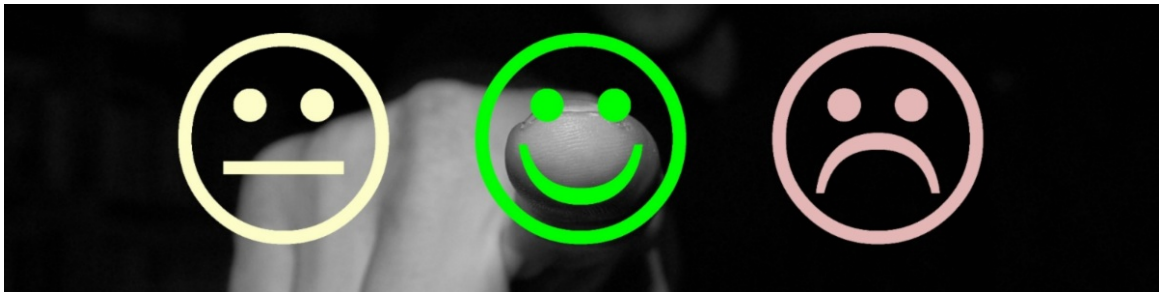


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1 Peter 5:7 Casting all your anxieties on him, because he cares for you



Why Good Reviews Are Great For Your SEO

Google assesses a website with one major goal in mind- to measure what is called E-A-T: **Expertise, Authority, and Trust**. The "T" in E-A-T is where Google reviews come into play. Glowing reviews from real-life customers signal to Google that your business does in fact has the trustworthiness the algorithm is looking for. And on top of that, [studies](#) have shown concrete evidence that Google reviews play a big role in your overall search ranking.

Local Customer Reviews Build Trust

Google trusts what others have to say about your business online more than they trust what you actually say. By earning good reviews by your local customers, you are earning not only the trust of potential future customers but also Google.

This is the "T" in E-A-T: Expertise, Authority, and **Trust**.



Good Ratings Drive

Traffic



For the many people who search online before committing to a business, the reviews mean everything to them. They want to look at what people are saying about your business, the good and the bad. Plus, scroll through pictures if there are any. According to [BrightLocal](#), 57% of consumers will only use a business if it has 4 stars or more. This should stress the importance of earning great customer reviews to incline potential customers to click on your website to learn more about your offerings. Which will then also signal to Google that more and more people are visiting your site. This will also provide your website with **authority**- which is just what Google wants!

Local Reviews Tell Google What Your Site Is About

When you build your website, it's critical to optimize for rich, quality, and detailed descriptions on all your pages for good SEO. Providing detailed descriptions, it makes it easier for Google to recognize and crawl your website. The online reviews also help in providing more insight as to what your business is about apart from the information on your website. Essentially fills the gaps in for your potential customers.



Should I be Responding to Google Reviews?



Yes! You should be responding to both the good and the bad reviews. This also provides customers with a sense of trust and credibility when they see responses back and demonstrates you care. Also, your response sends a signal to Google that your business is actively responding to customers, which is also great for your SEO strategy and search rankings. In fact, Google has admitted that responding to reviews helps your SEO. They like it when you interact positively with your customers and reward you with better visibility.

To Wrap Things Up!

Google reviews do in fact have an impact of your SEO. It is an important part of your marketing strategy to garner and highlight positive reviews and make the most out of your negative ones. If you currently aren't attracting new customer reviews, today is the day to start! Simply ask your customers to leave a review on their visit or provide some sort of incentive for leaving a review or checking in, or lastly, promote leaving reviews on your website.

Let us know how it goes!



Looking for SEO Assistance?
Contact For A Free Audit!

LET'S CHAT!

In Case You Missed It!



5 Best Practices for Marketing Your Business on Instagram

While there are many different social media platforms to consider, Instagram is by far one of



Utilize Social Media For Your Small Business

Small businesses have a huge opportunity to utilize social media to connect with customers and build their

the more unique and creative platforms to use. The image-focused platform allows users to share photos and short videos to their pages and feeds as well as Instagram Stories. While the platform is relatively easy to navigate and use, there are some best practices that you should keep in mind to make the most out of having your business on Instagram! Sign up for an Instagram Business Account - Or Convert A Personal Account If you already have signed up and have a normal personal user profile for your business, you can switch over to a Business account.

[Read More](#)

brand. However, many companies struggle to define their online presence and will often put social media marketing on the back burner. This needs to change! Small businesses need to start taking advantage of social media to discover all that it can do for them. In this article we are diving into some tips for small businesses looking to expand their social media marketing efforts and grow their company. As a small business you likely don't have a full marketing staff that can organize, create, and run all of your social media platforms and campaigns. You probably have one or two people doing marketing – or maybe it's just you! Step back and think about what is realistic for your company.

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