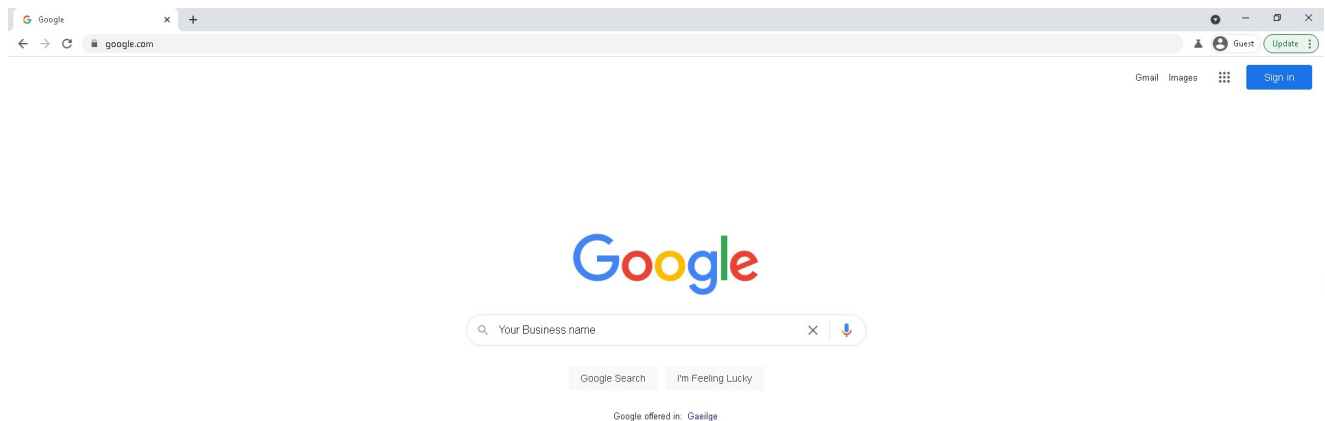


HOW TO EMBED GOOGLE REVIEW LINK FOR EMAIL

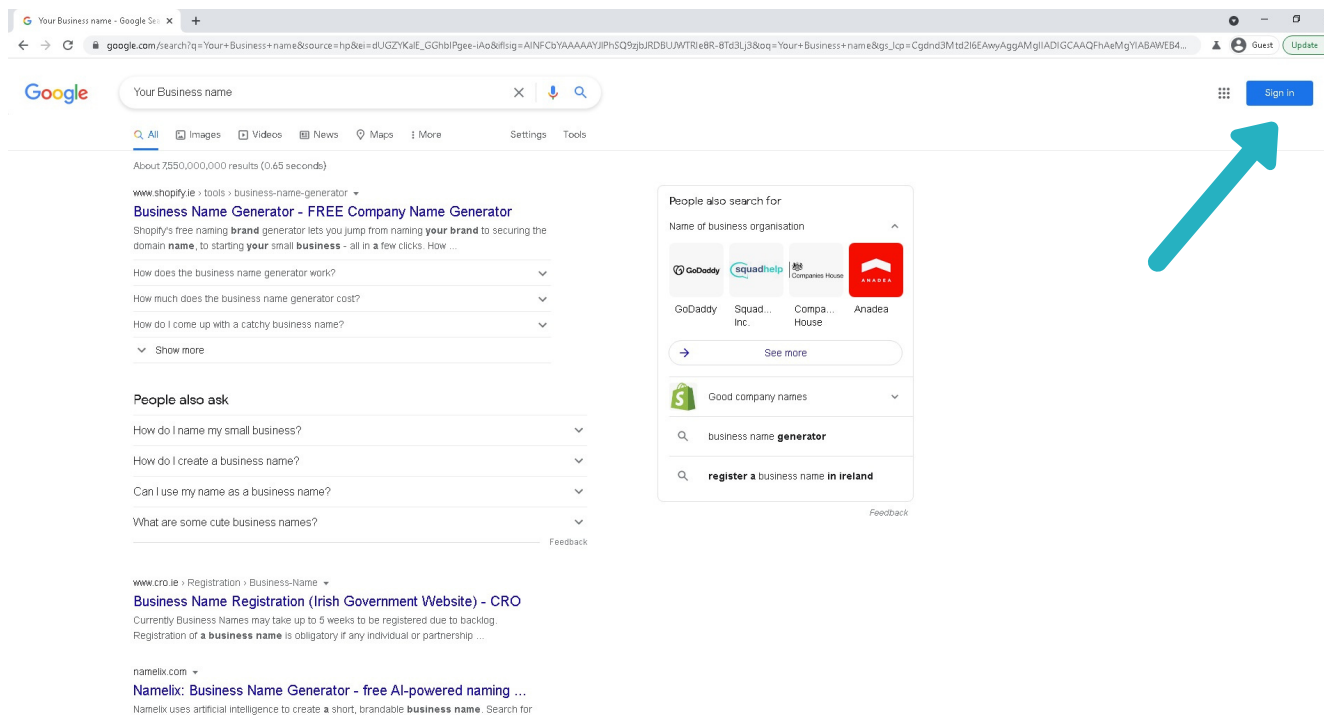
MAY 2021 | DIGITAL FUNNEL

HOW TO GET GOOGLE REVIEWS

STEP 1 - GOOGLE YOUR BUSINESSES NAME



STEP 2 - SIGN INTO YOUR BUSINESS GOOGLE ACCOUNT



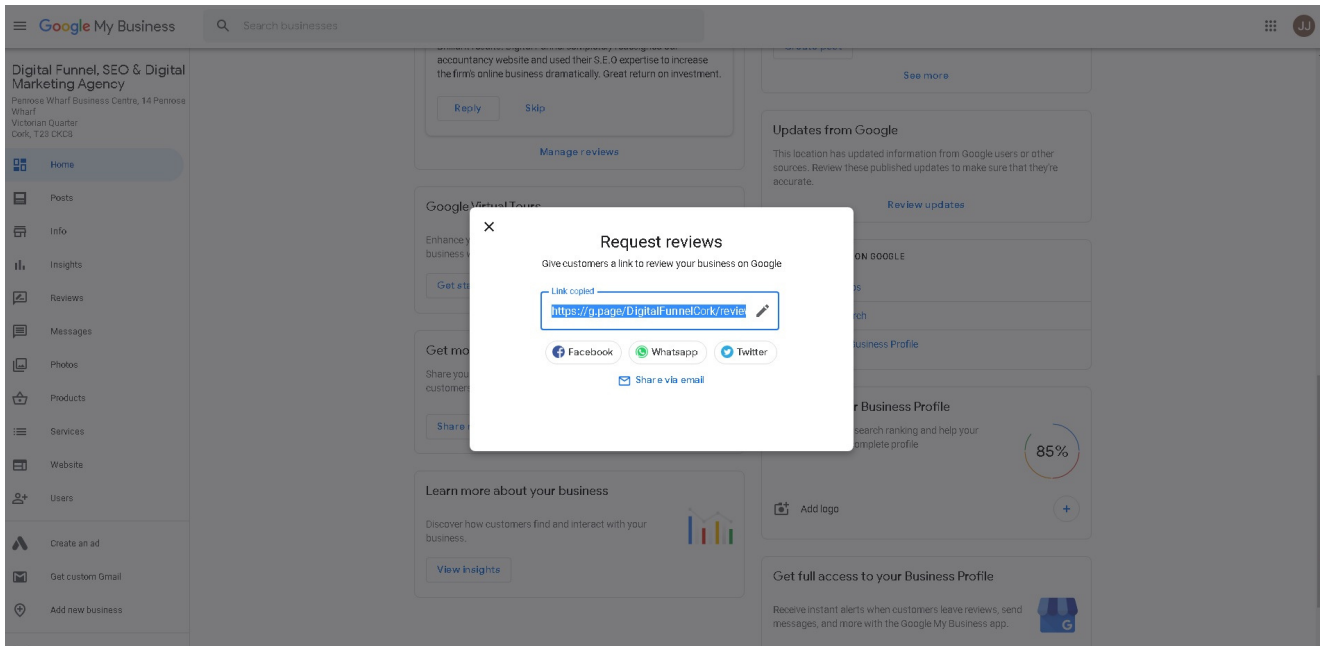
STEP 3 - CLICK THE 9 DOTS AND SELECT MY BUSINESS

The screenshot shows a Google search for "Digital Funnel". The search results include a link to "Digital Funnel" with a description: "Full Service Digital Marketing Agency Cork. Expert SEO, Website Design, Digital Marketing Consultation, Full Google Suite, Hosting, Strategic Planning." Below the search results, there are sections for "People also ask" and "Images for Digital Funnel". On the right side, the Google My Business profile for "Digital Funnel" is displayed, showing a 5.0 star rating, 7 Google reviews, and contact information: Address: Penrose Wharf Business Centre 14 Penrose Wharf, Victorian Quarter, Cork, T23 CKC8; Hours: Open 24 hours; Phone: (021) 201 1993; Province: Munster. A sidebar on the right shows the "My Business" tab selected among other Google services like Account, Search, Maps, YouTube, Play, News, Gmail, Meet, Chat, Contacts, and Drive.

STEP 4 - SCROLL THROUGH THE HOME PAGE UNTIL YOU SEE THIS TAB. THEN CLICK SHARE REVIEW FORM

The screenshot shows the Google My Business home page for "Funnel, SEO & Digital Marketing Agency". The page includes a search bar, a list of tabs on the left (Home, Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website, Sitemap, Create an ad, Edit custom Gmail, Add new business), and a main content area with several cards. A red arrow points to the "Share review form" button in the "Get more reviews" card. Other cards include "Google Virtual Tours", "Learn more about your business", "Updates from Google", "YOUR BUSINESS IS ON GOOGLE", "Complete your Business Profile" (showing an 85% completion rate), and "Get full access to your Business Profile".

STEP 5 - COPY THE LINK PROVIDED FOR OUTREACH EMAILS



HOW TO SECURE REVIEWS

- PREPARE A LIST OF **WHO** TO TARGET
- SEND A **FRIENDLY, PERSONALISED** EMAIL
- SIMPLY REQUEST THEY **FOLLOW THE LINK** TO LEAVE A **5 STAR REVIEW**
- AFTER-SALES COMMUNICATIONS -
ORGANISE A **TEMPLATE EMAIL** TO BE SENT **FOLLOWING A PURCHASE** - THANK THE CLIENT AND **POLITELY** ASK FOR A REVIEW.
- ASK SOME **FRIENDS OF THE BUSINESS** TO REVIEW.

EXAMPLE EMAIL

Hi Mary,

XXX - Personalised message RE: Recent Product or Service, 'How are your Family?', ETC -XXX

We really appreciate your continued support. It's been a pleasure dealing with you.

Quick favour to ask! If you have a moment, we'd love for you to leave us 5-star review on our Google Business page?

Your review is very important to us and we look forward to sharing your positive feedback with the team and community.

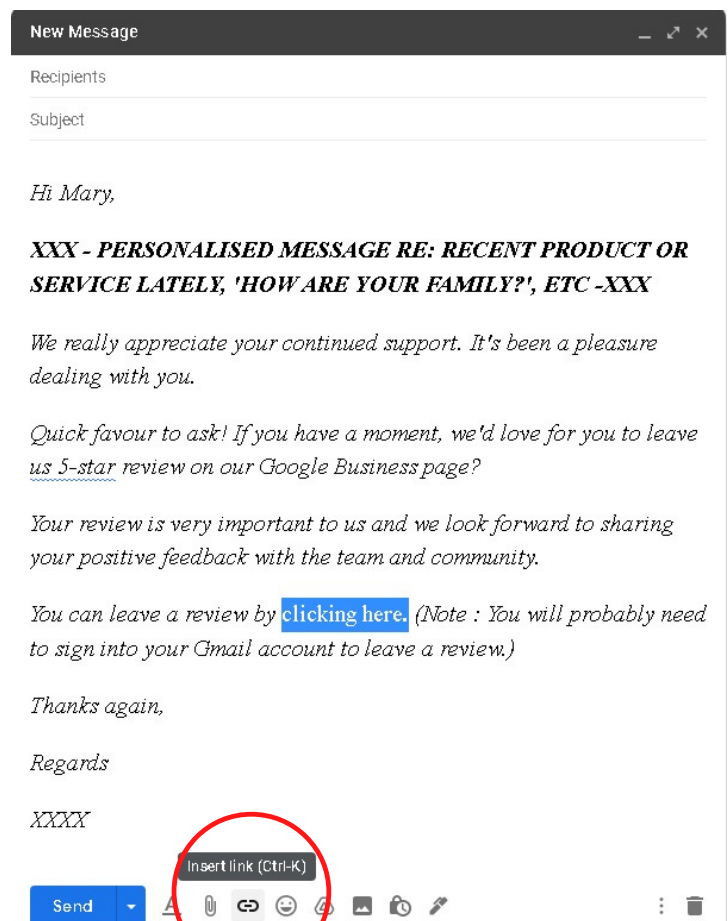
You can leave a review by **clicking here**. (Note : You will probably need to sign into your Gmail account to leave a review.)

Thanks again,

Regards

XXXX

**ENSURE YOU HYPERLINK
THE "CLICKING HERE"
PHRASE WITH
THE LINK
TO YOUR
GOOGLE REVIEW PANEL**



WHY SHOULD I PRIORITISE REVIEWS?

REVIEWS ARE **HUGELY IMPORTANT** IN THE EYES OF THE **GOOGLE ALGORITHM**

- **SOCIAL AFFIRMATIONS** - MORE THAN HALF OF CONSUMERS WILL ONLY USE A BUSINESS IF IT HAS FOUR OR MORE STARS
- **VISITORS & CUSTOMERS** - 50% OF CONSUMERS WILL VISIT A LOCAL BUSINESS WEBSITE AFTER READING A POSITIVE REVIEW, 15% WILL VISIT THE BUSINESS LOCATION AND A FURTHER 13% WILL CONTACT THE BUSINESS DIRECTLY
- **LOCAL SEO** - REVIEWS DIRECTLY AFFECT YOUR RANKING. YOU WILL RANK ABOVE COMPETITORS IF YOU HAVE MORE POSITIVE RATINGS THAN YOUR RIVALS.

