



SECRET 3

**NEVER IGNORE
YOUR REVIEWS**

Never Ignore Your Reviews

As a local business, reviews (and your reputation) are invaluable assets. Positive reviews encourage people to do business with your company and have a massive impact on your overall ranking results. We can no longer simply depend on “word of mouth” referrals, can we?

In fact, soliciting positive local reviews is one of the most effective ways to improve your overall local ranking results.

“
National Positions
is an excellent
SEO company with
a great team!”

“
Since working with
them, our revenue
has increased
dramatically.”

“
By far the most
legitimate internet
marketing company
around!”

According to the [2018 Moz Local Search Ranking Factors report](#), reviews are thought to have a **15% impact** on how the search engines rank your site.

Beyond your search ranking, reviews are often the first thing people will see when Googling your business. It's a powerful first impression that you cannot ignore.

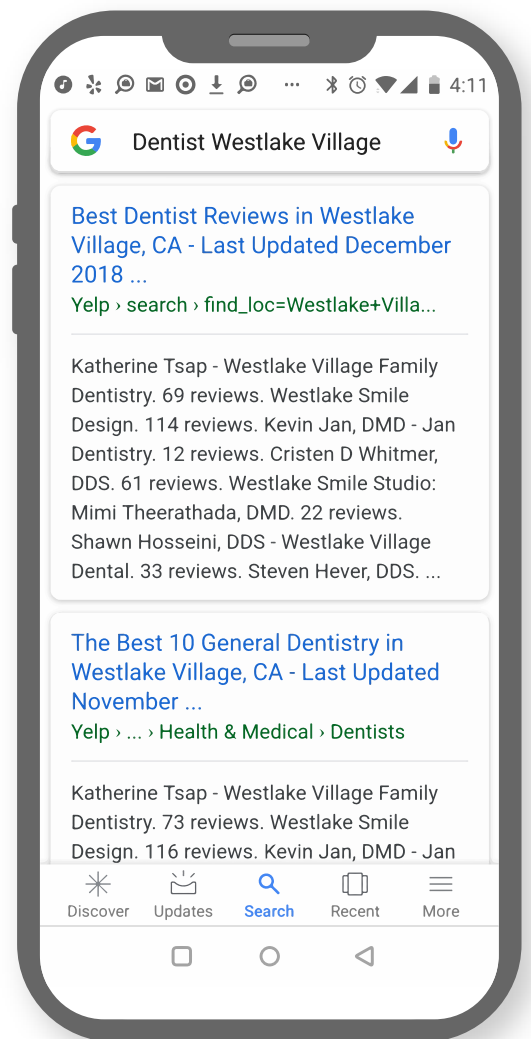
Which Review Sites Are the Best?

As we know, Google is the dominant search engine, so collecting Google reviews via your Google My Business page should be your prime focus. Think of GMB as your most powerful directory.

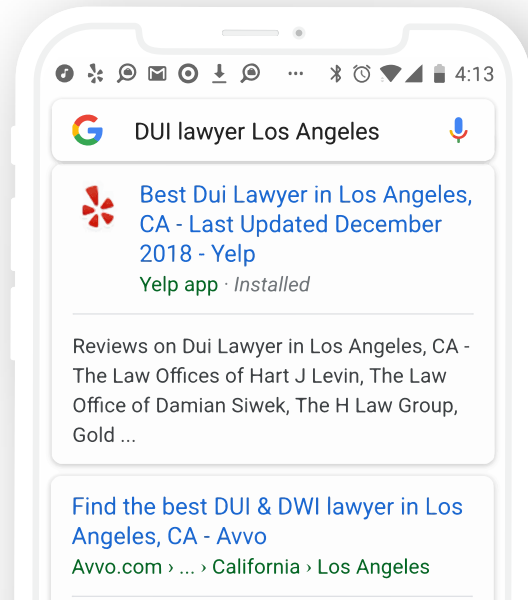
But on which other review sites should you focus your attention?

To uncover the most important review sites for your business — start with a Google search. Search for the biggest terms for your local business, then see which review sites pop up on the first page. These are sites that you should put all your efforts into.

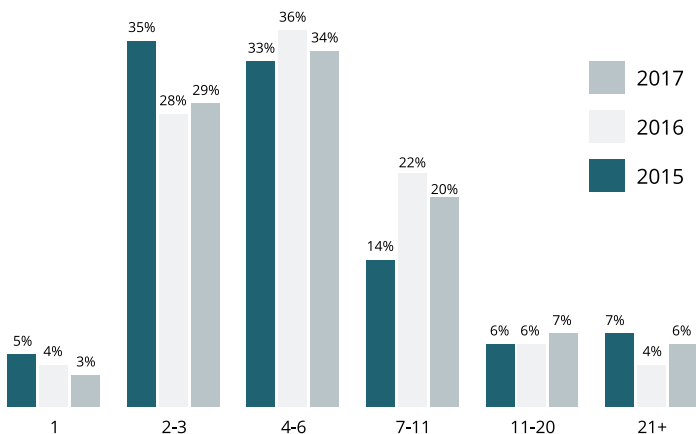
In the example to the right, the search for a dentist in Westlake Village shows Yelp as an important review site.



There very well may be some valuable directories out there that you're not aware of — yet. (You just might be surprised — in a good way.) Conducting a similar search for a DUI lawyer in Los Angeles returns directories such as **Yelp**, **Avvo**, **Justia**, and **FindLaw**.



Business Reviews & Customer Trust



Reviews Fuel Action

Reviews have a big impact on how much consumers trust your business. As you will see from a **2018 BrightLocal report**, most consumers read on average 4 to 6 reviews before deciding to interact with your business.

All data sourced from BrightLocal study. Read original study [here](#).

Key Review Statistics

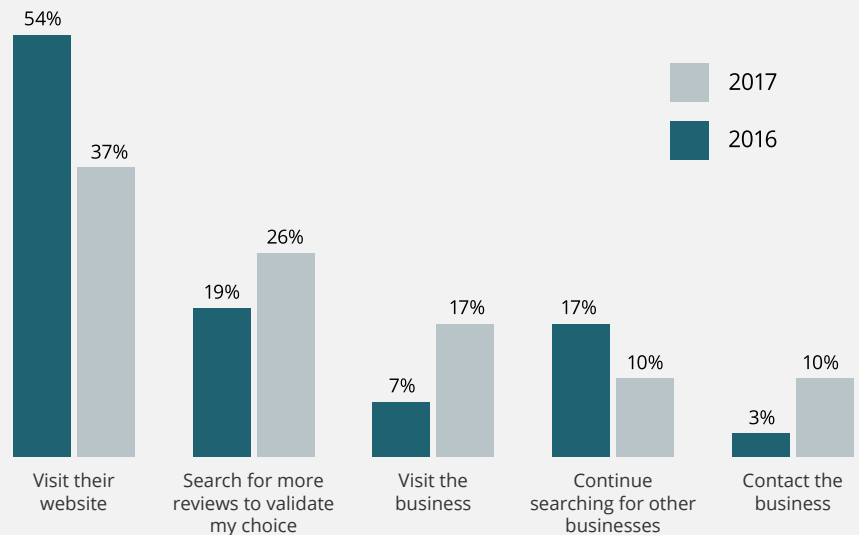
- Consumers read an average of **10 online reviews** before trusting a local business
- **91%** of 18- to 34-year-olds trust online reviews as much as personal recommendations
- **89%** of consumers read businesses' responses to reviews
- **86%** of consumers read reviews for local businesses
- **57%** of consumers will only use a business if it has **4 or more stars**

Local Consumer Review Survey: **BrightLocal**

Positive Reviews & Typical Next Steps

Now, reading reviews is just the first step. The next step is usually clicking through to your website after reading positive reviews about your business. These click-throughs really help to boost the local SEO of your site.

All data sourced from BrightLocal study. Read original study [here](#).



Responding to Reviews

Responding to reviews is a powerful (and easy) tactic that can actually help improve your overall local ranking results. So, it's best practice to respond to all reviews — positive and negative.

Remember that a “negative” review and an “inappropriate” review are not one and the same. If you receive an unkind, untrue review that **violates Google's policies**, you can flag the review and often have the **review removed**.

If you receive a negative review, always thank the reviewer for the feedback (even if this is the last thing you feel like doing). Show empathy for their issue and attempt to offer a solution to the problem. Always offer the reviewer an alternative service or company that might better fit their needs.

Responding publicly also shows those reading reviews that your company cares about its clients or customers and that you always have their best intentions in mind.



Make gathering reviews a key focus. Strategize with your team to collect customer contact information and request client reviews on a consistent basis.

NATIONAL POSITIONS' LOCAL RANKING SECRETS

21 STRATEGIES FOR CRUSHING YOUR COMPETITION IN 2019

For 15 years National Positions has been at the forefront of the digital marketing industry. We focus on combining the worlds of technology, data analysis, and creative design into our digital marketing strategies. Our data and know-how alone give us the edge required to effectively help our clients beat the competition. We focus our strategies on driving more traffic to your business, nurturing your lead pipeline, and helping convert your leads more rapidly. We look forward to helping your brand and business reach new heights in 2019 and beyond.

Contact Us for More Information:



877-866-6699



www.nationalpositions.com



Get in touch

