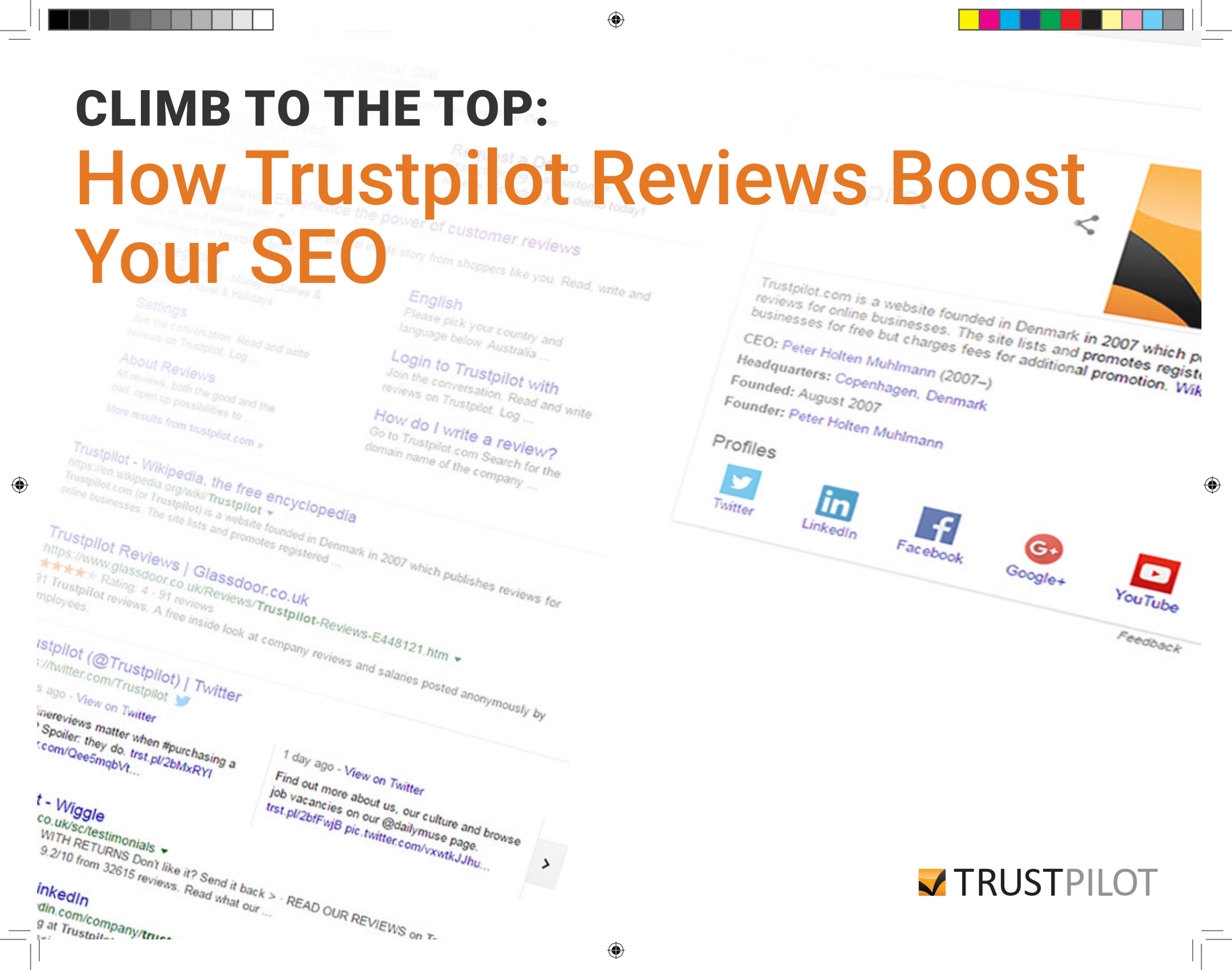
CLIMB TO THE TOP:

How Trustpilot Reviews Boost Your SEO



TRUSTPILOT

Introduction

At Trustpilot, we've made it simple and quick to collect, share and engage with both customer service and product reviews.

Customer feedback is influential and valuable to your SEO efforts. Let's look at how straight-forward it is to begin your online review journey to improve SEO.

We'll discuss:

1 The Popularity of Online Reviews

2 The Effect of Reviews on SEO & PPC Campaigns

3 Product Review Technology to Improve Your SEO

4 See Your Online Power With Analytics and Apps

The Popularity of Online Reviews

A new Trustpilot review is submitted every five seconds. That's 17,000 new reviews each day.

Online review reach is larger than ever too. Research from BrightLocal found 92% of consumers read online reviews.

These consumers read reviews for at least three different types of business too, from gyms to doctors, vets to hotels.

A reputation enriched by customer feedback is crucial in a world where decisions are made in an instant.

Trustpilot is the UK's leading online review community.



21M+

reviews on Trustpilot (July 2016)



160M

Google impressions each month



1BN

impressions of TrustBoxes each month
(our widget which displays your reviews)



180,000+

reviewed business on Trustpilot



110+

countries where Trustpilot reviews have been submitted

2

The Effect of Reviews on SEO & PPC Campaigns

Reviews provide automatically updated, user-generated content that can improve your site's SEO.

Moz predict 8.4% of the reason behind website ranking in local search is down to the amount of reviews the website has as well as their quality. With super SEO, you can have higher conversions, greater credibility and customer advocacy.

Earn Rich Snippet stars

Rich Snippets is the data markup site owners add to their website, allowing search engines to interpret and represent content in an appealing way.



Rich Snippet stars sometimes appear under search results. To get them, your content needs to be marked up with structured data. Once that's implemented, providing you meet Google's requirements, you should soon see Rich Snippet stars. (Do note, Google does not guarantee all sites will receive rich snippets.)

2

Improve your visibility in search engine results pages (SERPs)

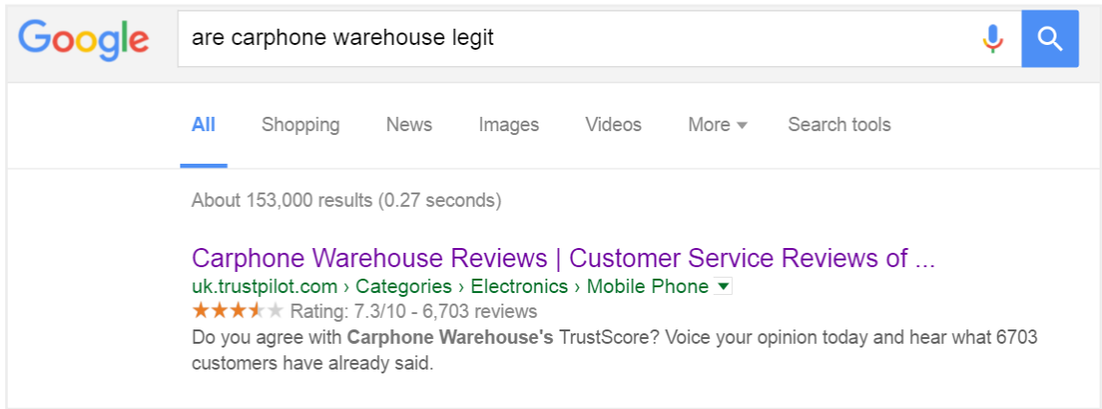
Google handles 3.5 billion searches a day. It stands to reason that many of these searches could be consumers looking for reviews.

With Trustpilot, you're in the front row seat for increased traffic and more. Trustpilot business profiles tend to make the first page of Google search results. Trustpilot company profiles appear in 0.15% of all Google searches.

Drive greater referral traffic

If consumers are searching for your reputation online, they'll often find your Trustpilot profile page along with your website close by. That gives them no reason to back out.

With recent Google updates to their search algorithms, to reflect the reliability and context of Trustpilot reviews, finding your reputation does not necessarily need a person to type in 'company name Trustpilot reviews'. Synonyms such as 'legit' or 'trustworthy' are now giving similar results.



2

Improve PPC ads with Google Seller Ratings

Google Seller Ratings are an automated extension informing consumers which advertisers are best-rated for their service.

With a Google AdWords account and a collection of customer feedback, your ads can start earning stars to differentiate you from your competitors.

To get Google Seller Ratings all you need is Google AdWords, 150 unique reviews from the last 12 months and an average rating above 3.5 stars.

Beat competition in Bing and Yahoo!

Trustpilot reviews can help you achieve Bing Merchant Ratings, displayed in a similar way to Google Seller Ratings.

With Google and Bing and Yahoo! covered by Trustpilot review data, your business reaches over 90% of the search engine market.



3

Product Review Technology to Improve Your SEO

Trustpilot has a range of technologies to help you improve review collection, display and engagement. One of these is Product Reviews and the associated Trustpilot SEO TrustBox.

Product Reviews

High Google ranking can be achieved with product review data, as the data is regarded as relevant, unique and updated. In order for Google to crawl the product review data, you can take one of the following approaches:

Product Reviews SEO TrustBox

Trustpilot's exclusive SEO TrustBox technology makes it easier for you to see the SEO benefits of reviews than ever before. Our SEO TrustBox comes with schema.org markup built in. That means your product review content is Rich Snippet ready.

Trustpilot APIs

If the TrustBoxes do not meet your design requirements, you are free to use our APIs and include schema.org/products markup to make it SEO friendly.

3

Google Product Listing Ads & Push to Google Shopping

Trustpilot feeds product reviews to Google Shopping. If you use product listing ads from Google, in selected markets the Trustpilot product ratings will be displayed below the product listing. If your product reviews aren't listed, you might not be meeting Google's requirements.

Technical specifications for Product Reviews

At Trustpilot, it's simpler than ever to display reviews on your site. With the Trustpilot SEO TrustBox for Product Reviews, you simply begin collecting reviews and paste a line of code where you want the SEO TrustBox to appear on your site.

That means no complex coding and no technical complications, saving your time and money.

	Traditional Product Reviews	Trustpilot SEO TrustBox
Markup format	Microdata or RDFA	JSON-LD
Google recommended format	No	Yes
Setup	API	Javascript
Technical skill level	High	Low
Implementation time (avg.)	20 hours to several months	20 minutes
Integration	Server site	Client site
Loading effect on page speed	High	Minimal
Rich Snippet stars	Schema.org markup needed	Built-in schema.org markup

Above you can find the technical specifications for using Trustpilot Product Reviews via our API and via the SEO TrustBox.

4

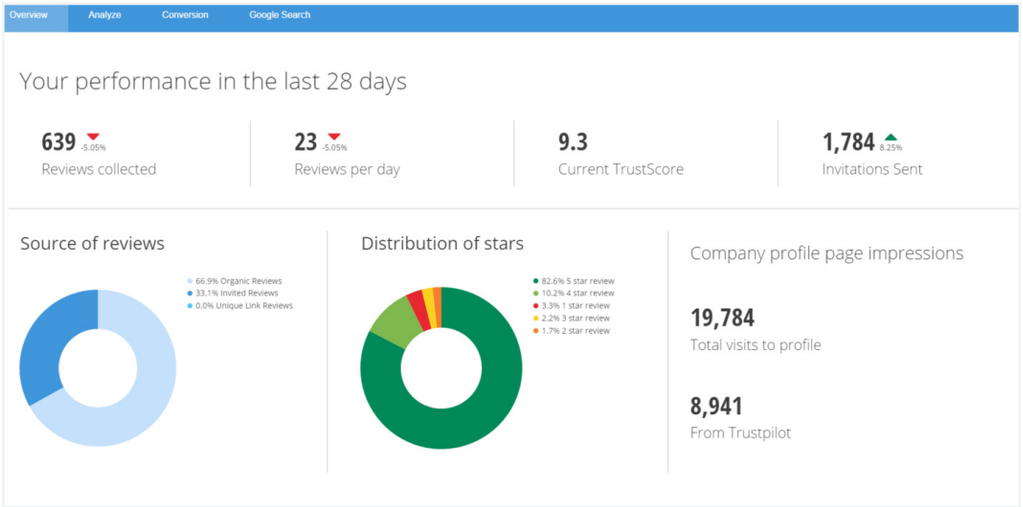
See Your Online Power With Analytics and Apps

Digging into customer feedback has immense value. And it's really easy to do.

Trustpilot Dashboard

The Trustpilot Statistics Dashboard helps you see how many reviews are of a particular rating, the amount of reviews you've received, and the performance your profile page in Google.

Take these insights and use them internally to create new content and improve the areas which need it, or to keep excelling in the areas you're great at.



Trustpilot Apps

Whatever platforms you use, we've probably got an app for it. Our apps for Shopify, Magento, WooCommerce and BigCommerce make it quick to invite customers for feedback and collect it all in one place.

And with our Hootsuite app , collecting, monitoring and sharing feedback alongside your social media feeds just became a reality.

shopify Magento Open Source eCommerce zendesk WOO COMMERCE Hootsuite

Conclusion

Online reviews help boost your credibility, add transparency to your business, increase sales and improve your service. Here's a simplified eight-point plan to be noticed online with reviews.

1. Collect reviews
There's going to be no SEO traction without reaching out to your customers.

2. Keep collecting, responding to and displaying reviews
More volume, and more interaction, means more authority.

3. Ensure you have a Google AdWords strategy
Without this and some genuine customer reviews, you'll not be eligible for Google Seller Ratings.

4. Make sure you're ready for Rich Snippets
Google recommends using JSON-LD format for structured data markup and our SEO TrustBoxes have this markup built-in.

5. Use TrustBoxes
These widgets make your reputation smart and simple. The industry-leading SEO TrustBox for Product Reviews gives you an SEO edge too.

6. Analyse your reviews
Trustpilot's analysis tools allow you to pick out particular trends and keywords.
Are there phrases you can capitalise on going forward?

7. Use your reviews in your content marketing
Share them on social. Mention them in email campaigns. Market your reputation.

8. Repeat and keep up the excellent customer service
Do a great job and keep customer feedback at the heart of your strategy for growth.

Transform your SEO today
Book a personalised introduction.

+44 (0)203 630 0750
uk.business.trustpilot.com


TRUSTPILOT