



**PROTRADE**  
United

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## Google Reviews - Your Currency of Credibility

Trust and credibility are a form of currency in the business landscape today. With people living in a progressively digital world, the ability to position your business quickly with credibility can be the difference between a potential customer choosing you for a job over another player in your field. Given that over 82% of potential customers will check out your online presence before buying from you, gives you even more reasons why listing the number of testimonials, case studies and online reviews to build your portfolio is a worthwhile project.

Make it easy for your customers to give you a 5-star review when they experience a great level of service. At PROTRADE United we recommend that you use the following structure to assist you to build the number of reviews that you have. Picture this, in 6 to 12 months' time when people Google your business name, having over fifty 5-star reviews listed will give instant credibility to your business; and the more you have the better. Keep in mind many business owners hold back from asking for a review because generally they fear the feedback that could arise. Use the following guideline moving forward.

1. Ensure that you have a Google My Business page created. This is a free tool that Google has created that allows you to position and profile your business when your name is searched. You will usually see it show up on the right-hand side of the search engine sometimes.
2. Create a system around asking for a review. A suggested script can be the following: *"One of the ways that we generate new business is via word of mouth and we trust that you had an experience to your satisfaction today. If you haven't, we would love you to tell us directly where we were missing and what we could do to fix it however, if you had a great experience, we would love you to share it with the world. Here is a link, that when you get 3 minutes to spare today, we would love if you could share with others how you found your experience with our business."*

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3. You can create a simple link that can be emailed or even better create a QR code that your customers can scan with their phones which will direct them straight to the page.
4. Thank your customers for their reviews.
5. Create a game with your team of how many reviews, collectively, you can gain over the next 90 days.

The above process has helped some of our PROTRADE clients get well over one hundred 5-star reviews which allows them to close more of their inquiries at a higher margin and higher price point because of the trust and credibility that has been created through their past work.

If you need any assistance in implementing this process please be in touch.

Written by Jon Mailer

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