

Complete Guide to Getting Google Reviews



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Introduction - The Importance of Google Reviews

The internet is a vast and competitive marketplace where a good review can make or break your business. For local businesses, showcasing star reviews on social media can increase their visibility and attract potential customers. Surveys indicate that customers are willing to spend 31% more money on businesses that have good reviews online.

Reviews don't just sate the curiosity of the wary online consumer and help you build your brand image. They also boost your SEO rankings and get an edge over your competitors. This is why it's integral for small businesses to integrate reviews as a focus area in their marketing efforts. 88% of small businesses evaluate their online brand reputation every quarter.

Here are the key areas we'll cover when it comes to Google Reviews:

- 1. How to Get a Google Review Link**
- 2. How to Use Your Google Review Link to Get More Reviews**
- 3. How to Write a Google Review Without a Gmail Account**
- 4. How To Manage Negative Google Reviews**

How to Get a Google Review Link

Signpost Pro Tip: Let your customers know

So, how can you get the ball rolling? It's pretty simple. Inform your customers directly by sending them a Google review link!

Steps to Create a Google Review link

Creating a Google review link is a simple and thoroughly rewarding process. With five simple steps, you can generate a direct link to share with your customers and take your online reviews to the next level.

1. Head over to Google's Place ID tool
2. Look up your company name in the "Enter a location" field
3. Click on the associated result that appears On the drop-down list
4. Copy your Place ID
5. Add your Place ID to the review link

Sounds easy, right? Keep reading for in-depth instructions on how to go about each step.

How to Get a Google Review Link

Signpost Pro Tip: Reviews on Google Maps

Customers can directly review your business by finding your business listing on Google Maps (example below). But sending them a review link is a faster and easier way for them to work with.

Step 1: Go to the Place ID tool

The prerequisite to getting started with this entire process is that you already have and are logged in to your Google My Business (GMB) account.



Start managing your Business
Profile on Google today

[Manage now](#)

Remember, your business profile is the gateway to managing all things related to promoting your business on Google.

After ensuring your business account is up and running, use your address bar to navigate over to the Place ID tool on Google.

Why is your Place ID so important and why do you need this tool?

In a nutshell, this is a piece of code associated with your business that helps Google assign its location on Google Maps. You can use your place ID in several ways; one of them is generating a URL that navigates to your business location.

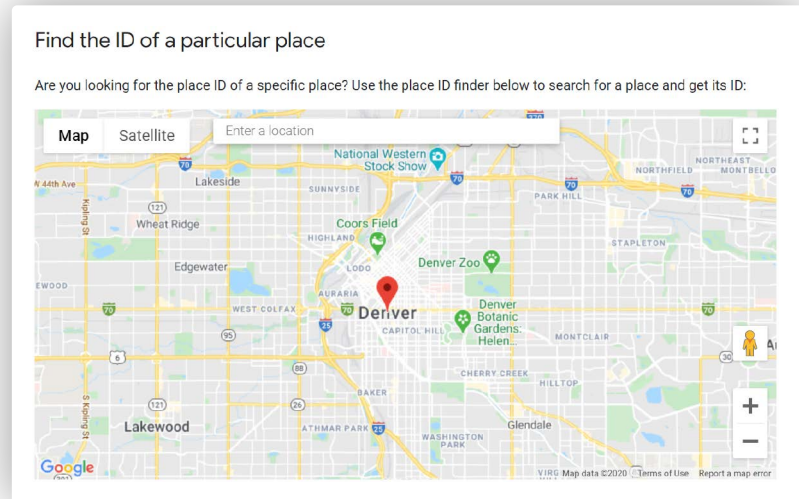
How to Get a Google Review Link

Signpost Pro Tip: Business name not there?

If your business name isn't showing up here, double-check to see if you have listed your business on Google yet. Listing a business on Google increases its visibility, both on Google Maps and general Google search results.

Step 2: Search for your business name

On the Place ID page, you will see a look up tool and a search bar.



The search bar will have the option to "Enter a location". Click here and fill in your business name.

Step 3: Click on your business name

The results appearing from your search should be pretty straightforward. A drop-down box will pop up, listing all the relevant and closely related business names. Find your business and click on the name.

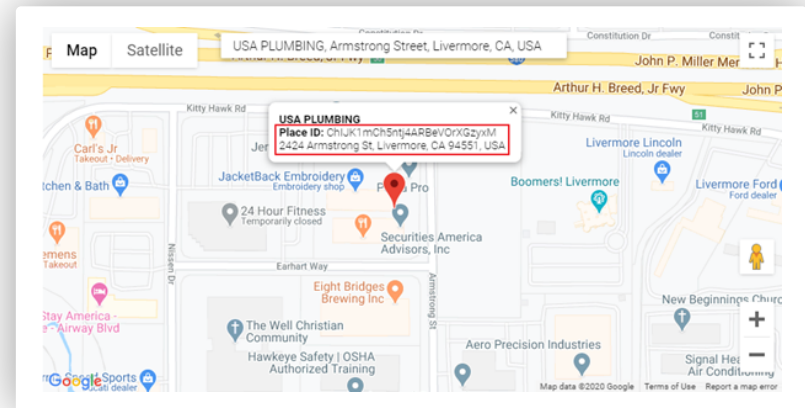
How to Get a Google Review Link

Signpost Pro Tip: All those letters in Place ID

When looking at your Place ID, don't be confused if you're looking at a random mash of unorganized letters. That's exactly how a Place ID looks.

Step 4: Copy your unique Place ID

As soon as you click on your business name, the map should refresh and identify your business location. Hover your mouse over the red location marker and you'll see a box with your business name, address, and your unique Place ID.



Copy the Place ID (just the code minus the Place ID descriptive tag) and keep it ready for the next step.

Step 5: Paste your Place ID into the Google review URL

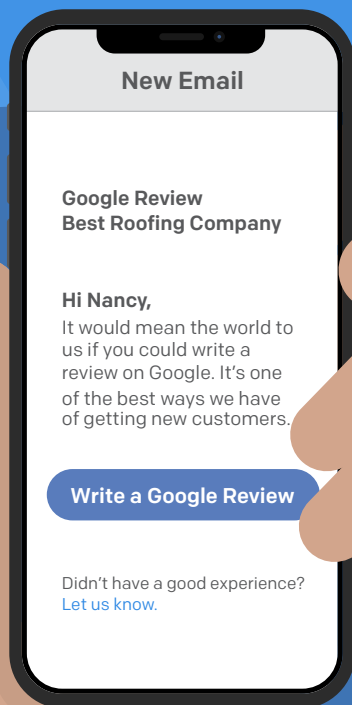
Your Google review URL will look like this:

https://search.google.com/local/writerreview?placeid=<place_id>

That space after the = symbol indicated by **<place_id>** is where your Place ID should go. Paste it at the end of this URL and voila! You've generated your unique Google review link.

Now all you have to do is send the customers that link, eliminating all the hassle of them navigating to a review page on their own!

How To Use Your Google Review Link To Get More Reviews

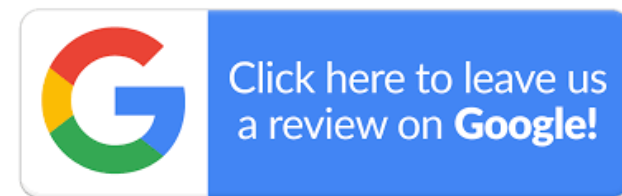


Creating a Google review link is just the first step in the overall vision of getting new customers. Once you have that link ready, it's time to get the word out there and share it.

The internet has many avenues where you can share and generate buzz around your business. If you want to engage with customers through a more visual medium, you could even:

- Create call-to-action widgets or buttons on your website
- Create a QR code that redirects to the review page
- Create badges of your existing Google reviews to promote your star rating

Here's an example of a Google review button from a dentist's practice (anyone in any industry can make one).



Source: dilaahon.com

We recommend the following tried and tested tactics to engage with your customers and promote their testimonials on a global platform:



Email



Text



In Person

How To Use Your Google Review Link To Get More Reviews

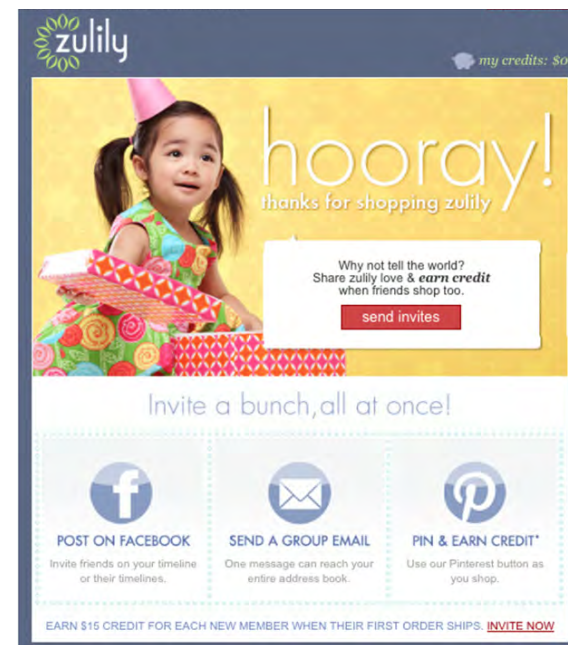
Signpost Pro Tip: Add Review Link to Emails

Take your email marketing to the next level by incorporating your Google review link into your post-purchase email templates. Doing so will prompt them to leave a review while their good experience is still top of mind.

Send customers an email

If you already have the practice of sending a customer a post-transaction email, you're on the right track! After-sales communication is an important element of customer service management. Up to 80% of reviews are solicited from follow-up emails sent to purchasers, requesting them to provide a review.

We recommend incorporating your Google review link into your post-purchase email templates, you can even make it more visually attractive by generating it as a button, instead of the regular hyperlink.



Source: Klaviyo

By landing in their inbox directly and nudging your customers with a review link, you're increasing your chances of getting those valuable reviews you want for your business.

How To Use Your Google Review Link To Get More Reviews

Signpost Pro Tip: Ask for valued feedback

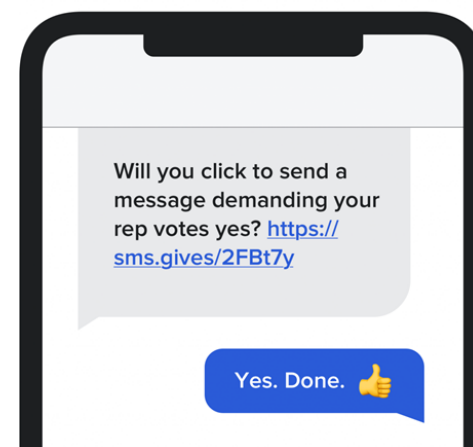
Remember, the key is in the positioning and language. For example, instead of asking them to write a review, ask for their “valued feedback” instead. This will make the customer feel like their opinion is valued and important to you. Combine your Google review link with this kind of customer-centric messaging and you’re good to go!

Shoot them a quick text

Did you know that nearly half of your consumers read reviews of all the purchases they’re considering making on their mobile phones? This is not a surprising statistic.

We live in an age where mobile usage is synonymous with the day-to-day life of the regular consumer. It’s only natural to have this influence trickle down into the space of online reviews. It’s also an opportunity for you to bridge the gap between you and your customers by leveraging the review link.

Reach out to your customers directly by shooting them a text and include the Google review link directly in the body of your message. Keep the message short and sweet with a catchy hook, and leverage bit.ly to make a short URL for the review link.



Source: bit.ly

Customers don’t have the patience to read through lengthy texts but if you can generate a short, impactful message following their purchase while maintaining the tone of your brand, you’re giving them a reason to want to interact.

Going a step further and creating an SMS campaign focused on after-sales and review interactions can help see the results you want. If that sounds like a daunting task, don’t worry! There are tools and software available that can automate the process for you.

How To Use Your Google Review Link To Get More Reviews

Signpost Pro Tip: Get even more feedback

Take your review request process a step further by grouping your review link together with a satisfaction survey. While your customer's engaged, it's worth trying to learn a little more about what they liked, what they didn't, and where you can improve.

Interact in person

Your customer engagement strategy shouldn't just end the moment a positive review is up. After all, what is the purpose of the review? You're not just gaining visibility through SEO here, but you're also gaining key customer insight that can help you further your product or service.

Did you know 7 out of 10 consumers see a brand a differently after the company replied to a review? Engaging with reviews is key to your online review success. You're bound to experience negative reviews at some point. But reputation management involves responding in a professional way to keep your relationship healthy with your customers.



Having shared review requests through the google link, you may have a large inflow of feedback to sort through. Take your time to read through and respond to your reviews. This includes the good ones and the bad eggs!

How To Write Google Review without a Gmail Account



Steps to Writing a Google Review Without a Gmail Account

Small businesses, especially a local business, know the kind of business value that star reviews on social media can drive for their business. Positive reviews are just as effective as word-of-mouth in the digital marketing and SEO space for attracting consumers. In fact, 72% of customers won't take action on a purchase until they read reviews.

Google is one such place where consumers go to verify the quality of a business' service. A company name that ranks higher on the "Map" results boasts a more trustworthy online presence. Why? Because they have an army of happy customers to back their business reviews.

A common misconception is that a Gmail account is a must to post and interact with these reviews however, this is not the case.

With four simple steps, potential customers regardless of their email domain can post local reviews on the Google Maps app and boost your business page online.

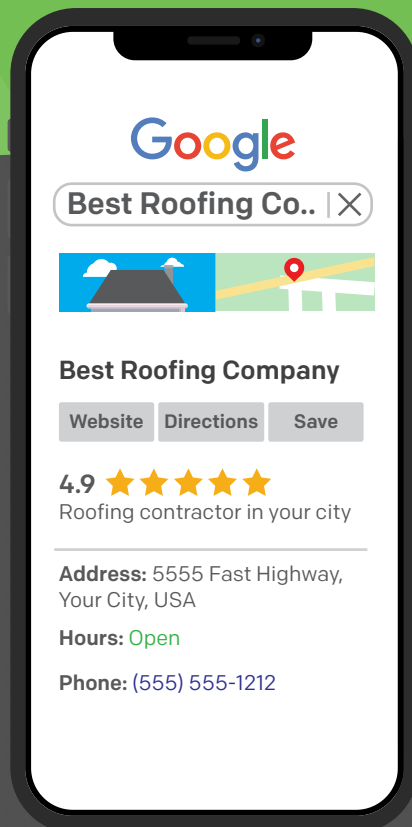
Step 1: Open Google Maps and search the business name

Step 2: Rate and write a review

Step 3: Connect the email of your preference

Step 4: Share relevant images and hit publish!

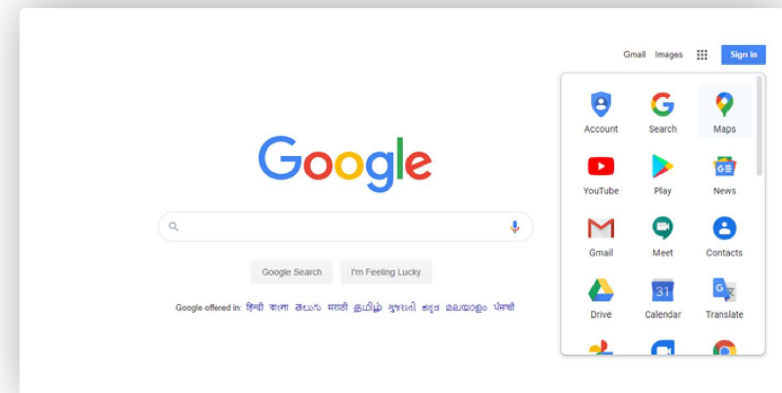
How To Write Google Review without a Gmail Account



Step One: Open Google Maps and search the business name

Whether your users are on their laptop or computer or using their mobile devices, Google Maps is an easy way to do a local search and scan for negative reviews.

On the browser, head over to Google and then navigate to Maps in the dropdown list where you'll see popular applications like Google Drive.

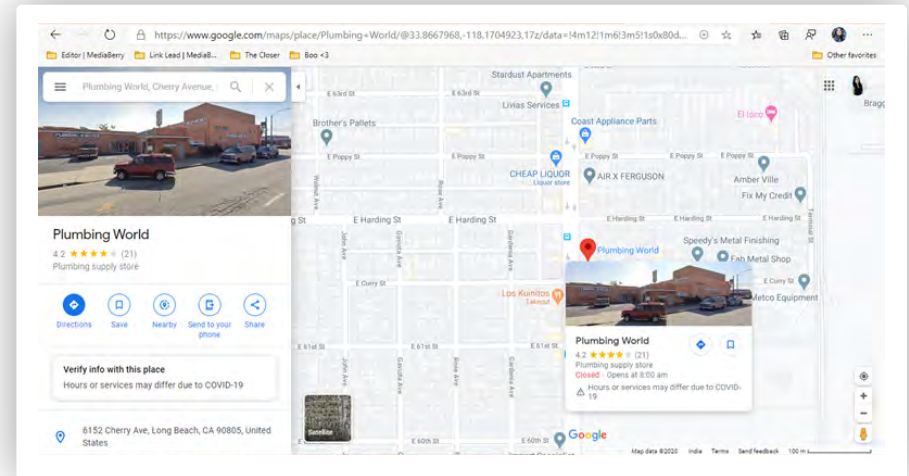


If you're on an Android mobile device, Google Maps will be part of your default apps and accessible with one click. If you can't find it, search and download it via the Google Play store or App Store! It's as simple as that.

Next, search for the business name and click it.

How To Write Google Review without a Gmail Account

Pictured below is an example of a local plumbing store. As you can see, the map provides the details of the business name, address, opening times, and other critical information. Note that the primary information highlighted right below the name is the average rating and the number of total reviews received.



This is one of the first things consumers see when they run a business through a search engine, whether it be a plumbing or roofing store or even a general contracting. Great reviews stand out and drive business value, even more so for small business owners.

Signpost Pro Tip: Google My Business

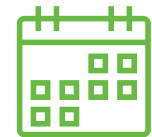
Get your business set up on Google My Business (GMB) to increase your visibility on map searches. Remember, online reviews and map searches are interlinked. One bad review can tank your reputation while a great review can boost your overall SEO ranking.



97%
of consumers find
local business info
on the web



90%
of consumers
make decisions
based on
online reviews



86%
of consumers would
pay more for services
with higher ratings
and reviews

Source: MEDIsocial

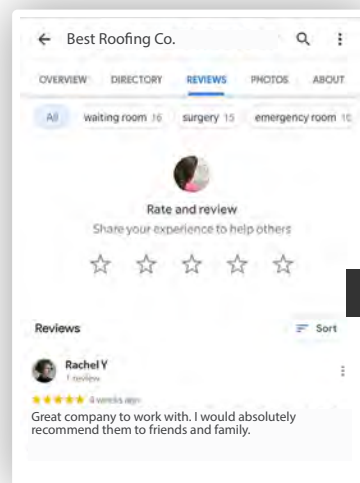
How To Write Google Review without a Gmail Account

Signpost Pro Tip: No Gmail necessary

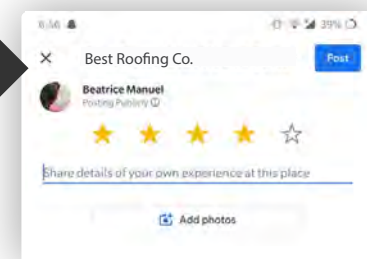
Did you know that you don't need a Gmail account to create a Google review? It's a common misconception that keeps visitors from leaving a review. This is great information to pass along to your customers to ensure they don't fall into this common trap!

Step Two: Rate and write a review

Navigate to the starred review section and you'll see five empty stars on display, waiting to be filled to your heart's content.

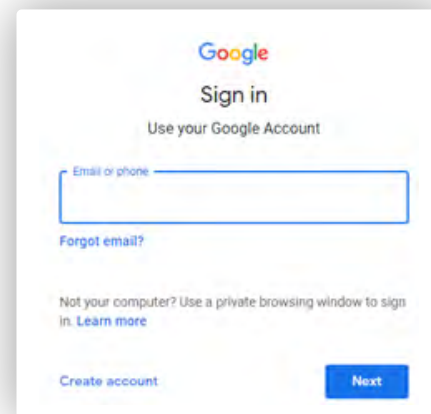


Assign a rating that fits the service you received after which, you have the option of elaborating on your customer experience if you so wish.



Now, you may have reached this step without a single barrier stopping you from rating and filling out your own review. This may be the case if you already have a non-Gmail address associated with your Maps account.

This is where the misconception originates that you require a Gmail account to proceed. But don't worry! Keep reading to discover the next step and debunk the myth that a Gmail account is a necessity for a Google review.



How To Write Google Review without a Gmail Account

Signpost Pro Tip: Educate your customers

As you can see, the feature to stick to your current email ID is less than obvious, hidden behind that obscure "Create account" option. Hence, this step is often skipped by most consumers who don't have their email ID linked to their use of Google related apps. The moment they see the pop-up, they assume they can't leave a review.

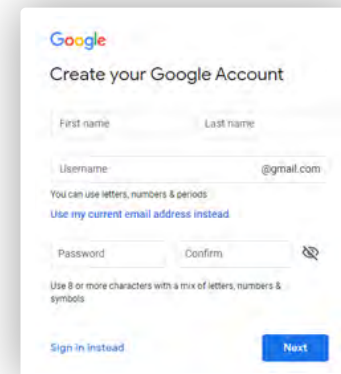
Step Three: Connect your email

If you're still looming over that seemingly intimidating pop-up asking you to sign in, don't worry. Go ahead and click "Create account."

But instead of creating a Google account, you'll see another handy alternative on the next page.

Click the option: "Use my current email address instead" and you're good to go!

You will then get redirected back to the reviews page and be free to proceed with your Google review no matter the email ID you have.



Step Four: Share relevant images and hit publish!

As pictured in Step Two, you are free to add and share relevant images that provide more detail and context to your review.

This can help drive the purchases of other customers viewing online reviews who wish to verify and confirm whether the star rating is worthy of the end result delivered. The wise consumer would be aware of the risk of fake reviews and may look for visual affirmation.

After uploading the pictures you want, hit publish!

Within seconds, the review will be available online and can be viewed by other customers around the world - regardless of whether or not you have a Gmail account.

How to Manage Negative Google Reviews

Signpost Pro Tip: Customer Experience is key

Did you know that one bad review can cost you up to 30 customers? It can take up to 12 additional customer reviews to cancel out this effect. Focus on a positive customer experience up front, so you don't have to worry about negative reviews coming back to **haunt** you.

Negative Reviews

A negative review, oh how much a business owner dreads thee.

Online reviews form part of the crux of reputation management for small business owners. Word-of-mouth and referrals can boost their customer numbers. Business reviews, in particular, form an essential pillar of digital marketing for most modern businesses.

While a business may have a hundred positive reviews, one powerfully written negative Google review can tank the brand image. But this doesn't mean a business owner should get intimidated, close shop, and retreat from their Google My Business listing altogether.

Yes, a negative review can damage your brand, but only if handled poorly. Businesses can mitigate the blowback to their credibility online by taking the right measures. But why should you even bother, you might ask.

Read on to discover why reputation management and Google reviews should be a focus area for you and the measures you can take to avoid and handle the daunting threat of a bad review.

Importance of Google Reviews

Google reviews can drive an immense amount of business value for you and help you generate more leads.

You might think with Google in consideration; this is all just about search engine optimization (SEO). While the local SEO factor remains integral for your digital marketing efforts, Google reviews go beyond the realm of just driving up your rankings and getting your business listing bumped up.

Reviews also play an important role in customer relationship management. Whether you're getting a positive review or a negative review - feedback is feedback. These insights can be used to help you develop your product or service and improve your relationship with your customers.

How to Manage Negative Google Reviews

Customers, on the other hand, use Google reviews to gauge their perception of your business. A business with far too many star reviews is almost unbelievable and may be put under the lens. It's natural for customers to seek out a negative review. In a roundabout way, a negative review can drive authenticity for your business. After all, businesses are built by humans and are bound to slip up here and there.

However, having a large number of negative reviews in proportion to positive reviews is a red flag.



82%

of consumers
specifically seek out
negative reviews



4.2-4.5

is the average
star rating

Near or perfect

5.0

is perceived as
"too good to be true"

Source: Finances Online

How To Manage Your Reputation On Google Search Results

A business that ranks is a winner by Google's standards. Getting yourself on the top search engine results of a relevant Google search query can take your business visibility to the next level. While building your SEO success is no easy feat, there are several ways you can create a stellar business reputation on Google.

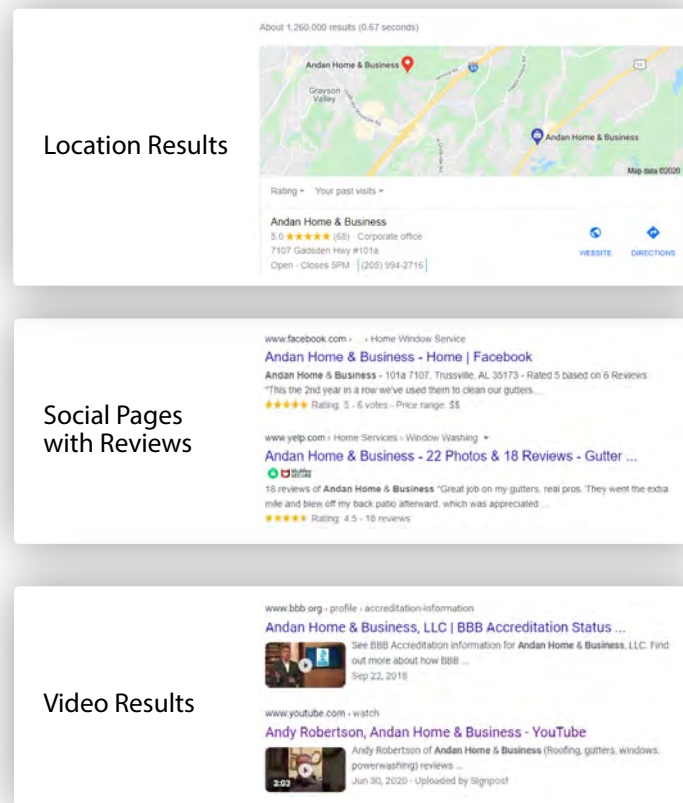
How to Manage Negative Google Reviews

Signpost Pro Tip: Search Your Competitors

An excellent way to get started, especially if you are a small business, is by doing your research. Do a couple of relevant Google searches and conduct an audit of the results that pop up. You might see a combination of organic and paid results, and Google maps results, as well as other forms as pictured with Taco Bell's example.

Build upon that virtual real estate

The kind of search engine real estate that Google generates for keywords has now grown. There are several types of content results that can come up for your business name, ranging from links to your website to related news or your social media profiles as pictured below with the example of Andan Home & Business.



When people search keywords related to your business, you want to be the first one Google nudges in their direction. To see if you own space on Google results, run a few searches with terms on which you'd like your business to be found. Do the results link to competitor pages? What region are they specific to? What are competitors doing right that you can do with your online content and presence?

How to Manage Negative Google Reviews

Signpost Pro Tip: Engage, engage, engage.

It's not enough to just set up these profiles and remain dormant. Set time for yourself to check your various profiles periodically to ensure that you're responding to reviews, questions, and comments in a timely manner. Also, post new content regularly to keep followers engaged. This could be pics of a job, how to content, or even a behinds the scenes look into your world.

Claim public profiles and create business listings

Once you've done your research, put it into application. If you haven't already, claim and manage public profiles for yourself and your business. This includes (but is not limited to):

- Setting up your Google My Business profile
- Creating verified and branded social media accounts
- Appearing on industry profile spaces (forums and professional networks)

The greater the online profiles and presence you build, the higher the chances of your SEO 'ammo' getting you the rankings, and ultimately the customers that you want.

Generate positive word-of-mouth

Did your business do anything news-worthy recently? Like go green with environmental campaigns or donate to a relief fund?

Promoting business actions that have a positive impact through a press release, social media campaigns, news story mentions, or other public platforms can drive up your visibility online. Remember that news results section affiliated with a keyword search? You might just pop up there!

Be active and respond to questions, reviews, and mentions

One of the advantages these platforms offer is the ability to connect directly with your customers. Of course, this works both ways. Make sure you dedicate time to monitoring the reviews and mentions your business gets.

Your customers want to feel heard and valued. This is one way to show your customer centricity and get even more star ratings and positive reviews. You can even drop a Google review link directly in engagements with happy customers in the post-purchase stage and ask them for a review.

How to Manage Negative Google Reviews

Signpost Pro Tip: Fake Reviews

Have a fake review? Respond politely, and mention they do not appear in your customer records. Offer them contact information to get in touch with you. If the fake review persists, flagging it directly with Google is an option. You can do this by clicking on the vertical dots on the upper right corner of the review and selecting "Flag as inappropriate." Worst case, you can lawyer up and opt for a legal removal request.

Tips For Responding To Negative Online Reviews

Despite all your efforts to uphold a fantastic reputation online, one or two bad apples are bound to slip through. Not every customer may have an excellent customer experience with you. Some may even have a chip on their shoulder and take it out on your business with a bad review.

Your first instinct may be to panic, but don't! Here are some tips to keep a note of when you're faced with a negative review:

1. Calm down and evaluate the review

Before hitting the panic button, evaluate the authenticity of the review you received. Believe it or not, sometimes competitors or even absolute strangers who never did business with you like to have a ball and drag your business name through the metaphorical mud.

How can you verify this? Check your customer records and see if it matches up. If there is no record of any interaction with the individual, you're looking at a false review.

2. Respond the right way

Want to bury the negative content away? You can, but that step comes later. First thing's first: respond. And yes, you have to respond to even the fake reviews! Here's why.

Customer engagement should be your priority, and don't be mistaken, you aren't only dealing with the disgruntled and fake customers here but also the potential customers who might see this review.

What do your customers want to see? Good service. How can you give them that? By addressing the grievance and fixing the problem.

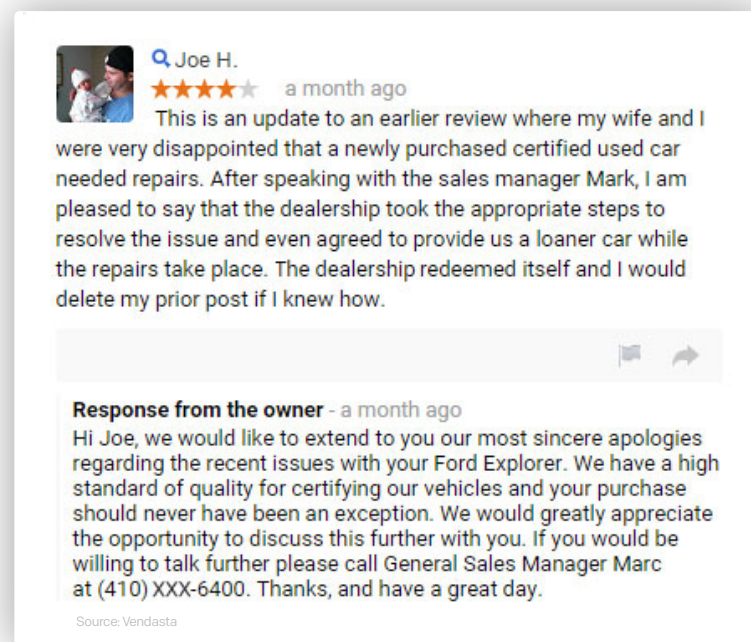
How to Manage Negative Google Reviews

Signpost Pro Tip: Turn lemons into lemonade

Never just apologize and let it drop. An apology is not what your customers paid for. Know when to admit your faults, step up, and make it up with excellent customer service.

Turn that bad review around by showcasing excellent customer care.

If you're dealing with an honest customer that had a bad experience, personalize your response by analyzing the root cause of their dissatisfaction and showing them that you care. Tell them you're working on finding a solution and will do your best to prevent this from happening again.



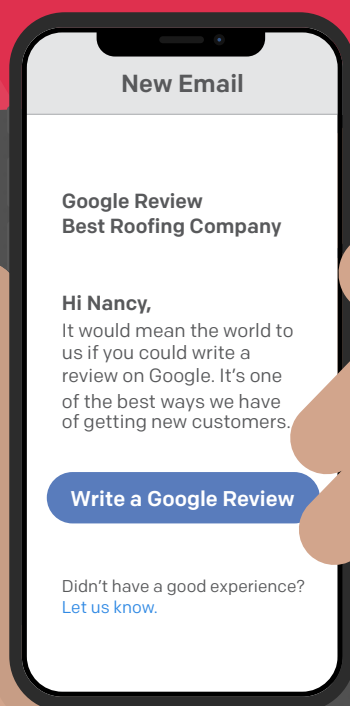
3. Transform your keywords

Drown out the negative search results and reviews associated with your business by transforming the authority keywords.

For example, if you noticed a particular set of keywords in a negative review or even keywords that associate your business in a less flattering angle, take charge of the situation by creating new content and more positive angles to those keywords.

This can help you kill the noise and rank more positive content for those same keywords. It's all about strategy with SEO and online reputation management here.

How to Manage Negative Google Reviews



4. Ask for more reviews

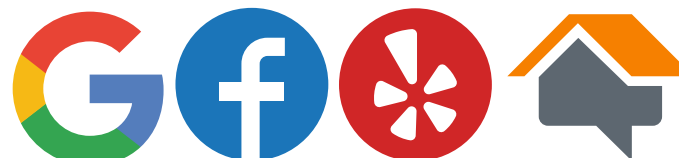
Potential and new customers won't single you out for that one bad review. Most of them do their research and look at the trend, timing, and overall customer service you provide. If your negative reviews are based from several months or years ago, they might not even notice!

The best thing you can do here is to ask for more reviews from happy customers.

70% Of consumers leave reviews for local business when asked

You can ask for feedback on social media platforms, generate a Google review link and distribute it through email, and even showcase it on your website.

The more chances to garner positive reviews, the better it is for your brand perception and customer relations in the long run.





About Signpost

Thousands of businesses partner with Signpost to manage communications with prospects and customers for the entire lifecycle of the relationship – from lead, to job, to repeat business. Learn more at signpost.com

