



# Google Reviews How, Why, What?

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Training Document



## Google Reviews and where to start...

### How - The Set Up

Find out exactly how to set up your account and then if you already have one how to optimise it for success.

Google my business is the Google hub where you will find all the internal information on your business listing on Google. Without one you are really not giving yourself the best opportunity to be found and you are certainly limiting the public trust display that can be gained with a solid Google My Business page.

Any business that wants to be seen and highlighted online in the light that they choose should be listed on Google. It gives you as a business owner a great chance to set up the right type of first impression too. Think about yourself for a moment and when you go to do something; be it having lunch or watching a movie you may first consult Google for reviews. I know I do personally as I feel as though if I am going to invest my time and money in something there should be a solid trade off. So now think about your business and the possibilities. You could have your PT business, a gym or any other allied health business listed and people could get a sense of you from others before they even meet you. Talk about great social proof.

Before we do anything else if you have not yet set up an account simply follow this link here [www.google.com.au/free-sign-up](http://www.google.com.au/free-sign-up) and get yourself set up. It's free and easy to do. Follow the prompts and steps from Google once you begin their online registration process.

Once you've set your account up, make sure your account at least has some of the following:

- ⇒ Up to date imagery of you and your brand
- ⇒ Download the Google business app too for some extra features (search Google my business on app store)
- ⇒ Try to get at least 10 reviews (5 stars ideally!). To do this, see the below section (Getting Reviews)
- ⇒ Ensure all the reviews (good and bad) that you do have are responded to and personally. Eg. do say *'Shane, amazing review and it means a lot. We know that you have been working hard here and it does not go unnoticed'* don't say *'Thanks for your review'*
- ⇒ Add ALL the business details required eg. a post, an event, videos etc
- ⇒ Ensure that you monitor and check in on your reviews, updates and information



## Why - The Reason(s)

Google My Business and all reviews are a great way for us to get feedback and of course then have this feedback displayed permanently online but there are so many other positive spin offs.

Check out the list below which shows just some of the many reasons why we really feel like you need a Google My Business page today.

## Why Create a Google My Business Page?

- ⇒ You can then be shown in 'maps' as a location
- ⇒ It helps with your SEO ranking and its free! Did you know MOZ, Moz (the world's number 1 SEO site authority attributes review signals 8.4% of its ranking factor pie
- ⇒ It is a great way to be seen as a trustworthy business and to let others who have not yet engaged with your company get a sense of what you do
- ⇒ Prospects view google reviews all the time
- ⇒ It is yet another chance to continue your brand presence online
- ⇒ It can build part of the sales narrative, eg if someone came into your business after reading 4 unresponded to bad reviews, they may have a low expectation and if you do something wrong they may combine these two pieces to equally agree that you are not great. If however they had just read 20+ glowing reviews they might think you're having an 'off day' or be more willing to give you a pass.
- ⇒ If you run a service business and get global reviews it will help you rank in those areas and regions too, often times as a business it can be hard to rank outside of your town, this helps heaps
- ⇒ Did we mention the SEO benefits? People and businesses pay \$1000's monthly to fix their SEO and their is one sure fire free way that you can do it yourself (to a degree..)
- ⇒ It forces you to then be on your A Game - you won't want to have a bad review hovering around you forever so in theory it should force you to be on your A Game and get the best outcome for all parties, at all times
- ⇒ You can spot trends positively and negatively. Eg. if the reviews all say that 'Chris' is amazing and very helpful but the other team members don't get referenced maybe we can get Chris to share what he is doing to go above and beyond



A Good Gauge on where you should be:

Level	New Business (Less than 1 Year Old): Review Count	Star Rating
Beginner	7+ Reviews	5
Intermediate	20+ Reviews	5
Advanced	40+ Reviews	4.6+

Level	Established Business: Review Count	Star Rating
Beginner	25% of all active Members/Clients	4.8+
Intermediate	15% of all historic Members/Clients	4.6+
Advanced	25% of all Historic Members/Clients	4.5+

You'll notice in the above graph that actually as you scale up having a 5 star rating can become a challenge as when you work with people on scale you may end up inadvertently not being perfect for someone. It is also easier for someone to give a 1 star review to a faceless business than a small business especially when there is a client/service provider face to face relationship happening. The amazing review scores above of course we would love 5's but we buffer to have at least two 1 Star reviews. You can still be an amazing business with that in place, once you learn from and move on from said reviews.

### What - Getting Reviews The Right Way

As a growing business ensuring that you put your best foot forward and deal with the business basics is pivotal and hence why we are discussing this piece. It is a basic business item and it certainly can help you put a How to ask politely for reviews and how to ensure that you get them regularly.

#### ⇒ Three Points of Contact

At SAOR we encourage you to have at least three points of contact for a Google Review Ask.

1. Initially, we want to directly ask for feedback after their first week of session as a full member or client If they love us and we want them to share the experience. This is when at times they can be at the peak of their excitement and feeling really good. Follow this in person "ask" with a 'Email ask' that same day. See resources.
2. As a part of their email series in the onboarding sequence. So as a part of your onboarding naturally in the automated email you have a direct link to google review. See 'Mailchimp' Resource for more.
3. After 30 days in your business and once they are loving it, an auto reminder should pop up in your CRM software which reminds you to ask for a review, this also is in line with the email series timeline and is a compounding ask. We leave it for 30 days for the secondary ask as we want to ensure people are fully on board.



# SAOR Resource Hub

## ⇒ Signage

You can get your own Google Review signage to have in club or in your business by going to Google Small Thanks and simply using their templates. See resource list below at the bottom of this training guide. Ensure that you have this signage well placed near an area, where people have time to kill. Eg. members lounge can be a great area.

## ⇒ Direct Asks/Push

As always if you don't ask, you don't get and sometimes a simple direct ask, saying *"hey there name would you mind giving us a fair review on google as we are trying to raise our public profile and it would mean a lot to us as a small local business."*

## ⇒ Team Member Awareness

With everything that we do in our businesses having the support of the team is crucial. Imagine if you were able to mobilise all of the people in your brand to help close in on the target it would make it much easier right? Maybe add this into your team meeting as a discussion piece and get the team on board.

## ⇒ Make it easy!

Google reviews and the internet for some people can be challenging so we want to make the process as easy as possible and Google will even help you do it too. If you check your Google My Business page it gives you the option to share. Simply click into your Google My Business page and on the right hand side there is a 'Get More Reviews' button which helps you immediately share and it should look something like this link: <https://g.page/SAORConsultancy/review>

## ⇒ Follow Up (*Just like sales*)

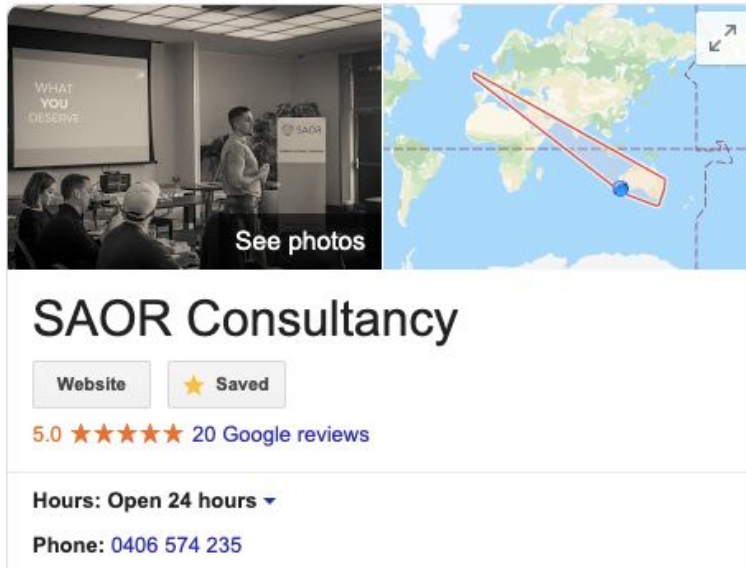
You guessed it, people will say that they will and then they won't. Just like in the sales space, we need to follow up, follow up and follow up again. Always pleasant and always positive.

## ⇒ Actually Be Great At What You DO!

This obviously is not a hack or clever way to do it but it is the most important. In order for us to get 'great reviews' in the first place, we must be great, so truly focus in on this piece first! Perfect your service and really give, give and give some more to your clients.



## Responding to Reviews: Six Simple Steps



When it comes to responding to reviews, this is where we see a lot of people fall short and/or give up. You may be looking back over a huge group of reviews, say 50+ which do not have responses associated and now all of a sudden we are asking you to respond to reviews from years ago! Yes, we are saying to do this. If you have any unresponded to reviews right now on Google we would encourage you to respond today and you'd be surprised sometimes ex clients get the response notification and are as surprised as you think they would be and this surprise can turn into re-engagement and who knows maybe a sale.

### Let's look at the Six Simple Steps in Response

1. Immediate (or as close as...)
  - a. As soon as possible get in and get responding. Now in saying that if you do have dormant reviews, left years ago, please do still respond!
2. Regardless of the score respond
  - a. If it is a 1 or a 5, we must respond. Hiding from the bad is the worst thing that you can do. Do not try to start a fight or to *get the win*. Simply go into the review, learn from it and if parts are relevant acknowledge and thank the person for their review. Feedback is always useful
3. Personalise it completely
  - a. You will hopefully see what I mean here in the below examples. Use the person's name, mention their personal experience and truly engage with them and their review not generically.
4. Speak in your tone
  - a. If you are jovial or fun brand be that in your response, be natural. If you are not extremely 'polished' in your demeanor why pretend to be online. Be you but be pleasant and I think it goes without saying, don't curse. Maybe I should still say it, don't curse.
5. Encourage repeat business or continued custom
  - a. A great chance to 'not forwardly' but subtly sell. Eg. *"Mary it was great having you in our business and we cannot wait to welcome you back again. In fact, we're so excited to have you back we've already got your playlist on standby"*
6. Always respond
  - a. Do it.



Some Examples

## SAOR Consultancy

[Write a review](#)

5.0 ★★★★★ 20 reviews

Sort by: Most relevant ▾



**grace mcdonagh**

1 review

★★★★★ 2 months ago

I have been working with SAOR Consultancy nearly 3 months now and in that short space of time Shane has me not only helped me grow my business, but he has taught me how to be confident enough to step outside the box and do things I never ... [More](#)

Like

**Response from the owner** 2 months ago

Grace this review is exactly why SAOR was born. To help people grow in every way! Glad you're enjoying the work so far 🙏

So happy to be working with you every day and celebrating the wins, there's been so many, we've been celebrating a lot!!

You are ready to take on the world and you're already making a huge impact in your world with the Zero 2 Zen project - keep it up 👍



**DiCkO2111**

3 reviews

★★★★★ 2 weeks ago

Your gym users really need to start jogging up and down the FOOTpath... not the road of a morning. ... [More](#)

Like

**Response from the owner** 2 months ago

Hi DiCko,

Thanks for your review. We totally understand where you are coming from and want to keep everyone in the neighbourhood happy. Unfortunately there is no footpath on the side of the road that we run on. We understand this can be dangerous for motorists and will endeavour to stay off the roads as much as possible in the future.

Cheers

Colossus Kingston



# SAOR Resource Hub

Finish this Training Session By Completing the Following Questions:

1. Have you set up your Google Business account?
2. If you've set your account up - Do you have a mobile app, an event online, current images and full information completed? Does it reflect your brand as you wish?
3. Check your reviews now online, are they all responded to? Please highlight %/number that are not..
4. Please respond to all your reviews right now using the response guide above (page 4)
5. Please Log into Google Small thanks (see resource section below) and download your marketing kit, get your stickers printed if you have a physical business, if no physical business download some of the 'small thanks' social posts
6. Have you added a feedback 'Google review' training and awareness to your next monthly meeting?
7. In general is the feedback in your business positive? (*Reference feedback only on Google*)
8. Are there any trends you notice looking through the reviews? Please outline
9. What volume of reviews do you have? In relation to the Review volume chart what volume should you have?
10. Make sure you download all the resources below from the 'even more resources' links...





Even more resources:

- ⇒ Email Template 'The Google Review Ask'
- ⇒ Google Small Thanks  
<https://marketingkit.withgoogle.com/>
- ⇒ 'How to Guide - Google Reviews' to send to others as attachment