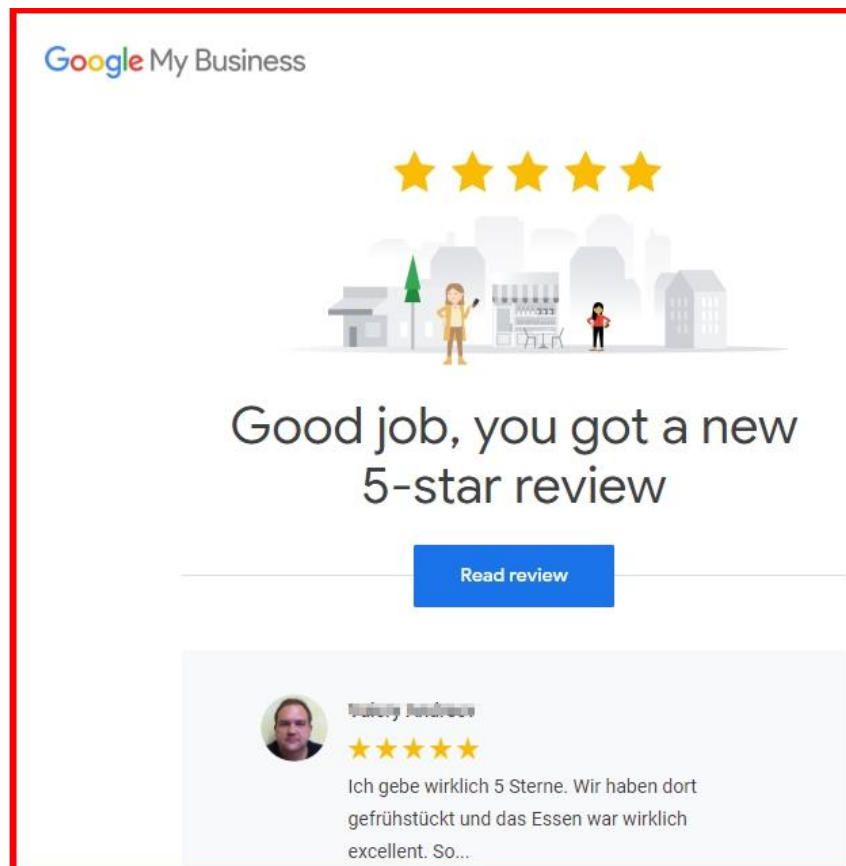


"How To Get 5*****Star Google Reviews For Your Business Fast"



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Welcome! My name is Mark Huber, coming to you from beautiful Vancouver, Canada where we help businesses, business owners & entrepreneurs, (perhaps just like you) get found fast online by optimizing your business listing on Google & start generating new qualified leads & sales through the power of Google, SEO websites, video & interactive media.

Interested? Good! Because then you are in the right place!

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What would 50 more phone calls, or 40 more walk-ins or 1000 more website visitors a week mean to your business and your bottom line?

If your local business isn't optimized for search, it's very likely that you're missing out on significant amounts of foot traffic, awareness, and revenue that search engines like Google could be sending your way.

In this quick start 'how to' guide, we will highlight everything you need to get started with generating reviews for your business so you can quickly begin ranking over your competition to get found fast in your local market and dramatically increasing your chances of moving into the top slot of Google's 1st page.

WHEN ARE YOU ON THE FIRST PAGE OF GOOGLE...



That's what it's all about! Right?

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Did you know:

46% of all Google searches are for local information.

72% of consumers that did a local search visited a store within five miles.

78% of location-based mobile searches result in an offline purchase.

92% of searchers will pick businesses on the first page of local search results.

This is why optimizing your local 'Google My Business' listing is so important!

Are 'Google My Business' page reviews really that important for higher rankings?

Google My Business reviews are absolutely critical to your business rankings & being found fast online!

These stats alone should clear all your doubts!

95% of shoppers read online reviews before making a purchase

93% of local consumers use reviews to decide whether a local business is great or awful

72% of customers don't make a move until they have read reviews

Reviews on Google My Business significantly affect individuals' purchasing decisions!

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That's why in today's competitive world, you need more authentic business reviews (than your competition).

Google customer reviews don't usually occur by themselves. So start by asking right after a purchase has been made. You'll be happily pleased by the amount of 'Yes's' & start seeing better rankings almost immediately!

This is one of the quickest and best ways of improving your business rankings & seeing results fast!

How to Create a Google Business Review Link

Before going into strategic methods of generating more Google customer reviews, it's important that you create a shortcut link to send to your customers, making it easy for them to leave that valuable Google review for you & your business.

To create a link, you'll need to get the Place ID for your business.

To get your Place ID:

Step 1: Go here to: <https://developers.google.com/places/place-id>

Enter your business information in the "Enter a location" field at the top of the map.

Click your business name in the list that appears.

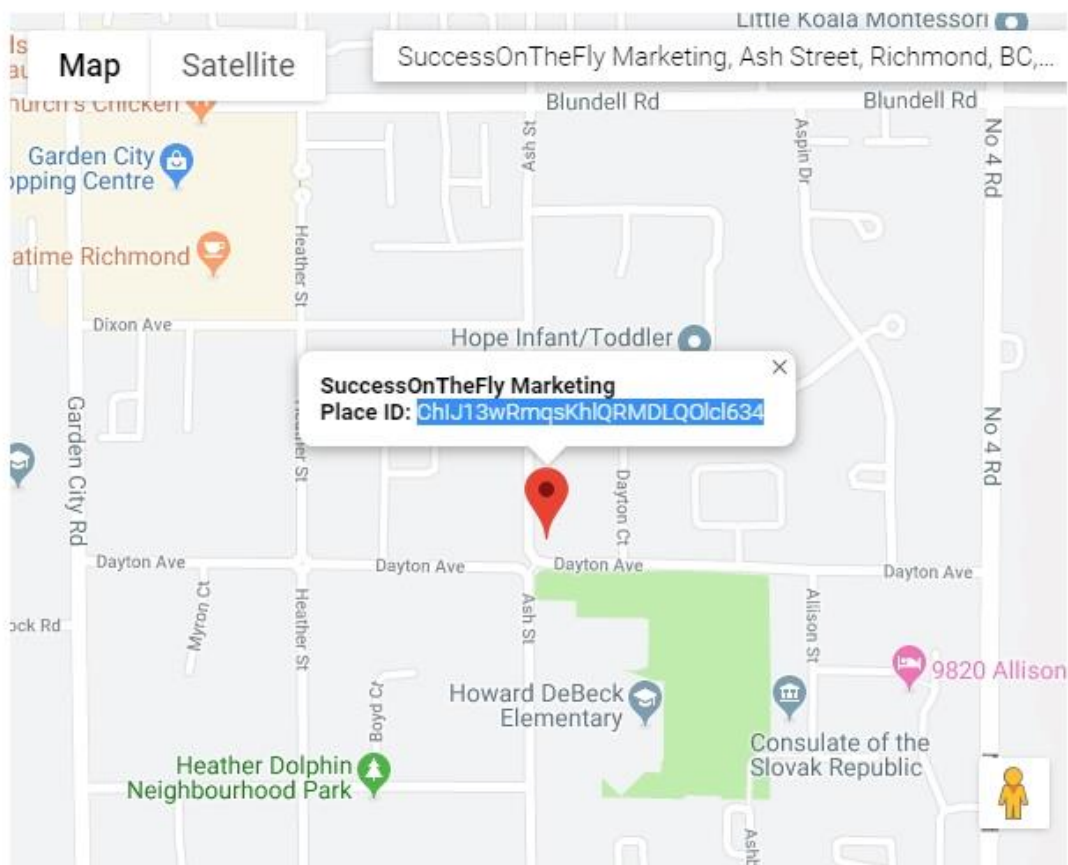
Your Place ID will appear on the map, beneath your business name.

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(Example: SuccessOnTheFly Marketing)

Find the ID of a particular place

Are you looking for the place ID of a specific place? Use the place ID finder below to search



(Example - Place Id: ChIJ13wRmqskhIQRMDLQOicI634)

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Step 2: Add our Place ID to the following URL inside this area <place_id> to create a direct link:

https://search.google.com/local/writereview?placeid=<place_id>

Using the example above, the URL with the Place ID added would be:

<https://search.google.com/local/writereview?placeid=ChIJ13wRmqsKhIQRMDLQOIcl634>

Step 3: Go to <https://app.bitly.com/> to shorten the above URL

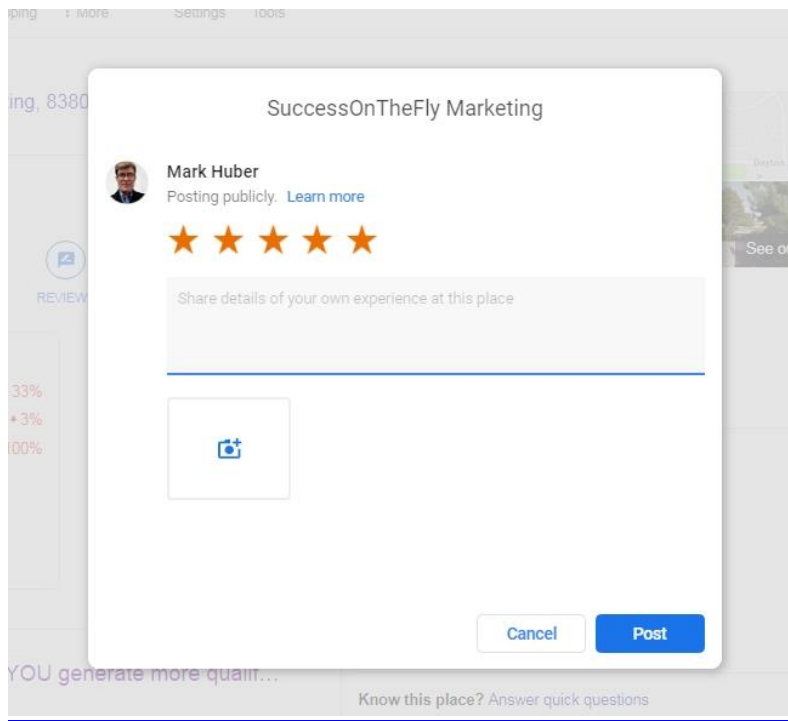
Make it short but memorable if you can.

(The following is mine - and it's the one I currently use to generate reviews.)

If you're getting great value from this 'how to' guide so far feel free to leave us a review ; -)

<http://bit.ly/GMBReviewForMark>

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Yours may be something like

<http://bit.ly/ReviewForYourBusinessName>

Now when customers click your link, a 'pop up' window will open immediately in their browser. (see image above)

They'll be able to rate your business (using the '5 stars') and leave a review instantly!

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(Note: If your customers are not 'logged' into one of their Google accounts they will be prompted to do so to complete the review process.)

No muss. No fuss. It's actually pretty awesome!

Now, here are some extra ideas to think about when getting your 'Google My Business' Customer Reviews together:

A great time to ask your customers to leave a review is shortly after they come on board. Send a follow-up email asking about their experience so far.

Be simple and direct in how you ask for the review.

(Note: Google's rules explicitly state that we're not allowed to incentivize customers for their review. This could get your business banned. But you could certainly send them something special after their review has been posted like a digital coupon, discount code, etc... Nothing in Google's rules prohibit that – and it would be a great touch!)

Ask your customers to focus on one point in their experience.

Don't be afraid to ask your customers to be honest. Honesty works and so do reviews that are authentic rather than contrived.

Now create your direct link (or I'm happy to assist too) and get your customers talking about your business!

How Good Reviews Can Reduce Your PPC Campaign Costs

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Did you know that customer reviews can either save you a lot of money or cost you a lot of money in both SEM/PPC advertising costs and overall customer acquisition costs?

Think customer reviews have little to do with generating leads from paid advertising? Think again.

Positive customer reviews drive down the advertising cost of acquiring customers.

Negative customer reviews drive those costs up.

You can only maximize your advertising return on investment by making a concerted effort to get lots of positive customer reviews.

What happens after someone sees your ad?

There's a very good chance they compare you to your competitors on a review site before making a buying decision.





A whopping 93% of consumers read local reviews to decide if a business is good or not, with 35% always reading reviews first, and an additional 31% regularly reading reviews first.

In fact, Google now often includes review information right on the search results page, so your prospective customers don't even have to leave the search page to compare your reviews to your competitors' reviews. (see what we mean in image below)

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Rating ▾ Hours ▾

Let Life Bloom, LLC ▾ (Ad) 4.3 ★★★★★ (98) · Florist 2030 Powers Ferry Rd · (844) 752-5666	
Gresham's Florist of Atlanta Since 1913 4.3 ★★★★★ (38) · Florist Flowers, plants & gift baskets 270 Peachtree St NW Suite 200 · (404) 522-3215 Closed · Opens 8AM Thu	
Florist Atlanta 4.4 ★★★★★ (27) · Florist Flower arrangements & gift options 1750 Howell Mill Road Northwest B1 · (404) 355-4898 Closed · Opens 8AM Thu	
Peachtree Flowers 4.9 ★★★★★ (27) · Florist Bouquets, baskets & custom arrangements 2088 Briarcliff Rd NE · (404) 266-8800 Closed · Opens 8AM Thu	

Good enough reason to pause your PPC campaigns for a while and beef up your 'Google My Business' online reviews...

What do you think?

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10 Ways to Generate More Business Reviews on Google

Now that you've got your Google review shortcut link, it's time to look at various ways to present this link to customers to get more Google customer reviews for your business.

1. Create "Leave us a Review" Cards

Have physical cards made up with a shortened version of your Google review link. Something like this could work:

Review Us on Google!
Your Google review helps others who need our services to find our business.
Plus, your feedback equips us to continue serving you best.
Take a minute to rate and review us at [shortened link].
Thank you!

Side Note: Remember QR codes?

We love the versatility of QR codes because now they can help you help your prospects & customers too!

QR codes can be printed and put on your business vehicles, your store front, posters, flyers, business cards, trade shows, etc.

QR codes help create a 'frictionless' experience. It's so much easier to 'scan' than to 'type'.

So why not give your clients the option and let them decide which way they'd prefer to connect to your 'reviews page'!

Why not hook up a QR code with your reviews link?

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You create your own QR codes free here at: <https://qr-code-generator.com>

If you have your smart phone handy just scan our 'reviews' QR code (below) and see this strategy in action!

Review Us on Google!

Scan here



Scan Code in

Android iPhone



OR <http://bit.ly/GMBReviewForMark>

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2. Ask in Person for Google Reviews

Having a good conversation with a customer in your store? Just finished a solid support call where your customer felt eternally grateful? In your interactions with clients, there are many opportunities to ask for Google reviews.

- *“I’m so glad to hear how happy you are with our business. Hey, if you wanted to leave that in a Google review, you’d help a lot more people like yourself to find us.”*
- *“This feedback is super helpful. You know what would be awesome is if you shared that feedback online for other customers to see.”*
- *“I’m so happy we could help you. If you wouldn’t mind sharing a sentence or two in a Google review, that would help us a ton.”*

And then you have that compact little card that gives them instructions to leave a review and thanks them in advance for helping your business to help more people.

3. Emphasize to Customers How Easy it is

One method that could help generate more Google business reviews is to emphasize customers how easy it is to leave one. Remember that:

- They can just leave a star rating without writing anything.
- If they do write, the review can be one or two sentences.
- Using terminology like “leave a review” or “drop a quick review”

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instead of “write a review” might feel less cumbersome to customers and result in an increase in reviews.

4. Create a Google Business Review Email Campaign

Whether via individual, personalized emails or a larger blanket campaign, this is another effective way to get more Google business reviews. Just be clear in your ask—don’t try to sugar coat it, beat around the bush, or coerce them into doing it without realizing.

There’s nothing wrong with asking your customers to do something that will help other future customers. Plus, if you have happy customers, you’d be surprised at how willing they’ll be to write a review. As long as the process is clear and you make it fast and easy to do, you’re likely to get some reviews out of your email campaign.

5. Add the Google Review Link to Your Website

For relevant pages of your website, use a button or anchor text to link to your Google business review form. This might be on your contact page, thank you pages, or purchase confirmation pages.

6. Include Google Review Links in Surveys

Asking your customers for their feedback lets them know that you value what they have to say and have their best interests in mind. If you’ve gotten someone to fill out a poll or survey, they’re already in the proper mindset. See if you can take advantage of their momentum by asking them to review your business on

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Google while they're at it.

7. Get Google Business Reviews from Vendors and Partners

Vendors and partners may not be customers, but they can attest to what it's like to work with you on a regular basis. They also might be more willing to leave a Google business review if you write one for their business first.

8. Respond to Google Business Reviews

When you respond to your customers' Google reviews, you are letting new potential reviewers know that you listen to customer feedback and that it's worth their time to write their own review.

There are two ways in which responding to reviews can get you more reviews.

- **Positive reviews:** Being specific, timely, and grateful in your responses to positive reviews will beget more positive reviews.
- **Negative reviews:** Responding promptly and politely to negative reviews and actually resolving the issue can oftentimes result in the conversion of a negative review into a positive one.

9. Put a Google Business Review Request in Your Email Signature

Adding a link to review your business on Google in your email signature is a great way to ask for more Google reviews without actually asking! Something like:

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- *Have we helped you? Help others to find us by leaving a Google Review!*
- *Happy with [Business Name]? Leave a review here.*
This can be particularly effective if you communicate on a daily bases with clients via email.

10. Follow Google Business Review Guidelines

Please note that you must follow Google's guidelines when soliciting reviews. This means you should not offer any rewards and should ask your customers equally – whether they seem to have had a positive or negative experience.

Other Examples of Asking for Google Business Reviews

Here are some more phrases you can incorporate into your content to get more Google customer reviews:

- Reviews on Google help us to help more people like you. When you have a minute, please share your feedback about our business!
- Got a minute to review us on Google? We'd love to get your feedback.
- Thank you for choosing our business! Let us know how we're doing by dropping us a quick Google review!
- We appreciate your input! Help us continue providing the best service by posting a review on Google.
- Leave us a quick review on Google! This helps people who need our help to find us.

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Staying on top of 'helping Google - help you and your business' can be a full time job.

But don't worry; just do one thing at a time. Small steps will show big results over time.

And without a doubt getting 'reviews' is the quickest and easiest way to climb up the Google rankings ladder and knock off the competition!

So, in closing...

We trust you've enjoyed reading this short 'how to' report with actionable strategies you can start today and begin seeing results almost immediately!

Now, go get 'em tiger!

Cheers!

Mark Huber (& staff)



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*Mark Huber (retired certified financial planner)
Google My Business Expert, SEO website development, Interactive Media
Strategist, Author, Speaker, Online Entrepreneur, Coach*

“The best way to predict your future is to create it!” ~ Mark Huber

Begin by creating your GMB account & optimizing it today!

Are you up to the challenge?

If not, we're here to help!

We subscribe to the ideal that when we discover something of great value it is our obligation and pleasure to share it with others....

If you've questions or comments we're always up for a chat.
Schedule in your FREE 30 min. with us today!

<https://bit.ly/MarkHubersCalendar>

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Ready to take your business to the next level?

Then you're sure to enjoy this...

"How To Immediately Leverage
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To Drive More Traffic
& Increase Your Leads & Sales Fast!"



Tap the image above or [Click Here](#) for the direct (31pg. pdf) download! No 'opt in' required! Enjoy with our compliments!

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Shameless plug here!

If you've enjoyed this guide, we'd really love it if you gave a nice, short & sincere review on whichever platform you hang out the most on...

It would make us over the moon happy. Just click the appropriate link below! ;-)

Google My Business (GMB)

<http://bit.ly/GMBReviewForMark>

LinkedIn:

<http://bit.ly/MarksLinkedInSatisfactionSurvey>

Facebook

<http://bit.ly/MarksFBSatisfactionSurvey>

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So very proud & humbled by what just a few have said...



Sarah Grosz

2 reviews

★★★★★ 8 months ago

Mark is an expert in marketing, especially when it comes to marketing. He pays extreme attention to detail and is super focused on the goals of his customers. I highly recommend working with Mark and SuccessOnTheFly Marketing!!



Sourav Nandi

1 review

★★★★★ 8 months ago

I've just gotten to know Mark on LinkedIn and I can honestly say that the information and direction that he's already personally provided me with has blown me away.

I found Success On The Fly Marketing extremely helpful for growing businesses. Very professional and valuable advice. I highly recommend to anyone who needs a big kickstart to achieving their goals. Thank you so much Mark.

Besides the business part, personal conversations with Mark has also been very pleasing. Wishing you all the best!



Alan Simberg

Local Guide · 15 reviews

★★★★★ 9 months ago

If you have been feeling frustrated with the results your sales funnel has been producing, or not producing. Look no further for the answer you have been looking to get. Mark Huber is your answer and represents the turning point in your business. He is highly knowledgeable, professional and dedicated to help others grow their business. I suggest you contact him to arrange a conversation to learn, first hand, what he can do for you and your business.



Lillian Luo

1 review

★★★★★ 3 weeks ago

Good experience to have Mark to help my business.

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