

feefo

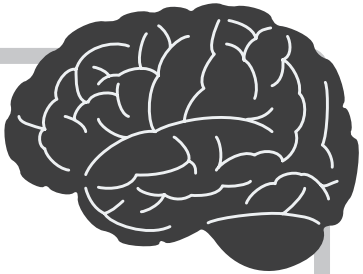


Google DIY Tool Kit

Google processes over 60,000 search queries every second. It's the most widely used search engine on the internet and has become the go-to place for consumers when looking for products or services.

Knowing where your customers are is the easy part, but trying to reach out to them through the vast world of Google can seem like a daunting task for any business.

At Feefo, our Google Partner status means that we're expertly placed to lead you on your Google journey. By following our handy guide we'll have you well on your way to becoming a Google pro in no time!



The power of Google

What you'll learn...

Our eBook gives you the knowledge to start mastering the art of promoting your business through Google. You will learn how to increase your online visibility, and clever ways to improve click-through rates, all while continuing to build trust in your brand:

Top tips

You'll discover a host of tips and tricks plucked from the minds of our Google experts that will help your company make a splash online.

Learn all the jargon

We'll break down the jargon and explore everything from getting your business set up on Google, to showing you how to run and optimise your very first Google Ads campaign.

Let’s get started...

Getting set up

Google Knowledge Panel

Google Star rating

Dealing with negative reviews

Google Ads

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What is Google My Business?

Tell Google everything about your business

Google My Business is a complementary tool offered to businesses and organisations to help manage their online presence across Google's various platforms.

By supplying Google with relevant information about your business you can become more discoverable to potential customers in search, and begin to take control of the way your brand is represented online.

Become visible in
Local Knowledge Panels



Become discoverable
on Google Maps

Take control
of your Google presence

How to set up your Google My Business Account

It's easy and FREE to set up!

Setting up your Google My Business account is the quickest and simplest way of getting your business acknowledged by Google, and it comes with plenty of benefits.

Tell Google everything about your business!

Take control of what your customers see when they search your business on Google!

During the set up process you'll be asked to provide as much relevant information as possible, including:

- Business name
- Contact details (telephone, email, etc.)
- Business location
- Business opening times
- Website and social media links
- Photos and videos
- Links to your reviews



Verify your business in 3 easy steps

Google won't fully recognise your business until you've completed their simple verification process. Once you've entered your company's details into your Google My Business account, follow these three easy steps to start unlocking the true potential of the world's largest search engine.



01 Request verification postcard

Directly after signing up select the "Mail" option and enter the details of the person the verification postcard should be send to.

02 Check your letter box

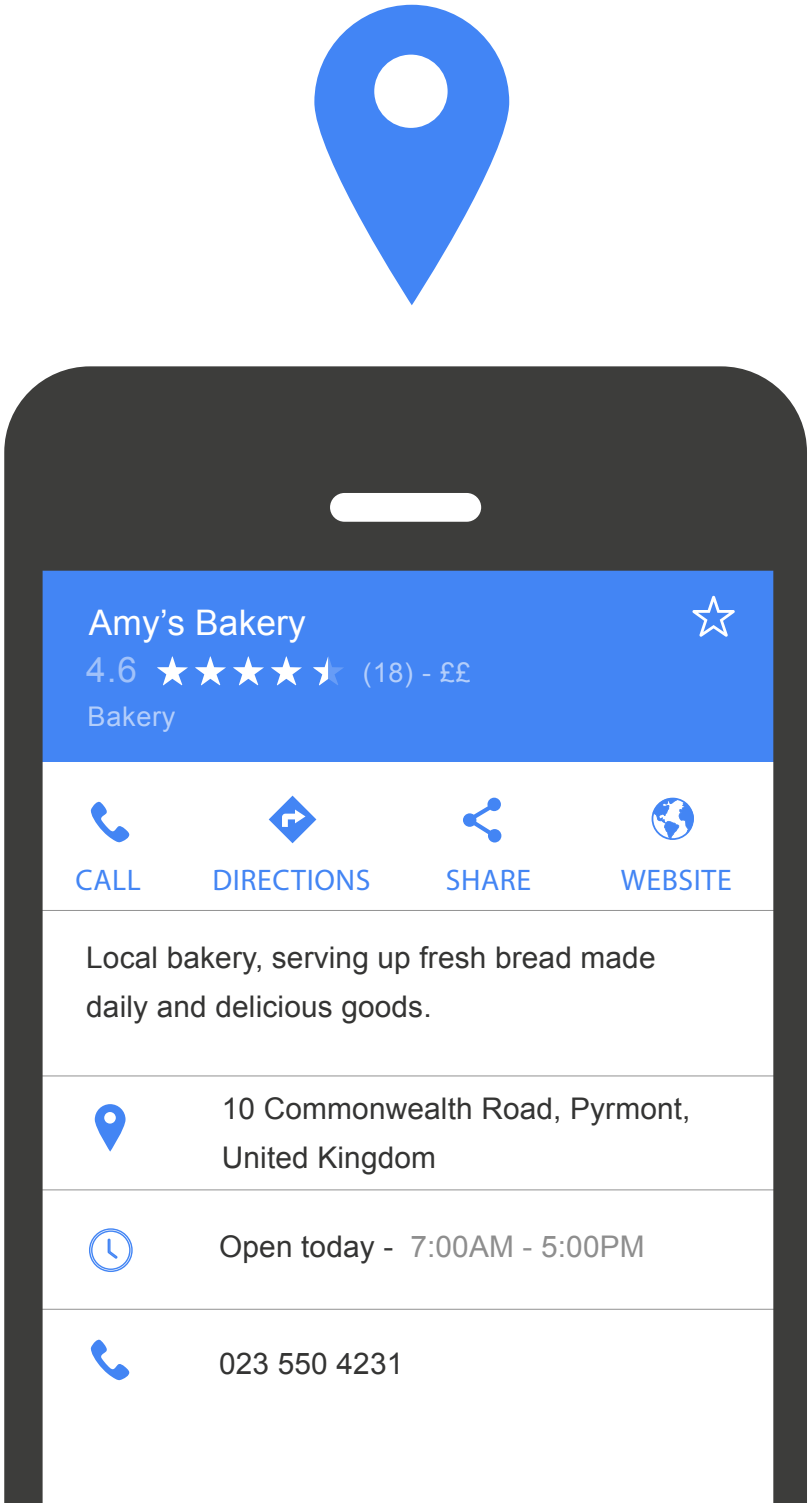
Wait patiently for your postcard to arrive – this postcard includes a unique verification code you'll need to confirm your business location.

03 Complete the verification process

Once your postcard arrives, log into your Google My Business account and select "Verify Location". Enter your code when prompted and you're done! A fully verified Google business, ready to take on the world!

What is a Google Knowledge Panel?

Introduced in 2012, the Knowledge Panel is Google's attempt at providing people with useful answers, rather than just an infinite collection of links. The data that appears is generated in large part by Google's Knowledge Graph, a comprehensive knowledge base used by Google to enhance search results.



Local Knowledge Panels

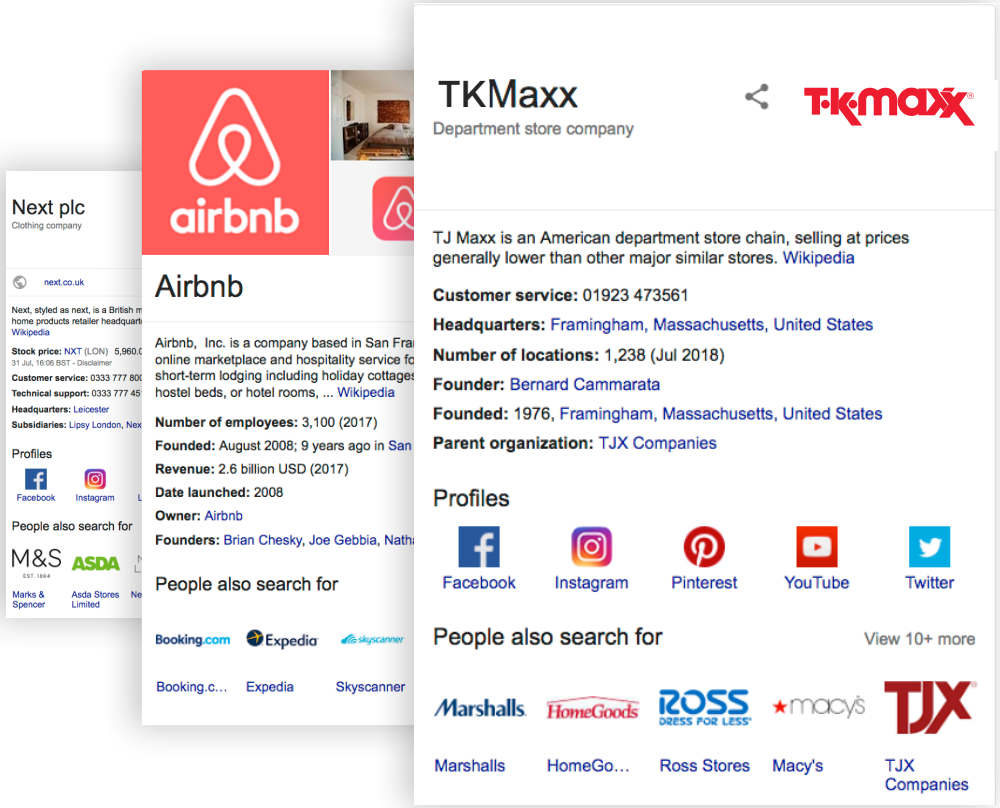
Local panels are much more accessible. They are tied to a specific company's location and contain all the relevant information a consumer needs to inform their purchasing decision.

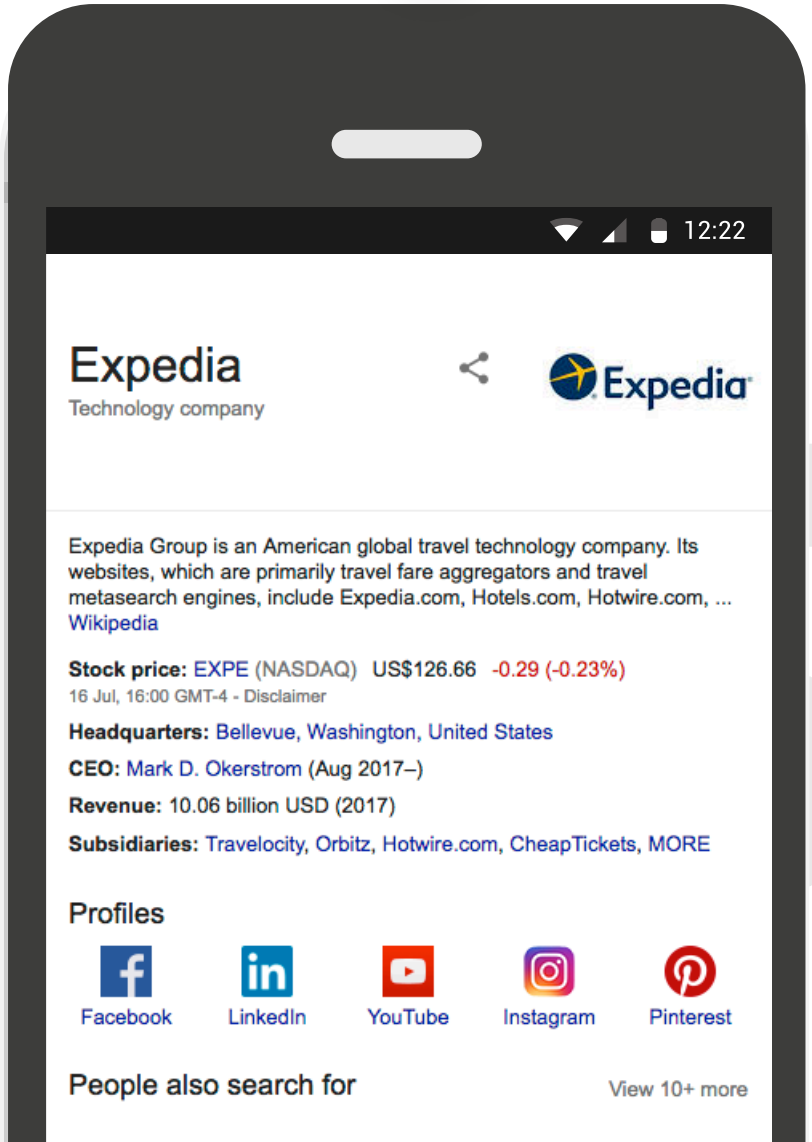
The more localised and specific a search, the greater chance your business has of appearing as a relevant Local Knowledge Panel.

This includes website links, contact details, opening times and your business location on Google Maps.

Brand Knowledge Panels

Brand panels are reserved for more established businesses and provide a general overview of key information (usually taken from Wikipedia) about the company, including their name, logo and a brief description. This isn't something that you can set up overnight. It can take months of building up your online reputation so that you get noticed by those lovely (and all-important) Googlebots.





How do I get my own Knowledge Panel?



Set yourself up with a verified Google+ account

Google+ might not be as popular as Facebook or as good-looking as Twitter, but it does have one thing going for it - it's best mates with the world's largest search engine! Google bots strongly favour content published on Google+, and it is still a primary trusted source of information for Google to draw data from.



Ask your SEO expert to add structured data to your website

Schema mark-up is one of the most powerful SEO tools available. It tells search engines what your data means, rather than just what it says, therefore ensuring that it returns more valuable and informative results to users.

Wikipedia and Wikidata entries

Wikipedia is one of the most trusted sources for Google when searching for relevant data to create Branded Knowledge Panels, and without a Wikipedia entry of your own, you're unlikely to ever get one.

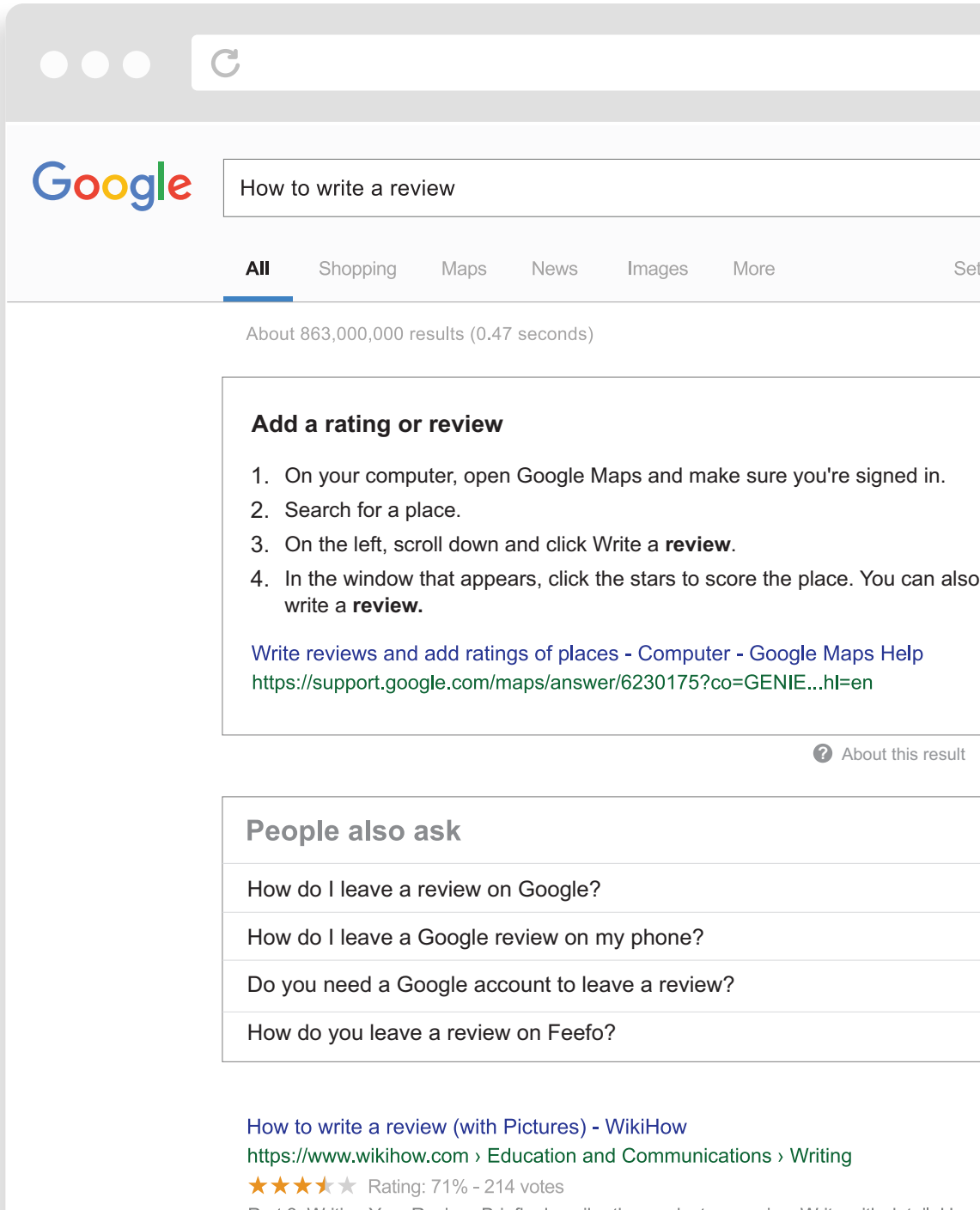


Google My Business

If your business isn't quite at the level of warranting its own Wikipedia entry, but you still want a Local Knowledge Panel, then setting up your verified Google My Business account offers a quick entry point and provides the easiest way to manage the information Google displays about you.

How to appear in Answer Boxes

Google's Answer Box is all about how relevant your websites content is when answering specific search queries. Featured snippets of content now appear ahead of organic and paid results at the top of the search engine results page, and contain a short extract of the most relevant response, as well as a link to click-through to the host website.



Feefo top tip

The more accurate and specific your response the better as far as Google is concerned. So, make sure to take your time researching keywords and crafting unique content that explicitly and directly answers queries!

What is a Google star rating?

This is one of our most frequently asked questions, and with good reason. Known more officially as seller ratings and organic stars, these **trust signals** are a fantastic way to boost click-through rates to your website and increase conversions.



66% of shoppers use reviews as a first port of call when making a purchase.

Trust signals are anything which makes a consumer feel more confident about making a purchase. From logos and awards, to reviews and testimonials, there are a wide variety of trust signals businesses can utilise to increase consumer confidence.



Build trust



Increase click- through rate



Increase web traffic



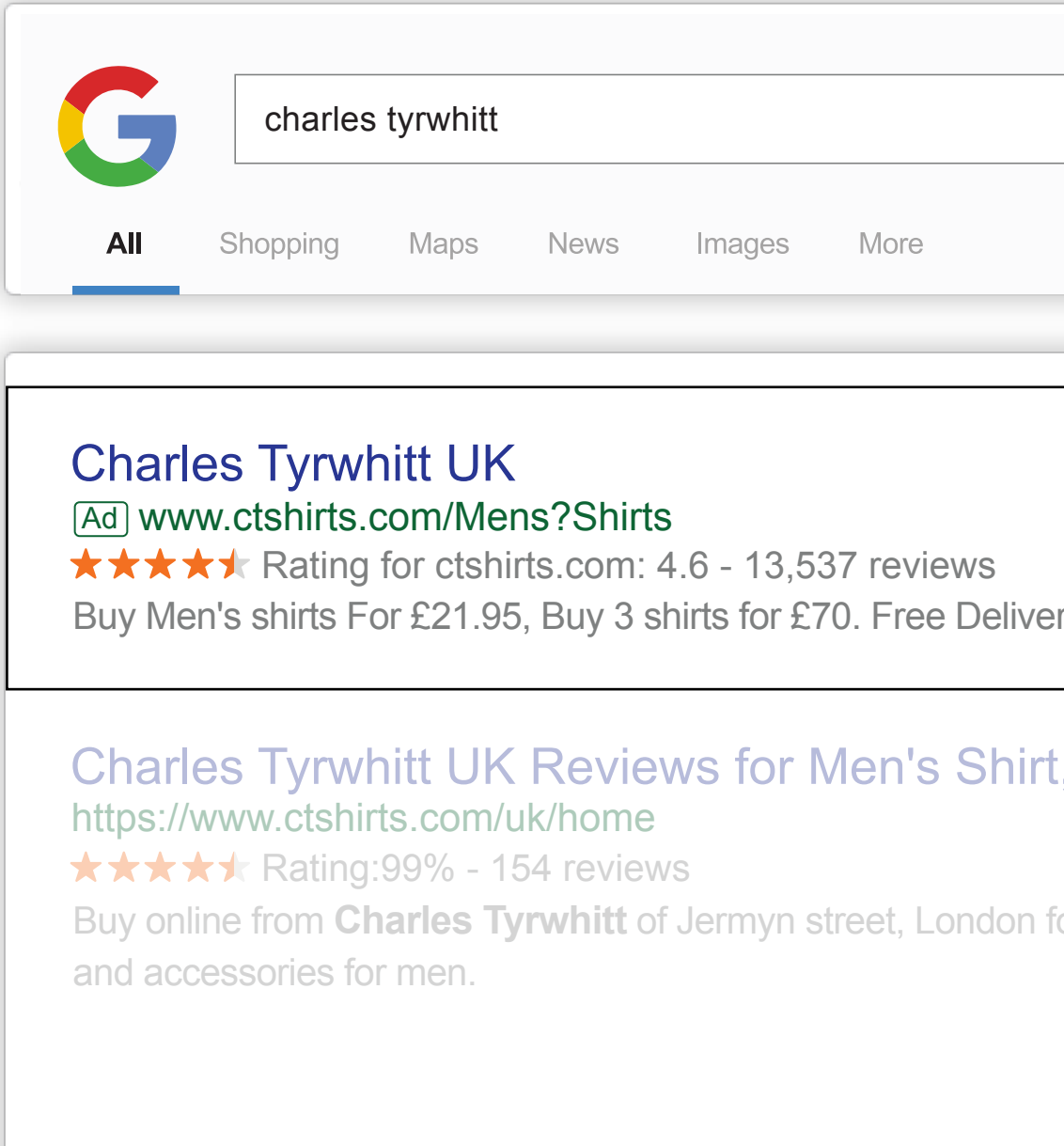
Increase sales

How do I make seller ratings appear?

Seller ratings are an automated extension which allows you to display service reviews in the form of a star rating underneath your paid ads.

There are several requirements you need to meet to create an environment where seller ratings can start to appear underneath your ads:

- **A Google Ads campaign**
- **Collecting reviews through a source trusted by Google, such as Feefo**
- **A minimum of 150 unique reviews collected in the past 12 months**
- **An overall star rating of 3.5 or higher**



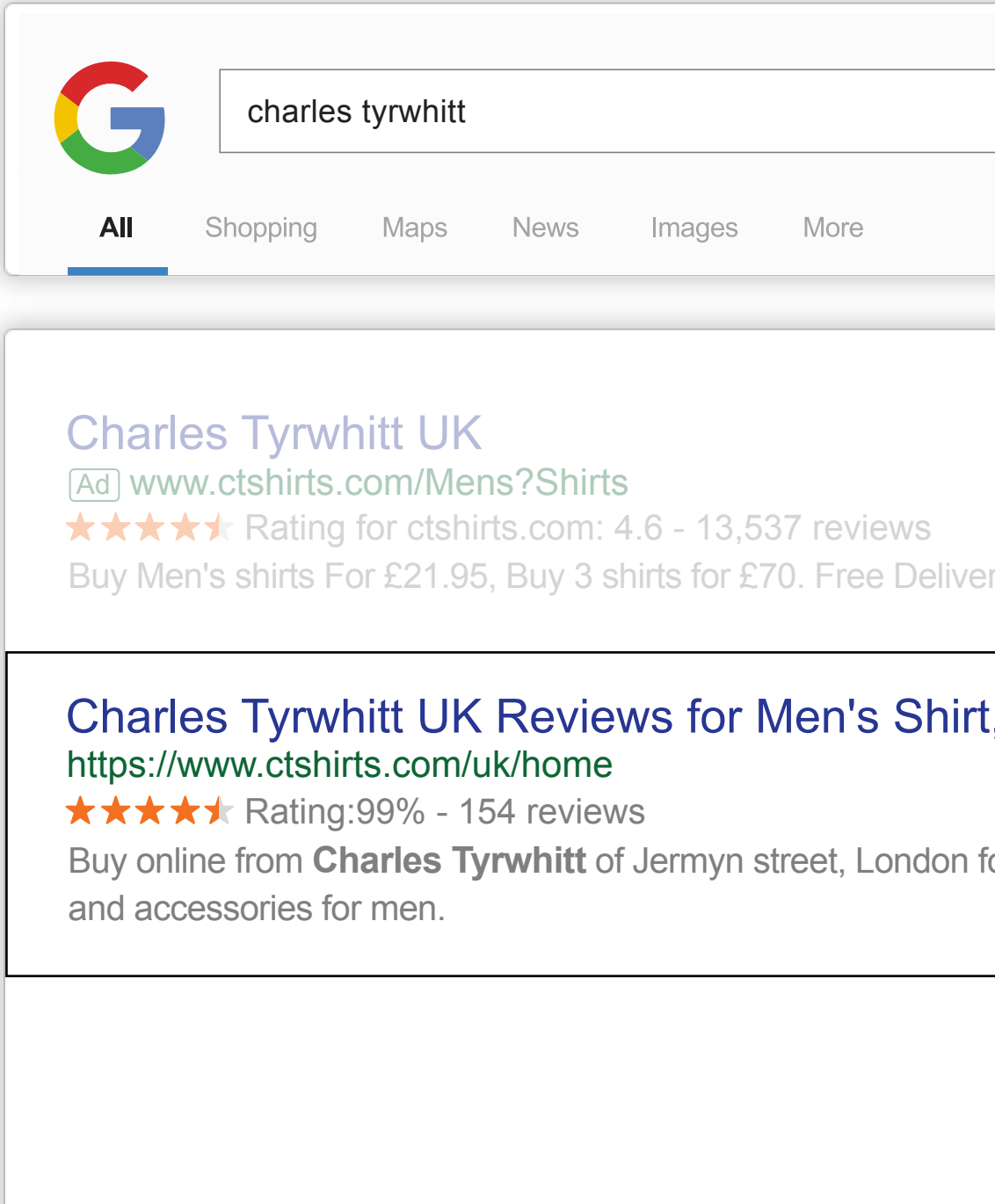
How do I make organic stars appear?

Organic stars only appear on organic search listings, rather than paid ads. They are separate from seller ratings, and can be generated by ensuring your website is marked up with the correct schema.

To be eligible for organic stars, you must add **schema mark-up** to your site and check it is error-free. There are several types of schema and the pages which can be marked up will depend on the kinds of reviews you collect.

If you collect both service and product reviews, you will also be able to use product schema, which would allow individual product pages to display organic stars.

Schema mark-up is code that is added to a website to help search engines return more informative results for its users. There are several types of schema mark-up that you can use to achieve organic stars: 'organisation', 'product' and 'local business' schema.



How to handle negative reviews

You've worked for years on your business; delivering great service, providing top-notch products and building a reputation to be proud of, only for a disgruntled customer to come along and leave you that dreaded, negative Google review.

You want nothing more than to hit the "DELETE" button and be rid of it forever. Sadly, we have some bad news for you. You can't just wave goodbye to negative reviews, but the real question is, 'why would you want to?'

Turn negative reviews into positive business growth.

Get valuable insight

Identify the root of your negative feedback

Fix the problem

5 tips for responding to negative reviews

01 Respond quickly and appropriately

02 Be polite and thank them for their feedback

03 Acknowledge the issue and take responsibility

04 Take action and offer a solution

05 Know when to take the issue offline

How to remove malicious or fake reviews

Okay, we know what you might be thinking. “What about people leaving fake reviews to intentionally harm my business - how could they ever be positive?” You’ve got us there.

Malicious reviews can be frustrating and damaging. Luckily, Google understands the importance of publishing genuine feedback, so there is a way to get them removed. Here’s how!

01 Log in to your Google My Business account

Username

****

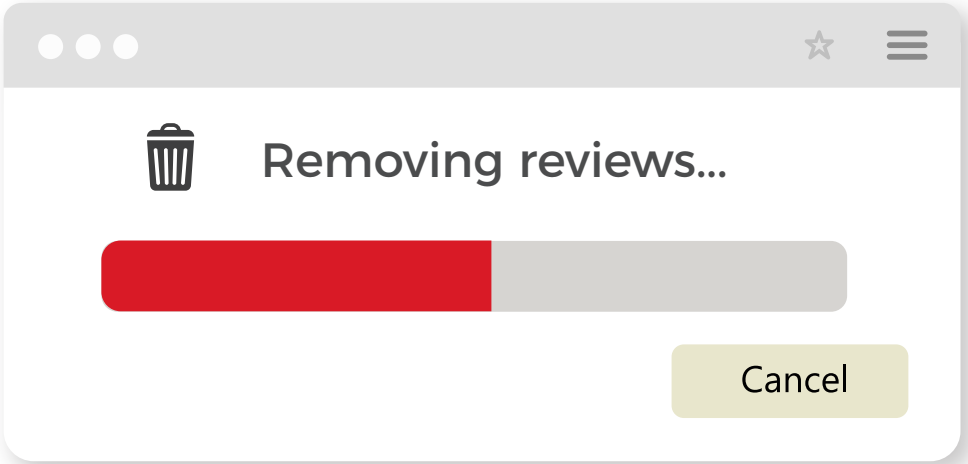
02 Find the review in question and select the flag icon



03 Enter your email and reason why it violates Google’s review policy

Reason for violation...

Grounds for removing Google Reviews



Do you want to remove a review?

Before you go down the route of having a review removed, pause and take a minute to make sure you have a solid case for flagging it, as the burden of proof unfortunately rests with you.

Top Feefo tip

If you think you've been left a review by a bitter competitor, the review is defamatory towards you or your business, or is just plain offensive, make sure you have evidence of any potential violation before reporting it to Google.

Google's review policy

Google's review policy is very explicit when it comes to what constitutes a violation, with any content across their platforms having the potential for removal if it falls into one of the following categories:

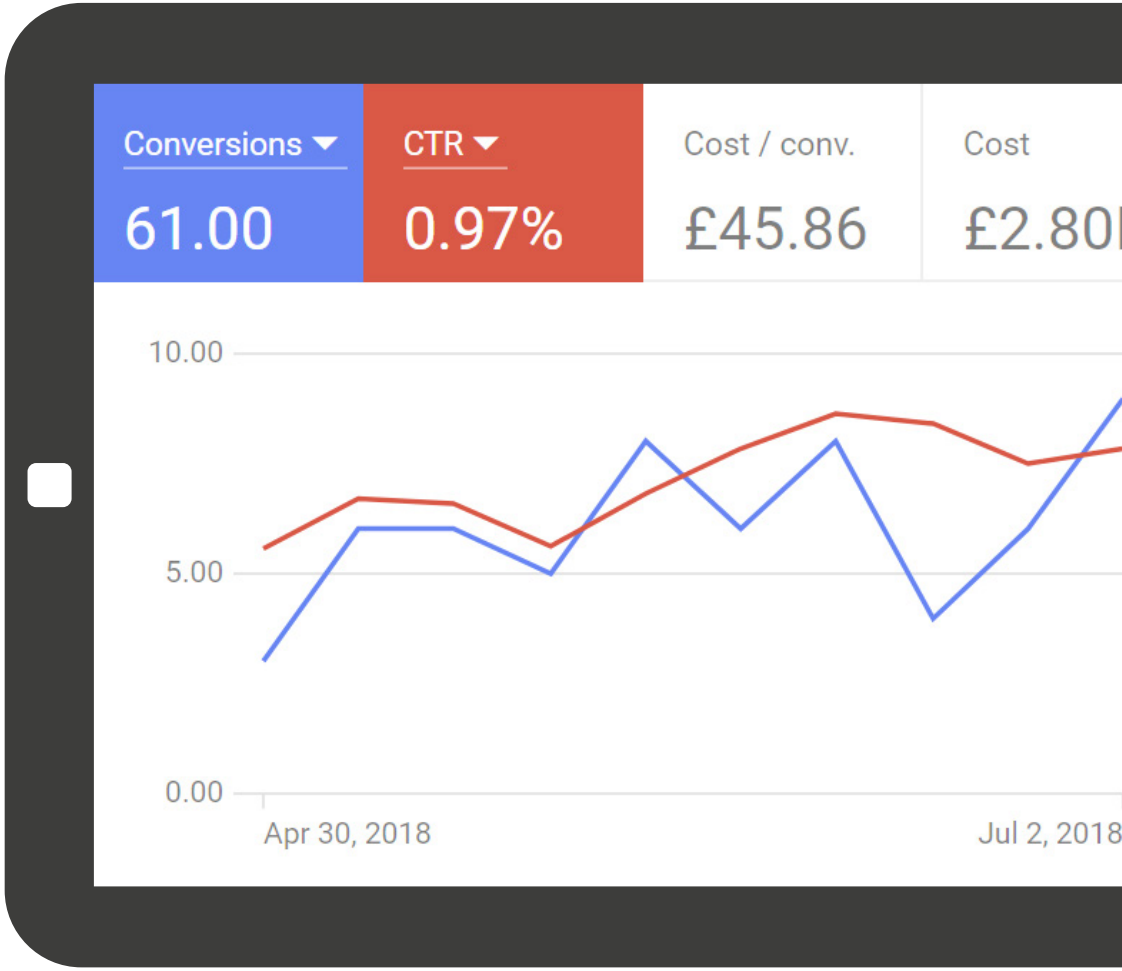
- Spam or fake content
- Content that is not relevant to your business
- Illegal content
- Sexually explicit content
- Offensive or hateful content

Getting to grips with Google Ads

Click-through rate (CTR) is the percentage of users who have seen your advert and then clicked through to your landing page.

What is Google Ads?

Google Ads is a PPC platform for businesses wanting to display adverts on Google and its advertising network. The platform is designed around using keywords such as brand, service or product names, to trigger relevant search results. When a user searches for these keywords, the advert of a business appears within Google's paid listings.



Using a pay-per-click (PPC) platform, such as Google Ads, is one of the most effective ways of capturing the attention of consumers online and driving greater volumes of traffic to your website.

Whether you are using, or thinking of using, Google Ads to advertise your business, it's important to understand how to make the most of your campaigns and generate a greater return on your investment.

If you're unsure and would like a bit of guidance, get in touch with our PPC experts for a free PPC audit: **ppc@feefo.com**

There are 4 main types of Google Ad Campaigns



01 Search ads

Search ads are displayed next to Google search results when people search for products and services connected with what your business offers. You only pay when people interact with your ad by clicking through to your website, or calling your business.



02 Display ads

Display ads appear across Google's network of over two million websites and 650,000 apps. You can create simple text ads, or even incorporate images, before deciding when and where your ad will show up. This allows you to create targeted campaigns designed to capture your customers wherever they are online.



03 Shopping ads

Shopping ads appear when a user searches for a specific product such as "white t-shirt." They put your most relevant product in front of the customer at the most relevant time. These ads generally have lower click through-rates, but higher conversion rates.



04 Video ads

Video ads are shown before or beside related videos and in the search results on YouTube. Target your video ads by gender, age, location, interests and more, and control your budget by how much you want to spend and when.

The benefits of integrating reviews with your Google Ads

As a Google Licensed Content Partner, our trusted reviews can appear as seller ratings within your Google search ads. In fact, Google claims that, on average, seller ratings boost click-through rate (CTR) on ads by **17%** compared to those without.



Build trust

Seller ratings inform potential customers that your business is trustworthy and has a good reputation. By integrating your feedback from an independent reviews platform that collects real reviews, from real people, you'll further cement trust in your brand and improve your overall seller rating.



Improve average Google ad rank

If seller ratings are displaying, Google views the ad as more useful than those without, as they provide shoppers with additional information. Therefore, including reviews can help to improve your average position.



Reduce ad spend

An increase in CTR will help to improve your overall Quality Score. This is an estimate of how relevant your ads, keywords and landing pages are to the person viewing your ad. The higher your Quality Score the higher your ads rank, and the lower your cost-per-click (CPC).



Reduce bounce rates

Seller ratings help to build trust in your brand before the user has even clicked-through to your website, meaning they are more likely to convert and less likely to navigate away.

The Feefo key takeaways

No matter your industry, having a presence on Google is crucial for businesses looking to boost their profile and get a jump on the competition. The internet has fundamentally changed the way we research products and services and therefore forced businesses to alter the way they interact with consumers.



Create a verified Google My Business account to take control of the information Google displays about your company.



Make your business relevant to Google by generating unique content across Google's key touchpoints.



Increase your brand visibility and credibility with your very own Google Knowledge Panel.



Actively collect reviews from a trusted source, such as Feefo, to start benefiting from Google star ratings.



Don't be afraid of negative Google reviews! Manage your reviews effectively to learn and improve the customer experience.



Invest time and resources into Google Ad campaigns to increase click-throughs and conversions to your website.

FANCY A CHAT?

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