



***How To Get 300 Google
Reviews in 90 Days
To Attract A Lion's Share
of Local Consumers***

By Larry Brandel, Restaurant Ambassador

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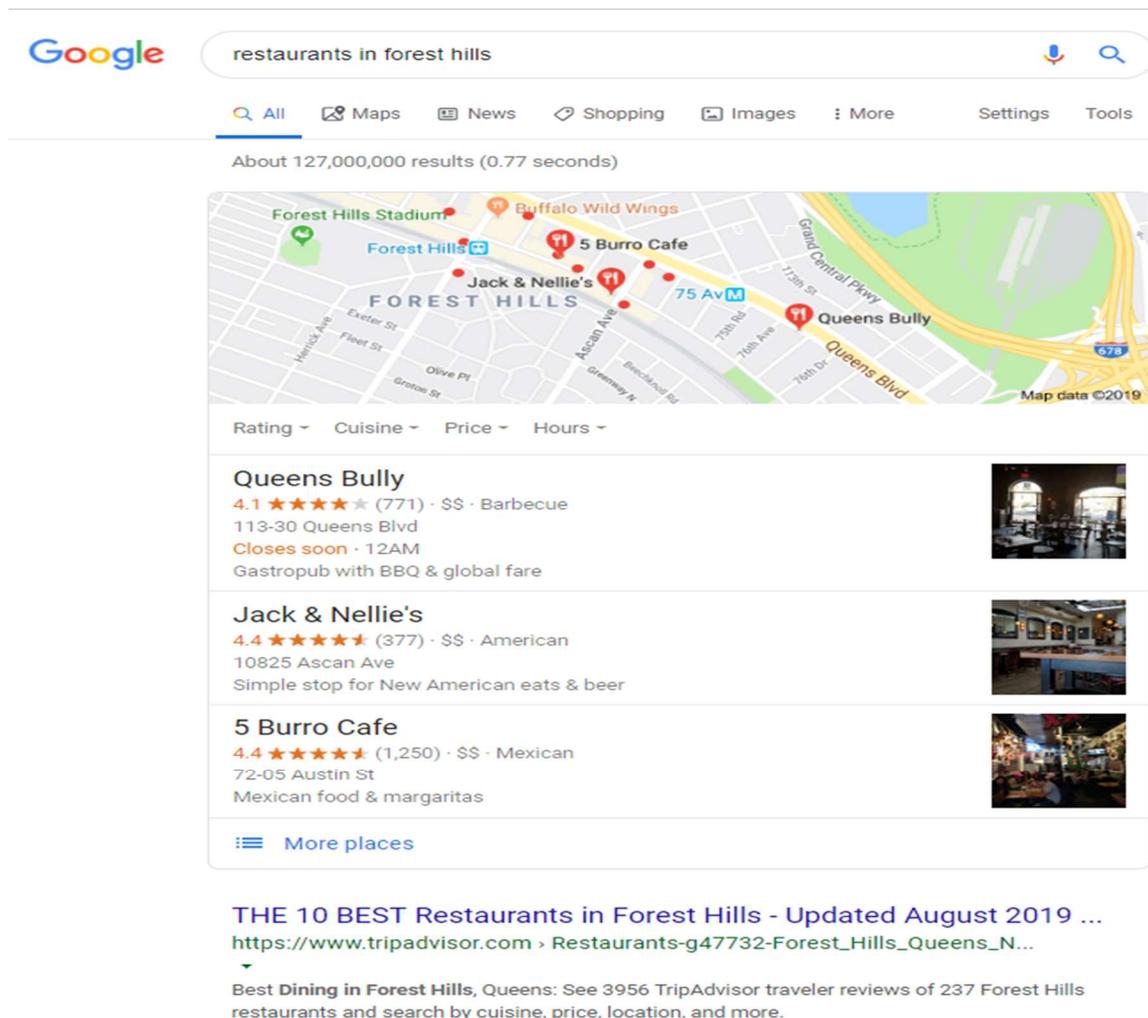
How To EASILY Get Your Customers To Give You DAILY Reviews on Your 'Google My Business' Page

The internet has fast become the first place a consumer goes to do their 'due diligence' – and their research almost always starts with a search on Google before a decision is made...

With a few quick stokes on their keyboard, anyone can access a list of relevant, nearby places simply by typing a word or phrase into Google.

We have become so accustomed to this handy tool as our GO TO for just about everything – giving consumers convenience at their fingertips!

When a search is performed in Google the results page will come up under the 'All' tab on the top menu:

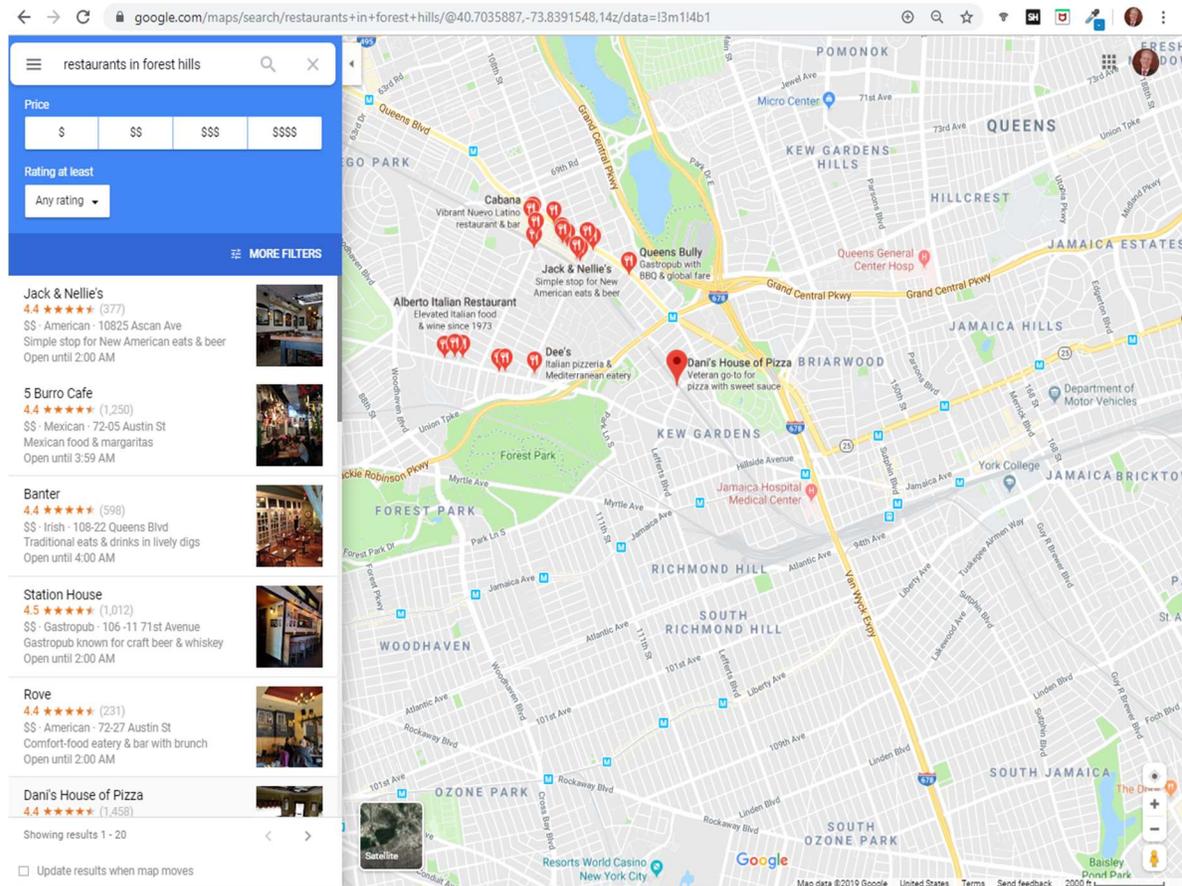


The screenshot shows a Google search interface with the query "restaurants in forest hills". The search results page displays a map of Forest Hills, Queens, with several restaurant locations marked. Below the map, there is a list of restaurant results with filters for Rating, Cuisine, Price, and Hours. The results include:

- Queens Bully**: 4.1 stars (771 reviews), \$\$, Barbecue, 113-30 Queens Blvd, Closes soon - 12AM, Gastropub with BBQ & global fare.
- Jack & Nellie's**: 4.4 stars (377 reviews), \$\$, American, 10825 Ascan Ave, Simple stop for New American eats & beer.
- 5 Burro Cafe**: 4.4 stars (1,250 reviews), \$\$, Mexican, 72-05 Austin St, Mexican food & margaritas.

Below the list, there is a link to "More places" and a search result from TripAdvisor titled "THE 10 BEST Restaurants in Forest Hills - Updated August 2019 ...". The TripAdvisor result includes the URL https://www.tripadvisor.com > Restaurants-g47732-Forest_Hills_Queens_N... and a snippet: "Best Dining in Forest Hills, Queens: See 3956 TripAdvisor traveler reviews of 237 Forest Hills restaurants and search by cuisine, price, location, and more."

>>> Now go over one tab and click on 'Maps' and you will see this:



Any of the local maps listings that you see in the LEFT COLUMN are those of businesses that have a 'Google My Business' page...

It is through this listing that you can publish your contact and business information to increase your online exposure:

"Most importantly, having a GMB listing gives you the ability to collect reviews from your customers and if your page is VERIFIED you can (and SHOULD) respond to all reviews!"

Read more below to learn about the importance of building MORE reviews on your Google My Business listing to increase your **TRUST** and **CREDIBILITY** to appeal to online consumers who are searching to find a great new place in their neck of the woods...

This is how consumer buying decisions are influenced online:

“After a Google search and discovering a restaurant, a consumer will FIRST read customer reviews on their Google Business Page and THEN may visit the website or Facebook page to justify their choice.”

The Many Benefits of MORE Google Reviews

It's a quick and simple process to get reviews AND the benefits are ongoing. The more people you can get to leave a review for your business on Google, the more likely that the online community will be attracted to YOU and the better your chances to generate revenue from local online consumers.

So if you're not yet placing emphasis on getting MORE Google Reviews now's the time to change that and GET STARTED!

- **More Leads**

Did you know that 86% of consumers trust online reviews as much as a personal recommendation? Building up your reviews builds up the likelihood that a Google searcher will engage with your business upon finding YOU.

- **More Purchases**

90% of consumers research and read reviews before making purchase decisions. This has become part of consumer behavior that cannot be ignored. The more Google customer reviews you have, the more likely they choose YOU and they will give you their business.

- **Higher Rank**

Google rewards businesses that have frequent reviews. This is a critical factor in Google's ranking algorithm which means that MORE reviews can help you move up in local search results. Of course, your goal is to get only 'positive' reviews, however it's important to note that even if they are bad reviews, having a large number of reviews is what counts MOST.

- **NO Costs**

There are no fees to get your customers to GIVE YOU REVIEWS or for you to respond to their reviews (good and bad!). Positive endorsements for your business on Google serve as free advertising for your business on the world's most used and trusted platform.

How to Create a Link For Your Google My Business Page

Before going into some of the methods how to get your customers to post their reviews on your Google My Business listing, it's important that you take this first critical step to create a shortcut so your customers can EASILY go to your listing page on Google.

Here's what Google says (NOV 2019) how to generate a shortcut link that allows customers to post a review on a Google My Business page:

1. Go to Google web developer's site and [Google Maps Place ID Finder](#)
2. Enter your business address
3. Copy the place ID that comes up with your result
4. Paste your ID into this link:

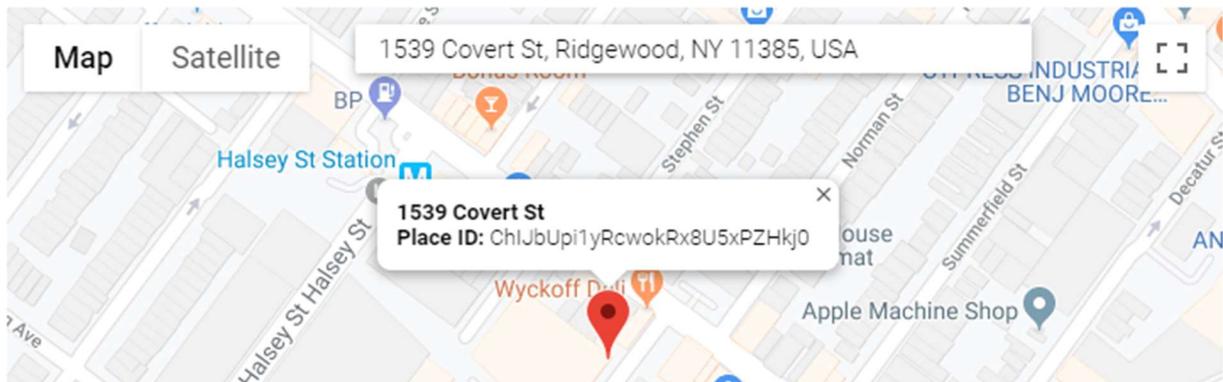
[https://search.google.com/local/writereview?placeid=\[paste your place ID here\]](https://search.google.com/local/writereview?placeid=[paste your place ID here])

We tried this method for a business (Queens Brewery).

We entered the complete business address verified by Google in their pre-populated pull down menu and got back ID:

ChIJbUpi1yRcwokRx8U5xPZHkj0

Place ID Finder



So our Google TEST URL is:

<https://search.google.com/local/writereview?placeid=ChIJbUpi1yRcwokRx8U5xPZHkj0>

***** The suggested URL did NOT display the Google My Business page for Queens Brewery. WE FOUND THAT OVER TIME GOOGLE CHANGES THEIR RULES AND WHAT WORKS TODAY MAY NOT WORK TOMORROW and as of SEPT 2020 Google enforced yet another update to their system *****

So what's the solution?

We created a script (a slick software process) with a SHORT URL that has eye appeal and a CALL TO ACTION as an EASY way for customers to ARRIVE directly on your Google Reviews pane:

[GiveUsReview.com/yourbiz](https://www.giveusreview.com/yourbiz)

Here is the ACTUAL address string below to go to our test Google My Business page. As a customer, do you think you would be highly likely click on this link to post a review?

https://www.google.com/search?q=queens+brewery&rlz=1C1CHBF_enUS819US819&oq=queens+brewery&aqs=chrome..69i57j69i59l2j0j69i60l2.7279j0j9&sourceid=chrome&ie=UTF-8

OR

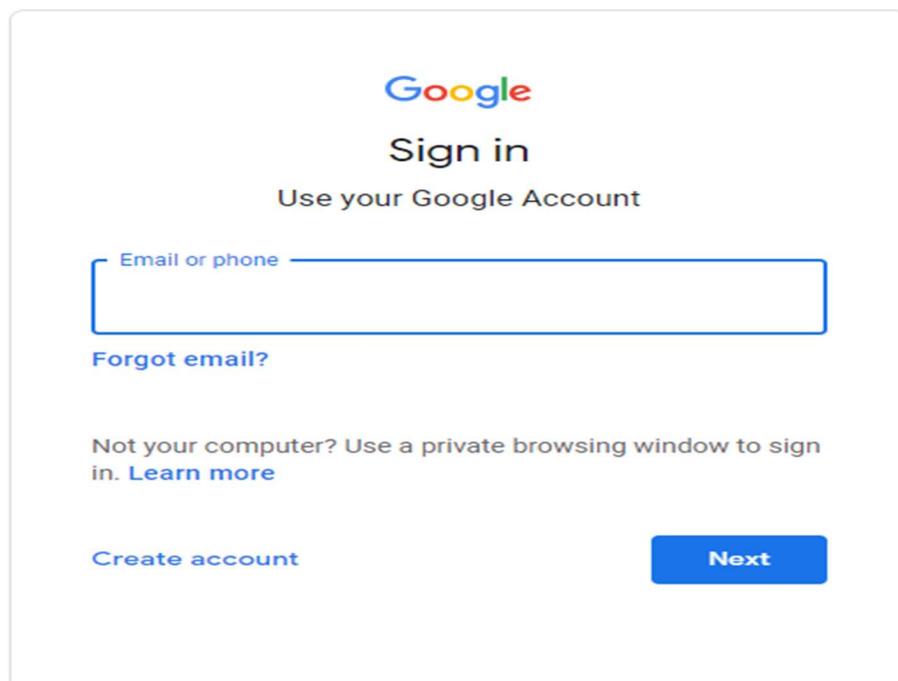
Would you be more willing to click on OR TYPE the short branded link below “with a Call to Action” to give a review for a business you just enjoyed and had a nice experience?

GiveUsReview.com/qb (queens brewery = qb)

Try it, brings you to same place as the ‘LONG-and-UGLY’ link above...

Moreover, the long URL is not ‘feasible’ for you to put on a handout card or into print media or even email.

IMPORTANT: To post a review on a Google My Business page requires a user to be LOGGED INTO some type of Google account they own like, Gmail, Google My Business, Google+ profile, Google drive, Google play or Youtube. If a user is not already logged into a Google account they will see this pop up below and be asked to Sign In. Here’s how to bypass this requirement so a user can post a review on your page WITHOUT them owning some type of Google account. Click on ‘[Create Account](#)’ instead:



Google

Sign in

Use your Google Account

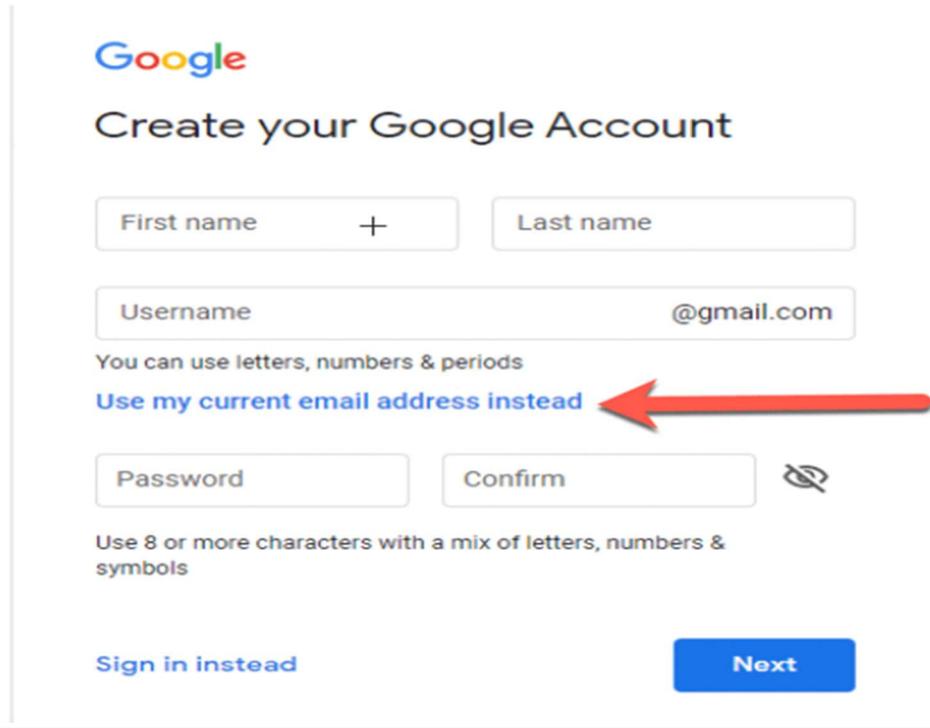
Email or phone

[Forgot email?](#)

Not your computer? Use a private browsing window to sign in. [Learn more](#)

[Create account](#) [Next](#)

Then click on this link to 'Use my current email instead'



Google

Create your Google Account

First name + Last name

Username @gmail.com

You can use letters, numbers & periods

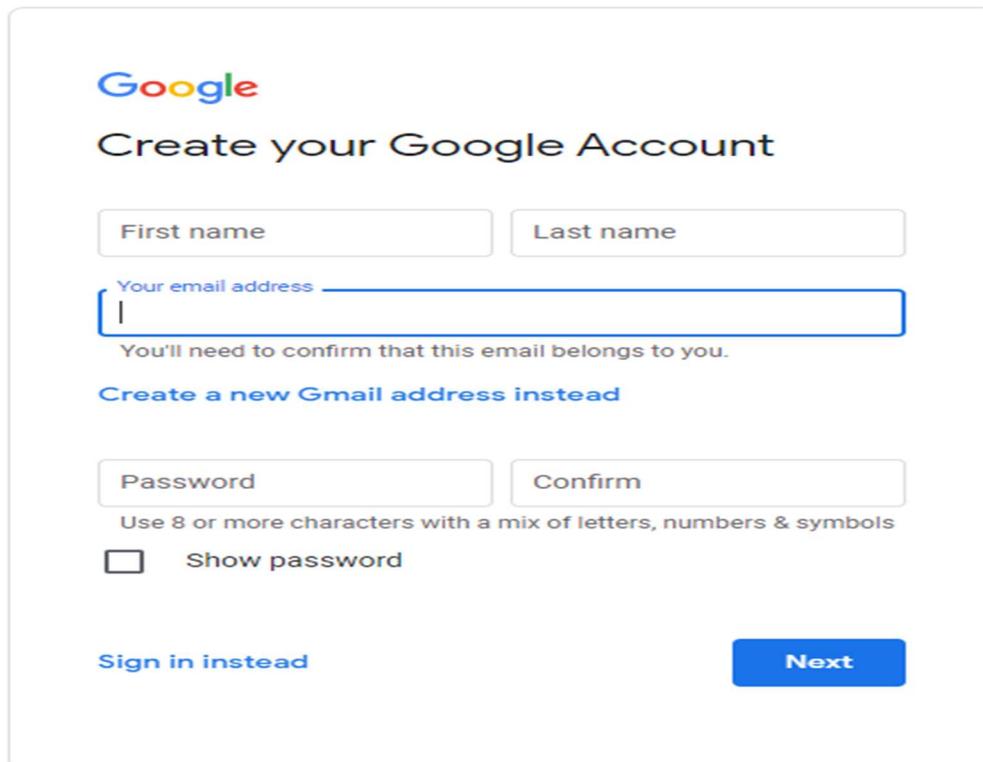
[Use my current email address instead](#)

Password Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#) [Next](#)

The pop up window will refresh and you will see this to enter Your email:



Google

Create your Google Account

First name Last name

Your email address

You'll need to confirm that this email belongs to you.

[Create a new Gmail address instead](#)

Password Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

Show password

[Sign in instead](#) [Next](#)

Enter your name and create a Password... enter your mobile phone to receive a text verification code... and then Google brings the user back to the REVIEW PANE starting point to simply Click a Star-Comment-and post!

10 Ways to Generate More Customer Reviews on Google

Now that you've got your own short and sexy branded '**GiveUsReview.com**' link it's time to look at various ways you can promote your brand to get more customer reviews on Google:

1. Create a Handout Card and URL with a Call-to-Action: GiveUsReview

Handout business size cards PRINTED with your own URL that goes DIRECTLY to your Google review page. A customer handout card like the sample at the end of this report could work very well.

2. ASK each customer "Would you please Give Us A Review?"

Is your wait staff having a nice conversation with your customers at their table as they close and settle? Is your host offering a pleasant good bye and thanks as they leave? Are your bartenders talking up your cuisine and getting customer feedback before and after dinner?

In your interactions with customers there are many opportunities to ask your patrons to give you a review:

- *"I'm so glad to hear to enjoyed your dinner. Hey, if you wanted to leave that in a review on Google, you'd help us a lot."*
- *"Your feedback is super helpful. You know what would be really be awesome to help us? If you shared that feedback on Google for other customers to see."*
- *"I'm so happy you enjoyed your visit. If you wouldn't mind sharing a brief comment or two in a Google review, that would be great."*

And of course you have a compact little business card with SIMPLE and EASY instructions to hand to them – even a fourth grader can follow!

3. Emphasize to Customers How Easy it is

One method that could help entice more reviews is to emphasize to customers how easy it for them to post a review.

Mention to them:

- They can just leave a star rating without writing anything
- If they do write comments, it can just be one sentences or two
- Using words like “Can You Post A Quick Review For Us” or “Would You Please Post a Comment For Us On Google” instead of “Will you **WRITE** a review” because it might sound and feel like LESS work and effort to your customers and result in an increase in you getting more reviews

4. Create a Google Business Review Email Campaign

When sending a personalized email to an individual or to an entire customer list, this is another effective way to get more Google reviews on your listing page. Just be clear in your request —don’t try to sugar coat it or beat around the bush or coerce them into doing it without them realizing...

There’s nothing wrong with you asking your customers to do something that will help you improve your product and help other future customers, too. Plus, if you have happy customers, you’d be surprised at how willing they’ll be to give you a review.

As long as the process is clear and simple 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 & Social Media

Use your custom ‘GiveUsReview’ URL on your website and social accounts. This might be on your contact page, thank you pages, or purchase confirmation pages and Facebook business page.

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 were able to get 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 give you a review on Google while they're at it.

7. Get Google Business Reviews from Vendors and Partners

Vendors and suppliers 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 review - if you write one for their business first.

8. Respond to Google Reviews

When you respond to your customers' Google reviews, you are letting all consumers know that you listen to (and value!) your customer feedback and that it's worth their time to post 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 entice and encourage more positive reviews
- **Negative reviews:** Responding promptly and politely to negative reviews and actually resolving the issue can often result in the conversion of a negative review into a positive one

9. Put a Google 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 this:

- *Did you enjoy your dining experience with us? Please let us know:
[GiveUsReview.com/mybiz](https://www.giveusreview.com/mybiz)*

- *Were you happy with our food and service? Please tell us here:
GiveUsReview.com/mybiz*
- *How did we do? We would greatly appreciate your feedback on Google:
GiveUsReview.com/mybiz*

10. Follow Google Business Review Guidelines

Please note that according to Google they want you to follow their guidelines when soliciting reviews. This means you should not offer any rewards and you should ask your customers equally – whether they seem to have had a positive or negative experience. **NOTE: It's ultimately your business and your choice how and when you may wish to ASK a customer to give you a review and there are also expert ways to 'Get Out In Front' and smartly manage any bad reviews before they may get published online.*

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 get more business to survive COVID restrictions. 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 so we can continue to strive to improve your customer experience.
- Thank you for choosing our business! Please let us know how we're doing by dropping us a quick Google review!
- We appreciate and value your input! You can help us continue to provide the best food and service by posting a review on Google.
- Give us a quick review on Google! This will help us and other people who want to find us.

How to get Reviews **WITHOUT** a 'Give Us Review' Link

"Above all else, we want to HELP YOU recover from your loss of business during the pandemic so if you decide you don't want us to design your handout card with your own branded CALL TO ACTION URL - here is the process how to leave a review on your Google My Business page."

You would need to provide these instructions to your customers for them to do the following

How to Leave a Google Review using a MOBILE PHONE

1. Ask customers to Google your business name
2. Locate your Google My Business Listing Page
3. Tap the "Reviews" tab
4. Go to "Rate and review"

How to Leave a Google Review on DESKTOP COMPUTER

1. Ask customers to Google your business name
2. Locate your Google My Business Listing Page
3. Scroll down to "Review summary"
4. Click on "Write a review"

This will take them directly to the review pane, which has an option to write a review...

Whichever type of device they use it will take some explaining. Customers will be asked to rate your business from one to five stars. Then, they can add their comment or even images of your venue and food and drinks, or an image of themselves at your establishment.

Then, to publish, they'll simply click "Post."

You can use the above steps... OR

"You can grab our Done-for-You HANDOUT CARD with your own short GiveUsReview URL that makes it EASY for your customers to give you a review and EASY for you to get Google reviews on a consistent basis to build authority on Google search."

Here's a sample HANDOUT CARD we will design specially for your business with YOUR logo and brand colors so it's EASY for your customers and mobile phone users to give you a review:



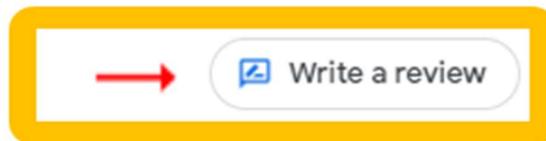
Please Tell Us How We Did And Give Us Your Feedback On Google



Scan or go to:

[GiveUsReview.com/sundays](https://www.giveusreview.com/sundays)

Scroll down under image



★ ★ ★ ★ ★ 5 Stars is appreciated "Thank You!"

Sunday's on the Bay 631 728 2611

BIG Kahuna in Town with 1,000+ Google Reviews

If you haven't noticed, many big name stores have compiled total Google reviews in the high hundreds with one the most popular steak houses in nyc boasting over 3,000!

You don't need to beat 3,000 reviews, however in order to compete in local search results you DO need to have an impressive HIGH total number of Google reviews compared to your competitors.

So is reaching 1,000 possible?

Let's say you hand out 50 review cards a day for the next ten days...

That's 500 review cards...

And let's say only 1 out of 5 customers actually give you a review...

That would be 100 reviews in 10 days...

Let's be conservative and cut that in more than half:

100 reviews in 30 days

Just keep going...

Continue to hand out review cards and publish your link in all of your sales and promotional materials and depending on your daily covers you could realistically reach:

"300 reviews in 90 days!"

With a consistent team effort... reaching 1,000+ Google reviews giving you TOP DOG status as an ***elite local hot spot*** is a reachable goal and very doable in the not so distant future.

“Getting A High Percentage Of Customers To Give You A Review Will Largely Depend On Your Rapport With Them And HOW You Ask Them.”

Whatever you decide, you should make getting reviews on Google a daily habit - and why not proudly display only your best customer reviews right on your website, too?

The fact is that people trust what your past customers have to say about you. And many people even feel that reviews posted by strangers are just as reliable as personal recommendations so ***use that to your advantage.***

Make it routine to ask your customers to give you a review because as long as you make it as easy as possible for them to do...

...you will get more reviews on your Google My Business listing so you can build AUTHORITY and instill TRUST & CONFIDENCE in your brand and food and service.



~Cheers

Larry Brandel

RESTAURANT AMBASSADOR, LLC
107-23 71 Road Suite 223
Forest Hills NY 11375
347 480 7727

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