fri.


Evergreen Dental Centre
Ad 4.8 ★★★★★ (31) · Dentist
Winnipeg, Manitoba
(204) 339-0050

Greenwoods Dental Centre
4.8 ★★★★★ (120) · Dentist
Winnipeg, MB
(204) 774-7774
Closes soon · 8 p.m.

WEBSITE DIRECTIONS

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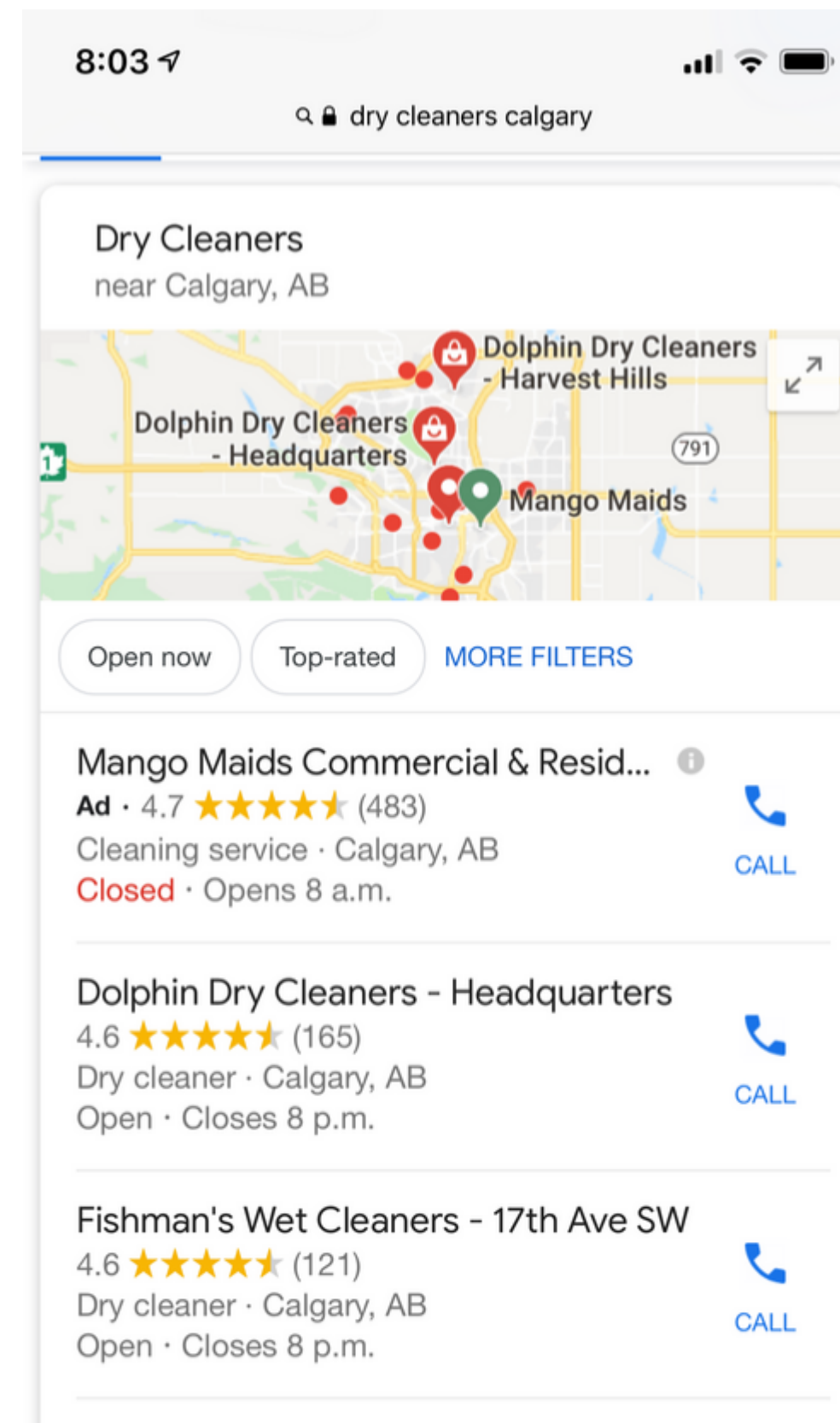


The Obvious Choice



Examples: Service Based Mobile Search

The Obvious Choice



Examples: Tons of New Customers Searching For Your Services Everyday

Google My Business

Dental Group

3,681 PEOPLE FOUND YOU ON **GOOGLE**

Here are the top search queries used to find you:

man
dental

used by 178 people

dental

used by 140 people

dentist
winnipeg

used by 81 people

125

asked for directions

↑ 15% FROM FEBRUARY 2019

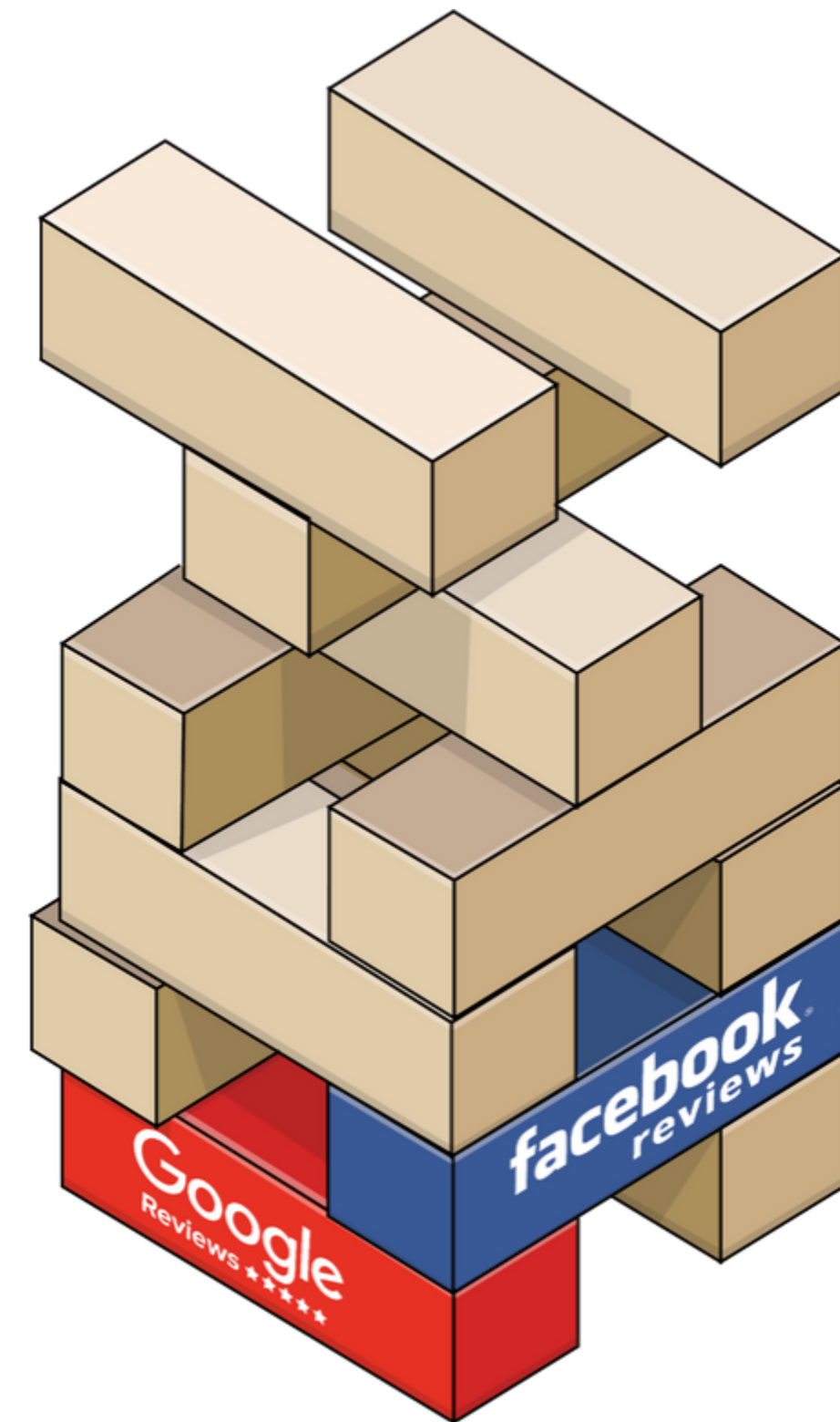
73

visited your website




↑ 22% FROM FEBRUARY 2019

Examples: Why Reviews Are So Important with Ads

Online reviews are the starting point and building blocks for any online customer acquisition strategy.



Examples: Why Reviews Are So Important With Ads



Google

calgary dry cleaners

← Rating ▾ Hours ▾

Avalon Cleaners ▾
Ad 3.9 ★★★★★ (17) · Dry cleaner
Calgary, AB
(403) 230-0233
Open · Closes 7:30 p.m.

[WEBSITE](#) [DIRECTIONS](#)

Dolphin Dry Cleaners
- Headquarters
4.6 ★★★★★ (160) · Dry Cleaner
Calgary, AB
(403) 398-7777
Open · Closes 8 p.m.

[WEBSITE](#) [DIRECTIONS](#)

Fishman's Wet Cleaners - 17th Ave SW
4.6 ★★★★★ (116) · Dry Cleaner
Calgary, AB
(403) 228-6995
Open · Closes 8 p.m.

[WEBSITE](#) [DIRECTIONS](#)

Avalon Cleaners

[Website](#) [Directions](#) [Save](#)

3.9 ★★★★★ 17 Google reviews
Dry cleaner in Calgary, Alberta

Address: 1105 Centre St NW, Calgary, AB T2E 2R1
Hours: Open · Closes 7:30 p.m. ▾
Province: [Alberta](#)
Phone: [\(403\) 230-0233](#)

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

The Obvious Choice

Examples: Why Reviews Are So Important with Ads



The Obvious Choice



Google The Duct Cleaning Specialists

Back to [web results for The Duct Cleaning Specialists](#)

East Side Ventilation Ltd. ▾
Ad 3.3 ★★★★★ (17) · HVAC Co...
11 Durand Rd
(204) 667-8700
Open · Closes 4:30 p.m.

[WEBSITE](#) [DIRECTIONS](#)

On Time Electric, Plumbing, Heat & Air ▾
Ad 4.4 ★★★★★ (39) · HVAC Co...
55 Myrtle St.
(204) 774-1474
Open 24 hours

[WEBSITE](#) [DIRECTIONS](#)

The Duct Cleaning Specialists
5.0 ★★★★★ (64) · Air duct cleani...
83 Copeland Cres
(437) 225-7335
Open · Closes 4 p.m.

[WEBSITE](#) [DIRECTIONS](#)

Looking for something different?

[See web results](#)

Reason #2

Online reviews help increase walk in traffic to your business with "near me" searches

Google recently saw a 200%+ growth in near me searches

Local SEO and Reviews



3.3 star rating is the minimum star rating consumers will consider.

Online reviews increase Google ranking,
and thus increase new customers.

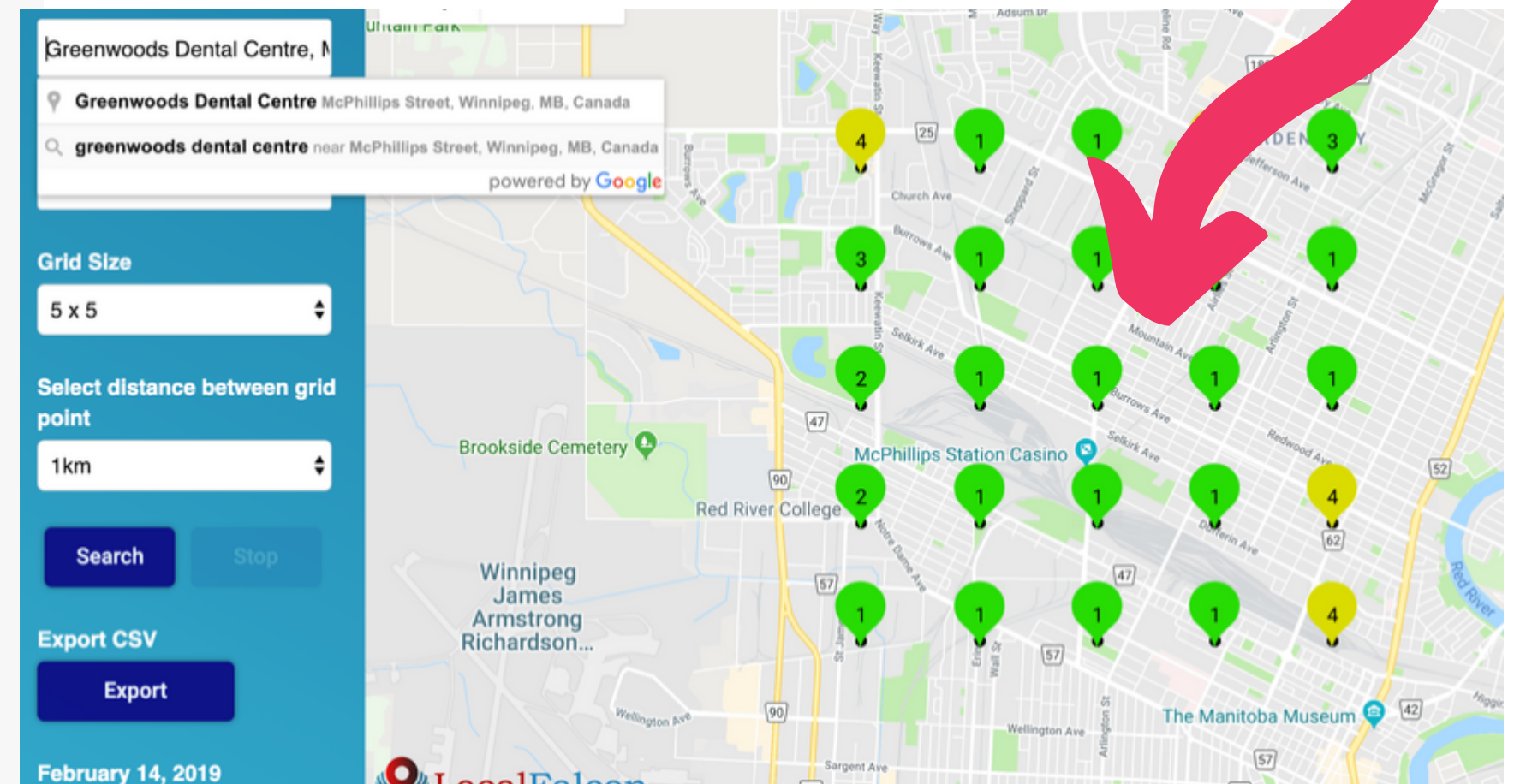
ie) Greenwoods Dental Centre= 250+ reviews and top search
ranking on Google in Winnipeg within 1km +

Reason #2

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Local SEO and Reviews



Are You Making The Most of Mobile Searches?

50%

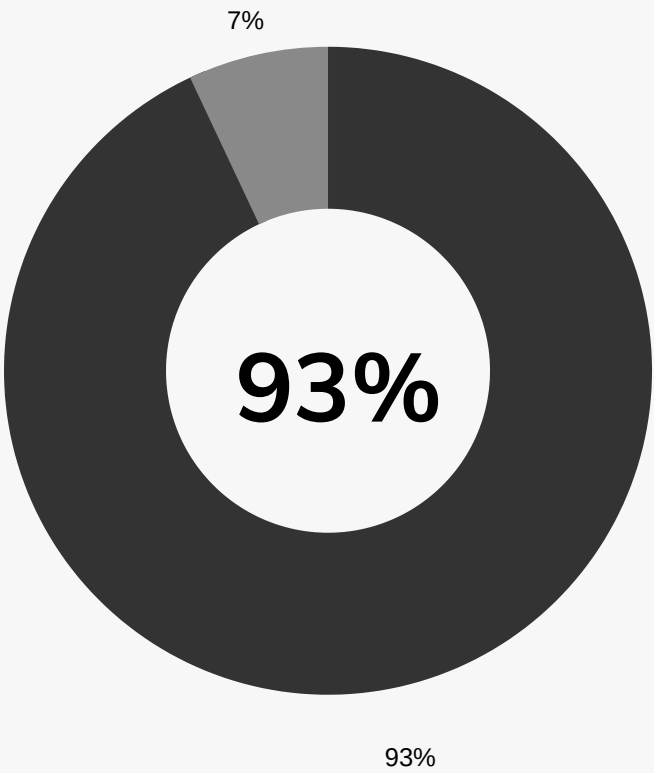
of local searches on mobile
results in an in-store visit
within 24 hours

18%

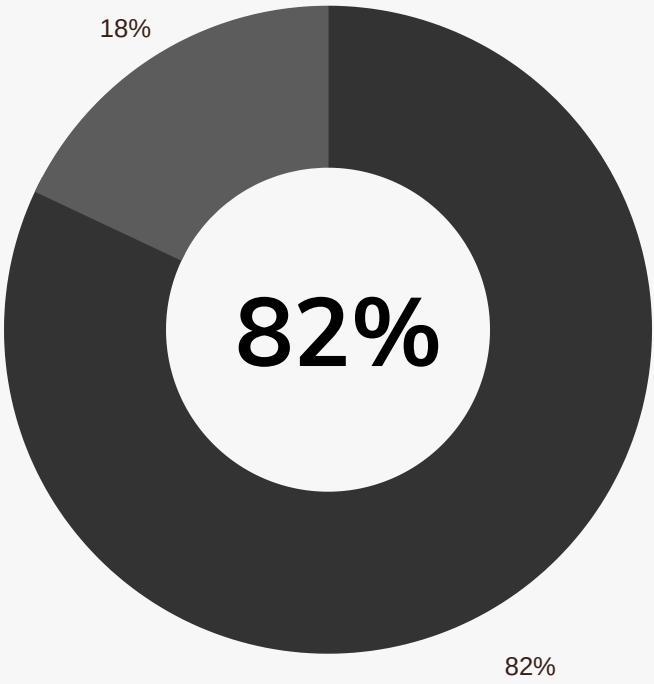
of local searches on mobile
result in a purchase
decision within 24 hours

Reason #3

Online reviews are Insanely Influential to Purchase Decisions



of consumers say online reviews impact their purchase decision



of consumers say that content of reviews convince them to make a purchase decision

Reason #4

Online reviews give you great insight to business operations and what customers actually care about

- Finding out what your 1 star customers say about you is just as important as finding out what customers love about you.
- Increase business efficiency
- Learn which employees are the hardest working. Reward them

Conclusion



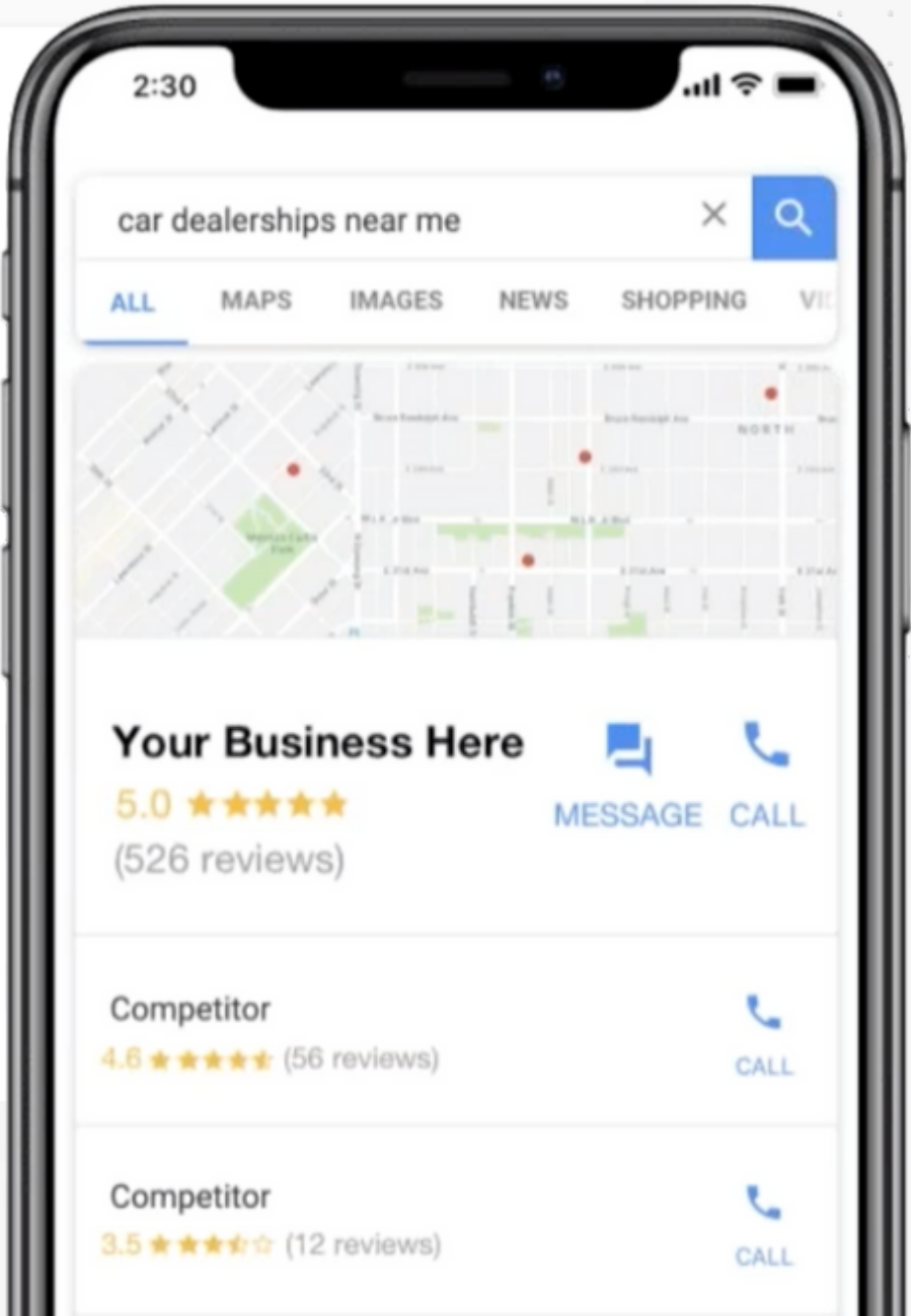
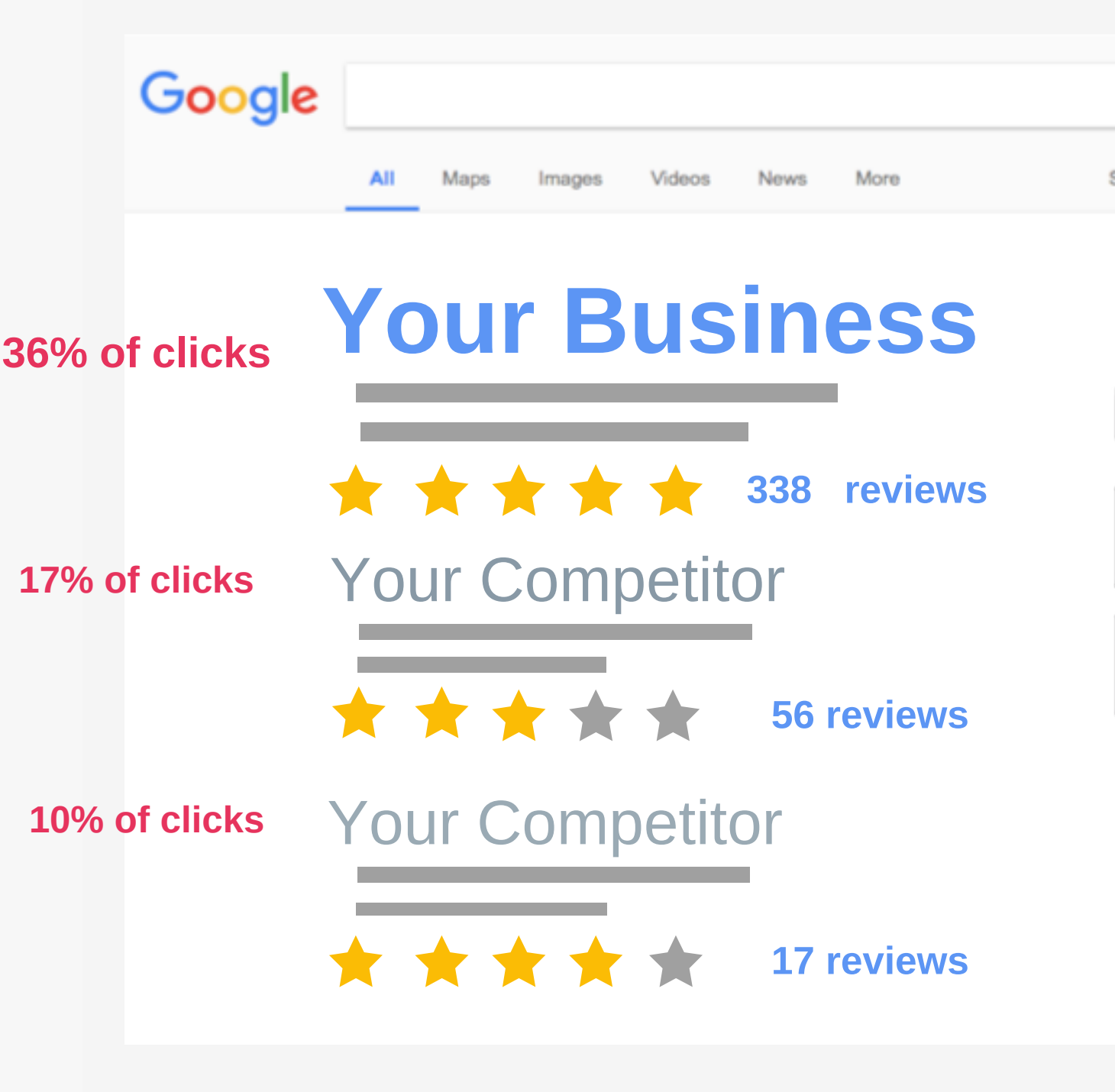
More Reviews

=

Higher Google Rank

=

More Customers



Tips to Get Reviews

- Eliminate barriers- make it easy for customers to leave you a review. Streamline the process with a review management software
- Find the best time to ask for a review. When experience is top of mind
- Just ask
- Focus on the review sites that matter most to your customers.



Q & A
