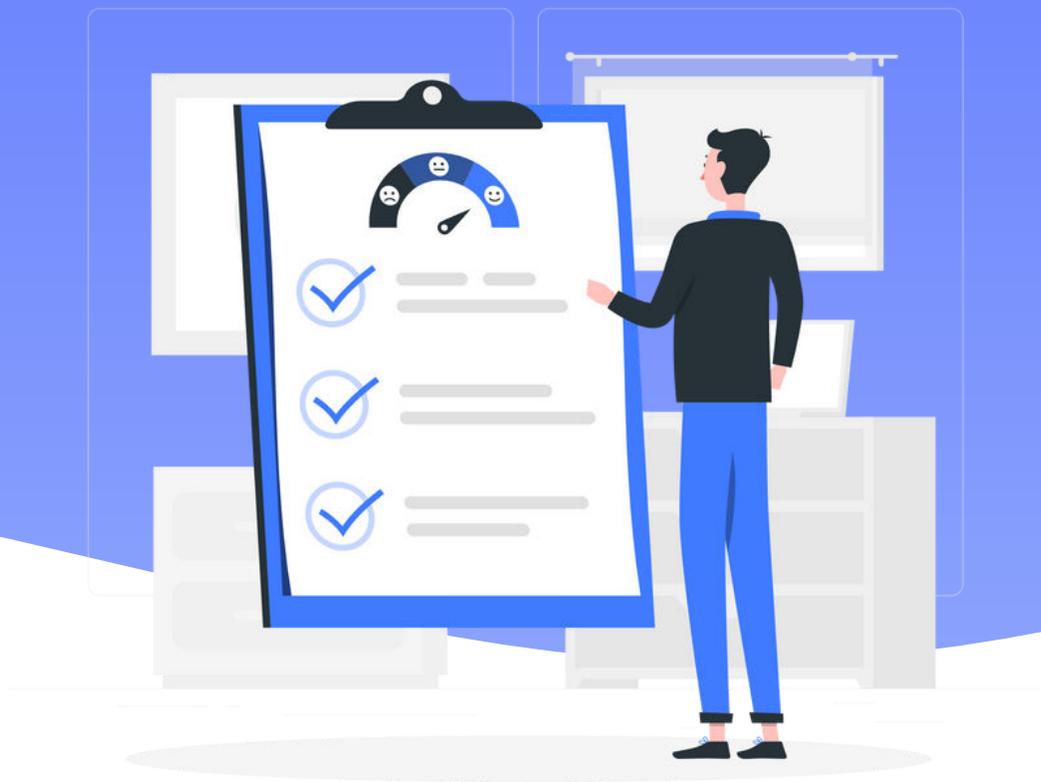


How to Get More Reviews

A Guide for Small Business





Hi, We're Localsearch!

Since 1993, Localsearch has been making marketing damn easy for Australian business owners.

In this simple guide we're going to show you how to master the art of getting more reviews for your business! From optimising your business profiles to harnessing the power of social media, this is your one-stop guide to getting the most out of your customer reviews.

Localsearch is one of the highest-rated, full-suite digital marketing services in Australia. What we do is provide 300,000 Australian businesses with free support, plus help a further 28,000 business owners through Localsearch.com.au, websites, search engine optimisation, Google Ads, Google Business Profile and social media marketing. We'd love to help you too!

An Overview

Introducing our comprehensive guide for elevating your customer review game. Positive reviews can significantly influence potential customers' decisions, while negative reviews can tarnish your reputation. This guide is designed to be your trusted companion, ready to be personalised with your notes for reference whenever you need it.

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Respond Quickly to Reviews

Dental Haus Reviews Skyrocket 230%

Dental Haus, a dental practice on the Gold Coast, Australia, has increased its Google reviews by over 230% since partnering with Localsearch in 2022. This remarkable achievement showcases Dental Haus's exceptional service and attention to the importance of growing its online reputation.

With a 4.9 rating average and 119 reviews as of October 2023, Dental Haus leaves a great first impression on potential customers searching for dental services in the area.

Other Results from 25 September 2022 – 24 September 2023:

- 5.85 keyword average position.
- 665.51K organic search impressions.
- 18.3K website page views.
- 7,188 new website users.
- 391 Google Ads conversions.
- 34.26K Google Ads impressions.



A screenshot of the Google Business Profile for Dental Haus. The profile includes a header with a photo of a staff member, a map showing the location in Palm Beach, and a 'See outside' photo of the building. Below the header, the business name 'Dental Haus' is displayed with the 'HAUS' logo. Action buttons for 'Website', 'Directions', 'Save', and 'Call' are visible. The profile shows a 4.9 star rating from 117 Google reviews and is categorized as a 'Dentist in Palm Beach, Queensland'. Contact information includes the address: Pavilions Shopping Centre, Shop 21/6 Fifth Ave, Palm Beach QLD 4221; hours: Open, closing at 6 pm; phone: (07) 5521 0536; and appointments: praktika.net.au. There are also links for 'Suggest an edit' and 'Own this business?'. A 'Products' section is visible at the bottom, featuring 'Custom Mouth G...' and 'SomnoMed Mouthguards'.

Step 1:

Optimise Your Business Profiles

When customers go to your Localsearch Business Profile or Google Business Profile to leave a review, you don't want them to feel like they're in the wrong place. Be sure your customers know they've landed on the correct and most up-to-date listing for your business by maintaining brand consistency throughout your profile. This means your listing should be optimised with high-quality photos, accurate contact information, updated operating hours, and posts to showcase the latest news from your business.

Benefits of Optimising Your Business Profiles:

Enhanced Visibility

Improved Credibility

Stronger Engagement

Cost-Effective Marketing

Local SEO Advantage

Data-Driven Insights



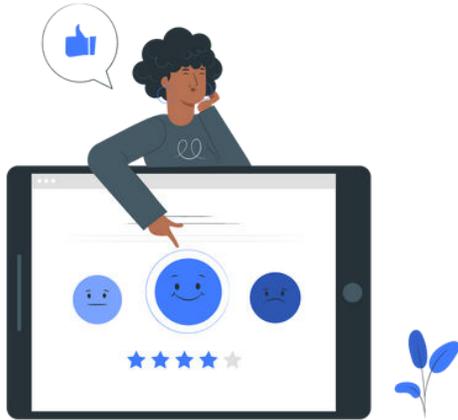
How to Optimise Your Localsearch Business Profile



Learn More

Step 2:

Make it Easy for Customers to Leave Reviews



Giving customers easy access to leave a review is key if you want more reviews. Make sure you include links on your website and in emails so customers can easily submit a review. You can also add QR codes to your printed materials, like your business card, that link directly to your Localsearch Business Profile or Google Business Profile. It's also a good idea to place these QR codes in high-traffic areas of your storefront, such as your reception desk.

Top 5 Free QR Code Generators

1

QR Code Generator

2

The QR Code Extension

3

For QR Code

4

QR Code Monkey

5

QR Stuff

How to Generate QR Codes for Your Business



[Learn More](#)

Step 3:

Reach Out to Satisfied Customers

Identify your most satisfied customers and reach out to them to ask for a review. If you've done a good job, they'll be happy to oblige. Just make sure that you don't offer anything in exchange for a review – this is against guidelines. Whether you've just finished tiling their new bathroom or detailing their car, there is no better time to reach out than when they're enjoying the benefits of your service.



How to Reach Out to Customers for Reviews

Identify the Right Timing

The best time to reach out to customers is within a week of finishing your interaction with them.

Personalise Your Requests

Address customers by name and tailor your message to their specific experience with your business.

Provide Direct Links

Provide direct links to your review platforms and clear instructions on how to leave a review.

Follow Up & Express Gratitude

Thank customers for their feedback, whether positive or negative, and address any concerns promptly.

Step 4:

Promote Your Business Profiles

Make sure you let customers know about your Localsearch Business Profile and Google Business Profile by promoting it across all your digital channels – social media, website, and email campaigns. Include links in all these places to make it as easy as possible for customers to leave a review.

How to Promote Your Business Profiles to Get More Reviews

1

Email Marketing: Include links to your business profiles in email campaigns.

2

Social Media: Share links to review platforms on social media.

3

In-store Prompts: Provide QR codes for easy access to business profiles.

4

Website Integration: Add review widgets to your website.

5

Personal Requests: Tell satisfied customers about your review platforms.



Step 5:

Showcase Testimonials & Reviews on Your Website

Dedicate a section of your website to displaying customer testimonials and reviews. This not only adds credibility to your brand but also serves as a gentle nudge for visitors to share their own experiences.

Benefits of Showcasing Customer Reviews:

Boost Credibility

Increase Conversions

Enhance Brand Reputation

Improve Engagement

Personalise Your Brand

Encourages More Reviews

How to Showcase Reviews:

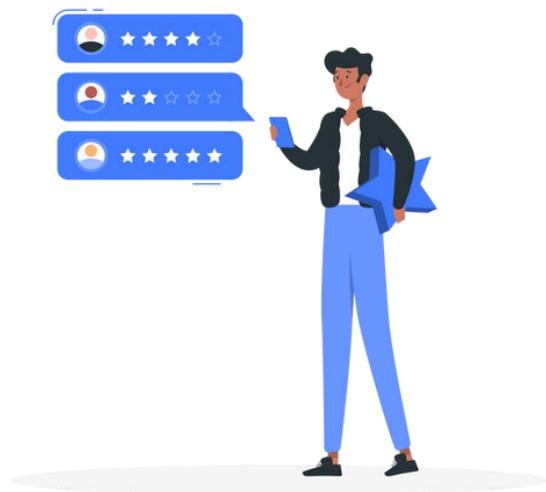
1 Select Compelling Testimonials

2 Strategically Place on Website

3 Visually Appealing Design

4 Avoid Overwhelming Visitors

5 Regularly Update Testimonials



Step 6:

Harness the Power of Social Media

Why Use Social Media to Get More Reviews:



Real-Time Feedback



Wider Reach



Public Visibility



Community Building



Targeted Engagement



Leverage your social media platforms to promote your reviews from your Localsearch Business Profile and Google Business Profile. Share snippets of positive reviews, along with a clear call-to-action that encourages your followers to share their experiences as well. This can work wonders on all your social media platforms, from LinkedIn and Facebook to TikTok and Pinterest. Don't forget to include a link to your profile!

How to Master Your Organic Social Media



[Learn More](#)

Step 7:

Respond Quickly to Reviews

Replying to reviews holds immense importance in shaping your business's online reputation and fostering a strong customer-centric image. Responding to both positive and negative reviews demonstrate your commitment to engaging with your customers, showcasing a willingness to listen, and addressing their concerns. Positive reviews deserve your gratitude and acknowledgment, as they signify satisfied customers who can become brand advocates. Responding to negative reviews with empathy and solutions can turn a dissatisfied customer into a loyal one, while also showcasing your dedication to continuous improvement. Every review response is an opportunity to showcase your brand's personality, values, and dedication to exceptional service, ultimately building trust and credibility among your current and potential customers.

Key Reasons Why Responding to Reviews is Essential

Show Appreciation

Responding reviews shows gratitude to customers for taking the time to share their feedback, encouraging repeat business.

Build Trust

Responding to reviews builds trust with potential customers, showing that the business is transparent and accountable.

Enhance SEO

Responding to reviews can positively impact search engine rankings, as search engines take engagement into consideration.

Humanise the Brand

Responding to reviews adds a human touch to the business, making it more relatable and fostering a sense of connection.

Replying to Positive Reviews

Not sure how to reply to your positive reviews? Follow our handy check list to craft your replies.

Thank the customer for their feedback.
Make it personal, use the customers name.
Share any additional details about the product or service.

Still feeling stuck? Copy and paste some of our example replies below and personalise them to your business.

Hi [Reviewer's Name],
We're thrilled to receive your positive review! It made our day.
Thank you for choosing us and we hope we can work together again soon.



Hi [Reviewer's Name],
We're so glad you enjoyed you [product/service name]. Feel free to reach out if we can assist you further.



Hi [Reviewer's Name],
Thank you for taking the time to leave a review. We appreciate the feedback.



Replying to Negative Reviews

Responding to negative reviews is crucial for any business, as it provides an opportunity to turn a negative experience into a positive one. Here are our top tips:

- Apologise for any inconvenience the customer has experienced.
- Thank the customer for taking the time to share their experience.
- Offer solutions.
- Let them know you'd be happy to discuss further via email or phone.
- Avoid generic responses.

Still feeling stuck? Copy and paste some of our example replies below and personalise them to your business.

Hi [Reviewer's Name],
Thank you for bringing this matter to our attention. We value your feedback and take it seriously as it helps us improve. Please reach out to our customer support team at [contact details] so that we can discuss this further.



Hi [Reviewer's Name],
Thank you for taking the time to leave us a review, we are sorry for any inconvenience this has caused and would like to discuss your experience further. Please reach out to our team on [contact details].



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Join the 28,000+ Australians
Using Localsearch to Grow
Their Business

Contact Us

