



How To Get More Positive Reviews

Firstly why are Google reviews important?

1. Trust and Credibility: Positive reviews from customers build trust and credibility for your business. Potential customers often rely on reviews to make informed decisions about products or services.

2. Local SEO: Google reviews impact your local search ranking. More positive reviews can improve your business's visibility in local search results, potentially attracting more customers.

3. Social Proof: Reviews serve as social proof. When others share positive experiences, it encourages new customers to try your offerings.

4. Customer Feedback: Reviews provide valuable feedback. They can help you understand what your customers appreciate and identify areas where you can improve.

5. Customer Engagement: Responding to reviews, especially negative ones, allows you to engage with customers, resolve issues, and demonstrate your commitment to customer satisfaction.

6. Competitive Advantage: Businesses with a higher number of positive reviews can outperform competitors, as potential customers are more likely to choose the one with a better reputation.

In summary, Google reviews can influence how your business is perceived, affect your online visibility, and provide insights for improvement, making them a crucial aspect of your online presence.

Before moving to the strategies around getting the reviews it is taken as a given that the service and/or product you provide is first class and that your teams are engaging with the customer/guest.

How Do You Get More Reviews?

Getting more Google reviews can enhance your online reputation and boost your business. Here are some strategies to encourage more reviews:

- 1. Ask Satisfied Customers:** Directly ask your satisfied customers to leave a review. If you have a physical location, you can do this in person. For online businesses, consider sending follow-up emails.
- 2. Create a Google Review Link:** Generate a direct link that takes customers to the review page on Google. Share this link via a digital review card, email, on your website, QR code, or on social media to make it easy for customers to leave reviews.
- 3. Offer Incentives:** Consider running a contest or offering a small discount or freebie to customers who leave reviews. Be cautious with this approach to ensure it complies with Google's guidelines.
- 4. Utilise Social Media:** Promote your Google review page on your social media accounts. Encourage followers to share their experiences.
- 5. Add a Review Request to Invoices or Receipts:** Include a polite request for a review on your invoices or receipts. This is an effective way to reach customers who have already purchased from you.
- 6. Leverage Email Marketing:** Send dedicated email campaigns asking for reviews. Keep the request concise and provide the direct review link.
- 7. Display Google Review Badges:** Add Google review badges or widgets to your website, making it easy for visitors to read and leave reviews.
- 8. Train Your Team:** If you have a physical location, train your staff to politely ask customers for reviews when they have a positive experience.
- 9. Respond to Existing Reviews:** Engage with your existing reviewers by responding to their reviews, whether they're positive or negative. This shows that you value feedback and encourages others to leave reviews.
- 10. Consistency and Patience:** Consistently implement these strategies and be patient. Reviews often come in over time, so don't be discouraged if you don't see immediate results.

Where do the Digital Review Cards come into play?

The cards are purely a simple vehicle to take the customer/guest directly to your review page, it is the same whether it is Google Reviews or Tripadvisor reviews you are seeking.

They operate in two ways, one using NFC Technology by tapping the card on a NFC enabled** phone they will take you directly to the review page or secondly by scanning the QR code with the phone camera it will take you straight to the review page.

*** Apple phones from the iPhone 6 have been NFC enabled as are most Android although in some cases it has to be switched on in settings similar to Wi-Fi and Bluetooth. A list of compatible phones can be found [here](https://tapnzap.co.uk/compatible-devices/). (<https://tapnzap.co.uk/compatible-devices/>)*

Training Your Team

It is essential in most settings but especially hospitality that the team regularly engage with the customer/guest throughout their visit.

This builds relationships which as well as building trust increases the chance of a return visit.

In the main consumers are more likely to leave a review when they have had a poor experience but they then leave a bad review. If the service they receive is good or matches their expectations they are less likely to leave a review unless gently nudged to do so by a team member.

If that team member has had regular engagement throughout the visit they will feel more confident to ask for a review to be left. At this time most will say they will do it when they get home. Unfortunately by the time they have got home they will have been distracted and the review does not get done.

There is a simple and quick way to redress this, before presenting the customer with the bill, they should be asked if everything was ok, if there is a positive response then a request at that point for a review should be made, quickly followed by introducing the review card and explaining it will only take seconds to complete by tapping the card. Firstly they are usually intrigued by the way the card works and secondly you have got your positive review.

For more information on Digital Review Cards and other ways in which this technology can help your business visit www.tapnzap.co.uk

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