



# **Google Business Tips and Tricks**

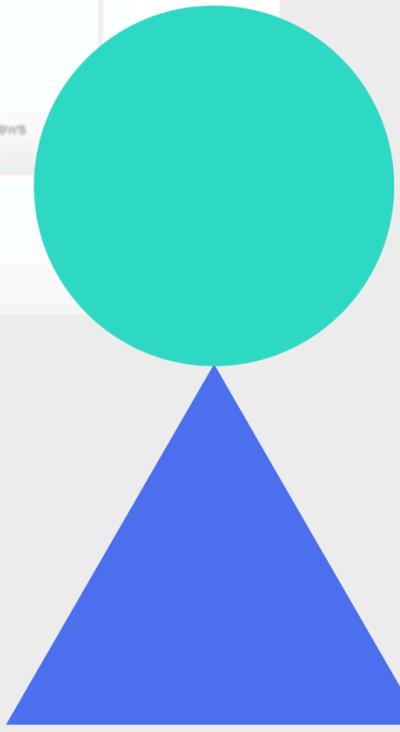
# What does an optimized Google Business Profile look like?

- Bare and unattractive
- Does not signal to consumers that this is a trustworthy/active business
- Does not invite engagement

The image compares two Google Business Profiles side-by-side. The left profile, 'Carl's Electric', is labeled 'Unoptimized' and features a map as a cover image, no photos, and a sparse list of services. The right profile, 'Ernie's Electric', is labeled 'Optimized' and features a professional interior photo as a cover image, several additional photos of a service van, a website link, a high rating of 4.4 stars from 1,850 reviews, and detailed business hours. Red arrows point to these specific features on the optimized profile.

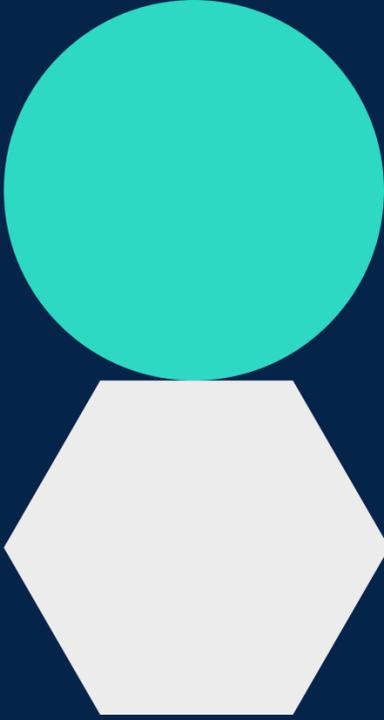
Unoptimized	Optimized
Map cover image	Interior photo cover image
No photos	Multiple photos (interior, van)
Basic service list	Website link
Low rating (implied)	4.4 stars, 1,850 Google reviews
Basic category	Detailed category
No hours listed	Hours: Open - Closes 12AM
Phone number listed	Phone number listed
No questions/answers	Answered question: 'Do you charge a service fee?'
No reviews	Reviews from the web (Facebook, Angie's List)

Is your business optimized?



# How to Use Google Business?

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## Optimize the Introduction/Description

- Use the description to highlight what makes your business unique, using relevant keywords to improve search rankings.

## Use Posts to Promote Offers and Updates

- Google My Business posts can be used to share news, offers, events, or products, helping to keep your audience informed and engaged.

## Utilize the Q&A Feature

- Monitor and respond to questions from potential customers. You can also preemptively answer common questions to provide useful information upfront.

# How to Get a QR Code for Google Review?

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01.

Navigate to your Google Business Profile by visiting the website [business.google.com](https://business.google.com).

02.

Access the Review Form Link. Within your business profile dashboard, locate the “Get more reviews” section. Click on the option to “Share review form” to access the review form link.

03.

Copy the Review Form Link. Once the review form link is displayed, copy the URL provided in the address bar of your web browser.

04.

Generate the QR Code. Paste the copied review form link into a [QR code generator tool](#). These tools are readily available online and offer options for customizing the appearance of your QR code.

05.

Customize the QR Code Design (Optional). If desired, you can customize the design of your QR code by adjusting parameters such as color, and shape, and adding branding elements like logos or icons. Ensure that the QR code remains scannable and retains its functionality.

06.

Save or Download the QR Code. After customizing the QR code to your preference, save or download the generated QR code image file to your computer or device.



## Google Review Request Via SMS and Messaging Apps

When asking for feedback via SMS, ensure the message is concise and to the point. Long messages might be ignored or considered spam.

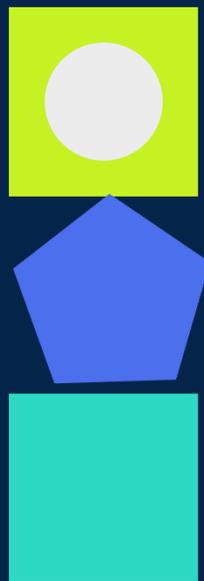
Here are two templates for text message review requests you can try:

Hi [Customer Name], thank you for choosing [Your Business Name]. We hope you had a great experience! Could you spare a minute to leave us a review? Your feedback helps us improve. Please click here: [shortened link]. Thank you for your support!

OR

Hi [Customer Name], thank you for choosing [Business Name]! We hope you enjoyed your experience. Could you please take a moment to leave us a review on Google at [Insert Link]? Your feedback helps us improve our services. Thank you!

# How To Ask For Google Reviews Successfully



[Link: View Full Article](#)

# Tips for responding to a bad Google review

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 Acknowledge your guest's frustration

 Focus on what you can do

 Be empathetic

Negative Review Response Template

“Hi [first name],

Thank you for taking the time to leave us a review. Your feedback is important and we rely on hearing from our guests to ensure we're doing a great job.

[ACKNOWLEDGE] As you shared in your review, this was not the case for you [APOLOGIZE] and for this, we do apologize.

[EMPATHIZE] Our customers are the heart of our business and .

[ADDRESS] We understand you're feeling disappointed about [specific issue] given [what happened].

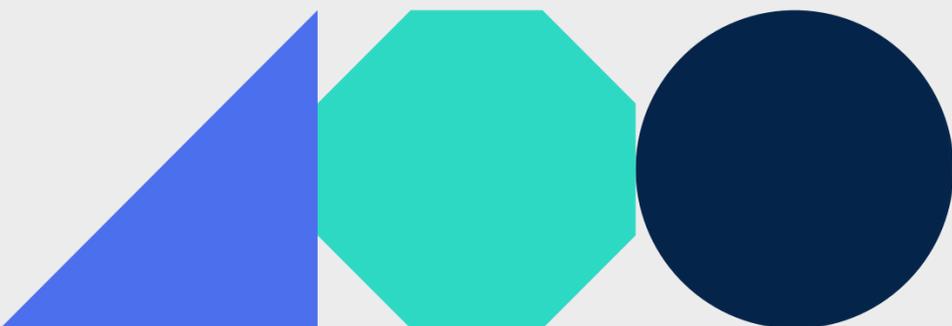
Please know we'd like to make this right for you. [ACTION] We've sent you an email and if you'd like to chat further, we do hope you will give us another opportunity to earn your business.

Thank you, again, [optional first name] for taking the time to share a review with us.”



# Get More Google reviews

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Tip: Your customers don't need a Gmail address to leave a review if they sign in to their Google Account.

Here are some best practices to ask for a Google review:

- Tell them the exact steps to follow to leave a review.
- Provide them with a direct link to your Google Business Profile.
- Share some examples of your top reviews so they can get an idea of what others have said about your business.
- If applicable, give your client a review on their GMB listing or LinkedIn profile to reciprocate.

Asking is an easy step to make, but many businesses are afraid of asking for a review in the fear that they might get a negative one or the customer may not prefer giving one.

However, you need to take a leap of faith. (Plus, 70% of people will leave a review if asked!)

# Let's thrive !

Thanks for listening :)

