

What you need to know to get more and better Google reviews



FACTS AND FIGURES: Numbers your business needs to know

- ✓ For consumers researching product or servicelated information, [Google ranks second](#) only to Facebook as the most useful and trustworthy source.
- ✓ Online reviews and social signals are among the [most important factors](#) in Google local search rankings.
- ✓ 92 percent of users [choose a business](#) that appears on page 1 of Google local search results, and 50 percent of mobile users visit stores within one day of performing a Google local search.

GET STARTED: Driving engagement on Google

CLAIM YOUR LISTING.

Get started on Google by creating or claiming your listing using [Google My Business](#). This establishes your brand presence on Google Search and Maps results — and improves your visibility on mobile devices.



UPLOAD PHOTOS.

Photos enhance the visual appeal of your business listing and may appear in local search results, too. Upload some of your own for potential customers to see Google Search and Maps.



GET VERIFIED.

To access all the features of Google My Business, you will need to verify that you are the owner or manager of the business you enlisted. Managing 10 or more locations? Go through the Google My Business [bulk verification process](#).



RESPOND TO CUSTOMER FEEDBACK.

Drive engagement by responding actively to your Google reviews using Google My Business. This shows that your business values customer feedback, helping boost shopper confidence and consumer trust.



ENTER COMPLETE BUSINESS INFO.

Using Google My Business, enter your business name, phone number, address, hours, website URL, and other important info. If you previously used the Google Places for Business or Google+ Pages dashboard, your account has been automatically upgraded to Google My Business.



GOOGLE+ DOs and DON'Ts

Keys to protecting your business reputation



DO

Promote your presence.

Encourage customers to follow and check out your brand presence on Google by posting the link on your website, blog, and social media profiles.

Manage customer feedback.

Reviews on Google help you stay on top of valuable feedback. Strong reviews — as well as your professional responses to not-so-good reviews — strengthen your online reputation and help your brand stand out.

Thank your reviewers.

Show customers that your business listens by thanking those who leave reviews and ratings on your page.

DON'T

Lose your temper.

Don't write angry responses to negative customer feedback on Google. Opt for professional, service-oriented, resolution-driven responses.

Fake your reviews.

Manipulating your reviews to boost your reputation may lead to penalties on Google and can cause long-term damage to your business.

Post old, outdated data.

Use Google My Business to update your local business info. Make sure it's complete and correct, because this info appears across the Web as well as on Google Search and Maps.