

GOOGLE BUSINESS PROFILE: ADVANCED TIPS

Fact Sheet for Businesses

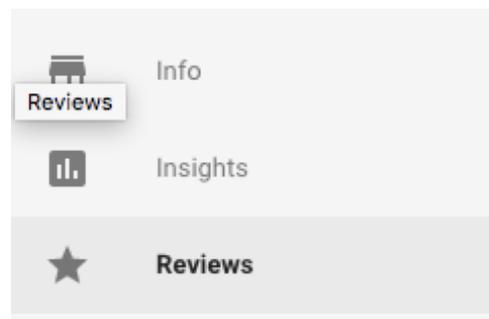
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Reviews Management & Best Practices

Google Business Profiles allow you to see the reviews of your business that users have created on Google. Within Google Business Profiles, you have the ability to respond to reviews directly or flag something that may be inappropriate.

Why Reviews Are Important

Reviews from customers provide valuable feedback about a business to the owner and other customers. Many consumers decide whether or not to engage with a business based on reviews left by previous customers. 73% of customers trust a business more if it has positive reviews, according to BrightLocal's 2017 Consumer Review Survey. Positive reviews and interactions can help set your business apart from competitors. The quantity and quality of reviews are also an important ranking signal for your business in Google. Having a high volume of positive reviews can improve the discoverability of your business within Google products. Likewise, having few reviews (or no recent reviews) can limit your visibility.



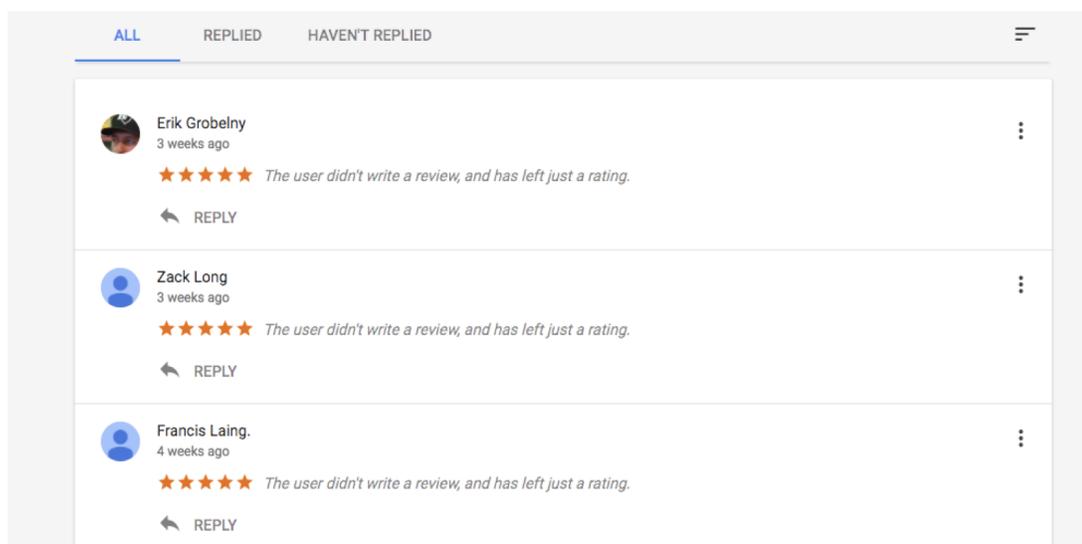
How to Respond to a Review

Sign in to your Google Business Profile account. If you have more than one location, select the location you'd like to manage. Click "Reviews" from the menu on the left. Locate the review you would like to respond to and click "Respond." Once you've written your response, click "Submit" and it will be posted.

Responses should be concise and cordial. You want to avoid getting personal when responding to a review because responses are public and remain visible on the business's Knowledge Panel. Try to keep your responses helpful, clear, and courteous. Remember to thank your reviewers, since each response can reach many customers. You don't need to include incentives or advertisements. Reviewers are already your customers. Instead, you could tell them something new about your business or share something they may not have been aware of on their previous visit. Responding to reviews encourages your customers to post additional reviews.

Requesting to Remove a Review

Before flagging a review, you should familiarize yourself with Google’s policy for reporting reviews. You shouldn’t flag a review because you don’t like it. To flag a review in your account, sign in to your Google Business Profile account. On the left side of the screen, click “Businesses” and select the location you want to manage. Click “Reviews” from the menu. Find the review you want to flag, and click the three-dot menu to the right of the review, then select “Flag as inappropriate.” You can also flag a review from Maps. Navigate to Google Maps and find your business listing. Find the review you want to remove and click the three-dot menu, and “Report review.”



Why a Review Can Be Removed

A review can be removed for various reasons. Reviews should not be used as advertisements. If a review has links to other websites or phone numbers, it can be removed. Reviews from multiple accounts with the same content are considered spam. If a review is off-topic or is based on someone else’s experience, the review can be flagged. Reviews are not meant for political or social commentary or personal rants. A review should be honest and unbiased. Reviews should not come from the business owner or employees of the business and should not be on behalf of others. If a review has inappropriate content it can be flagged for removal: illegal or copyrighted content, sexually explicit material, personal and confidential information, or hate speech.