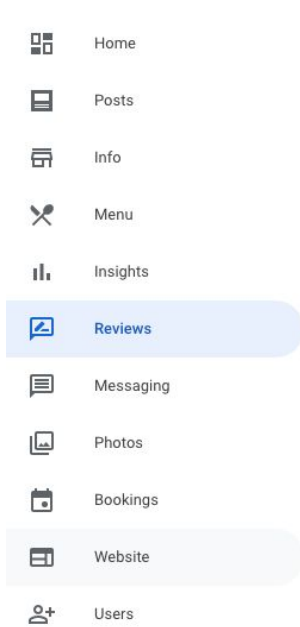




## Google My Business - What's the Rest of it About?

Now that we've looked at some ways you can use your Google My Business listing, here are some other ways of engaging with your customers.

I'm talking about the Reviews feature.



It's the tab right below your Insights tab...the one we talked about in one of the other workbooks.

If you click on it, you might see some reviews people have already left for your business. If they have, it's awesome!

But if you're just noticing it, that likely means you haven't responded to these reviews.

This might be the time to get down to engaging your customers by responding to their reviews --- even the bad ones.

I know business owners are generally a bit anxious and uncertain about how to answer negative reviews, but it's important to answer every review.

Good reviews are easy to answer, you can simply thank the person and invite them back to your establishment, and throw in a couple mentions about other products they might like.

Negative reviews are a bit different.

First of all, try not to respond to any review immediately. There's no urgency, take a couple days, no more, and come up with a balanced response that will show your client/customer that you're listening.

If it's a negative review, take an even closer look at what they're saying. They're disgruntled, they're hurt, and the fact that they're leaving you a review could actually be seen as them reaching out to have a conversation with you.

If that's how you look at it, you can definitely establish a connection that you might be able to turn into a conversion.

Here are some tips for how to answer a negative review

- Take a humble approach and apologize.
- Address their concerns.
- Offer compensation.
- Offer an alternative.
- Ask how you can fix it.
- Offer to talk off the digital channel.

Here's another way of keeping in touch with your customers even though you're closed.

Here's what Google recommends.

You can request reviews from customers through a [short URL that's specific to your business](#). To get reviews on Google, encourage your customers to spread the word about your business by following these best practices:

- **Remind your customers to leave reviews.** Let them know that it's quick and easy to leave business reviews on mobile devices or desktop computers. [Learn how to leave Google reviews](#)
- **Reply to reviews to build your customers' trust.** Your customers will notice that your business values their input, and possibly leave more reviews in the future.

You can also [create and share a link](#) that customers can click to leave a review. [Learn how to read and reply to reviews](#)

- **Verify your business** so your information is eligible to appear on Maps, Search, and other Google services. Only verified businesses can respond to reviews. [Learn how to verify your business](#)

Reviews are only valuable when they are honest and unbiased. (For example, business owners shouldn't offer incentives to customers in exchange for reviews.) Read more in our [review posting guidelines](#). If you see a review that's inappropriate or that violates our policies, you can [flag it for removal](#).

So there's another option for you if you find a particularly offensive and negative review posted on your GMB listing.



Here's how you can ask people for reviews:

## Share your short URL with customers for reviews

### Computer

1. Sign in to [Google My Business](#).
2. If you have multiple locations, open the location you'd like to manage.
3. In the menu on the left, click **Home**.
4. In the "Get more reviews" card, you can copy your short URL to share with customers.

### Mobile


1. On your mobile device, open the [Google My Business app](#) .
2. Tap **Customers** > **Reviews**.
3. In the top right, tap Share .
4. If your short name is not created, you will be prompted to create one.
5. Copy your short URL to share with customers.

When customers click your link, they'll be able to rate your business and leave a review. Learn how to [read and reply to customer reviews](#).


Keep in mind that it's against [Google review policies](#) to solicit reviews from customers by offering incentives or setting up review stations at your place of business. Reviews that violate the policy may be removed.

Here's how Google says you can flag a review.


## Flag a review in your account

1. On your computer, sign in to [Google My Business](#).
2. Choose the review you'd like to flag:
  - **Multiple listings:** In the menu on the left, click **Manage reviews**. Then, use the drop-down menu to choose a location group. (This feature is not available for organization accounts.)
  - **Reviews for a single listing:** Open the one you'd like to manage. In the menu on the left, click **Reviews**.
3. On the review you'd like to flag click More  > **Flag as inappropriate**.

## Flag a review in Google Maps

1. On your computer, open [Google Maps](#).
2. Find your business listing.
3. Find the review you'd like to flag.
4. Click More  > **Flag as inappropriate**.

## Flag a review in Google Search

1. On your computer, go to [Google](#).
2. Find your business listing.
3. Click **Reviews**.
4. Find the review you'd like to flag.
5. Place your cursor over the star rating.
6. Click Flag as inappropriate . Then explain what type of violation you're reporting.

I'm available at 647-201-4553 or [mehreen@downtownorillia.ca](mailto:mehreen@downtownorillia.ca) to answer your questions or to set up a virtual session to help out with your digital needs.