How to get positive reviews online: 7 tips for your business.



It’s easier than ever for consumers to learn about your business, especially from online reviews. And with 75% of people saying they put their trust in a business after reading positive feedback, it’s important to put effort into gaining and maintaining these comments from your customers. The more responses you get, the more your business can improve and grow, as well as build an even better reputation.

Not sure how to start? Read on to learn how to get positive reviews online.

1. **First, get set up.** Does your business have a Google My Business account? If not, that’s a great place to start. As the number one search engine, having a current business profile is essential to being found and sharing your business rating. Better yet, getting your business profile set up is easy and it’s free. From there, you can consider additional sites such as Bing, Yahoo!, and Yelp, just to name a few.

2. **Don’t be afraid to ask for reviews.** It can be intimidating at the start, but this is a great way to prompt consumers to take the time to leave a review. Start with easy questions like, “How was your experience?” This can lead to a conversation about reviews. Avoid pressuring consumers into sharing things they don’t believe, and instead ask for detailed and honest feedback. For additional prompts, consider window clings, posters, business cards, or sending your customers an email with a link to your online business profile. If you’re just starting out and are trying to build up your reviews, consider offering an incentive, like a discount or product with your logo on it, to get customers motivated.

3. **Leverage positive moments.** If a customer expresses positive feedback to a customer service member, in passing or in another correspondence, use that momentum to your advantage. Respond

graciously and prompt them to share more. “We’re so happy to hear you had a positive experience. If you’re open, we’d love for you to share your thoughts here.” Send a direct link where they can leave a review or offer easy instructions to do so. Training team members to pick up on and leverage these positive verbal reviews can lead to an influx of written reviews.

4. **Prioritize responding.** This goes for any feedback your business receives, good or bad. Consumers often look to see how businesses respond to reviews, especially to the negative ones. Take the time to read, respond, and follow up with reviewers for next steps or for ways you’ll fix a situation. Show excitement for the positive feedback you get and thank reviewers for taking the time to share their thoughts.

5. **Promote your reviews.** It’s impressive when your business gets positive reviews, so share them across your social media channels and on your website. This will reiterate the feedback and ensure other consumers see your good work or what you’ve improved on.

6. **Make the process easy.** Technology isn’t always easy, so offer options to make leaving a review as simple as possible. Point consumers to different places they can leave reviews, like third-party sites, your social pages, online surveys, website pop-ups, and more. If consumers express confusion, help them through the process so they stay motivated to review your business.

7. **Know and follow the rules.** Different review sites have different rules. Understanding and following them will ensure good standing on the sites. A rule of thumb across all platforms? Never hide negative reviews. While these may seem bad for business, covering or deleting them can be worse. Instead, respond respectfully and learn from the comments for the future.

Businesses come in all shapes, sizes, and industries, and consumer feedback is one of the most important aspects of success for them all. As you continue to learn how to get positive reviews online, get better coverage for your business, too. Our business insurance offers peace of mind and the protection to thrive. Talk to a local, independent agent about a policy today.