

Reviews and SEO: It's a Referral Business



JON



DANIEL



MARKET RETRIEVERS
FETCH YOUR TARGETS



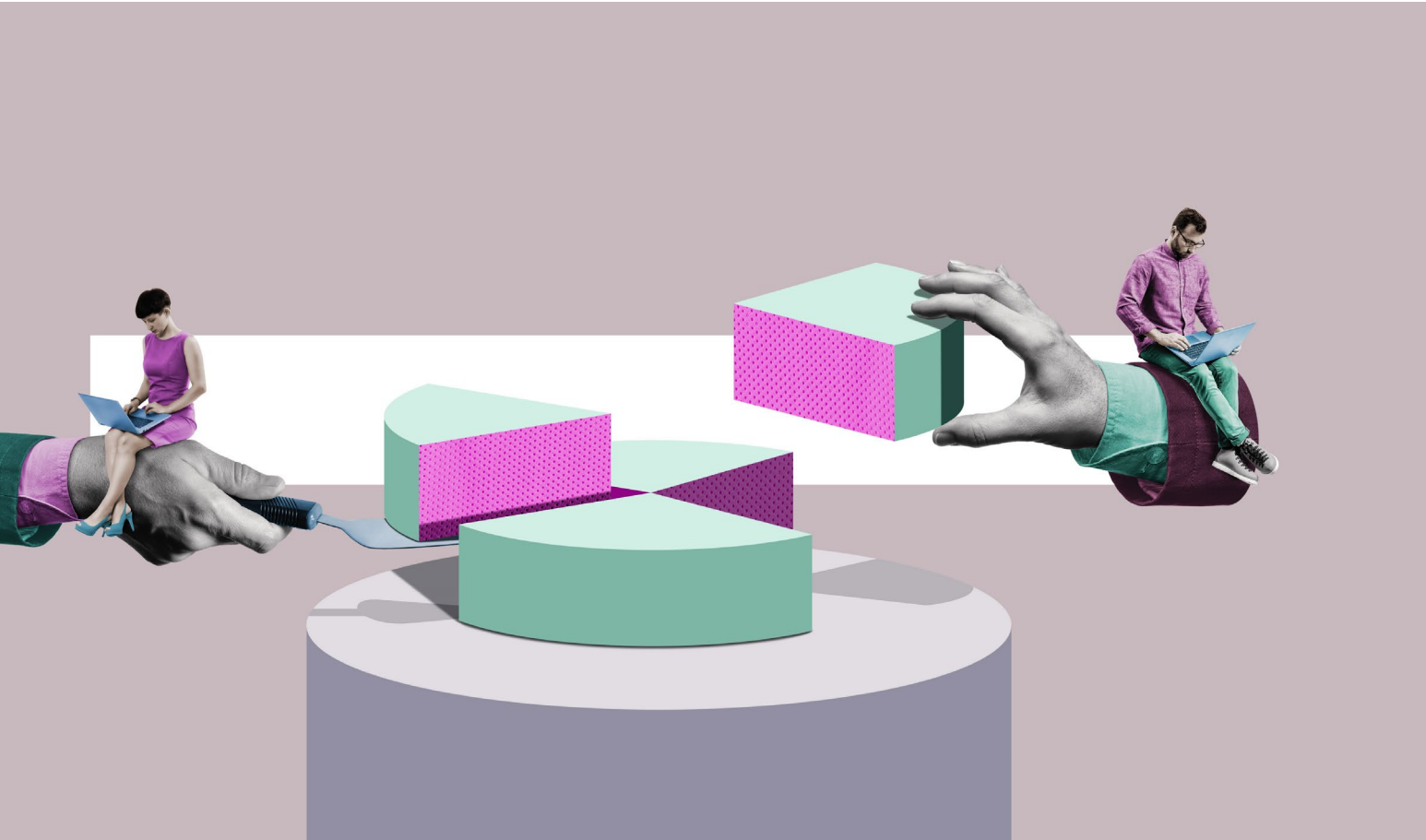
Why Wouldn't You Do This?

Is Good the Enemy of Great?

1. We're busy now
2. Retention is good
3. We don't have to do anything



So, Why Should You Do This?



1. It's where the world is headed
2. There is still time to be ahead of the curve
3. An uncertain marketplace
4. More ways to grow

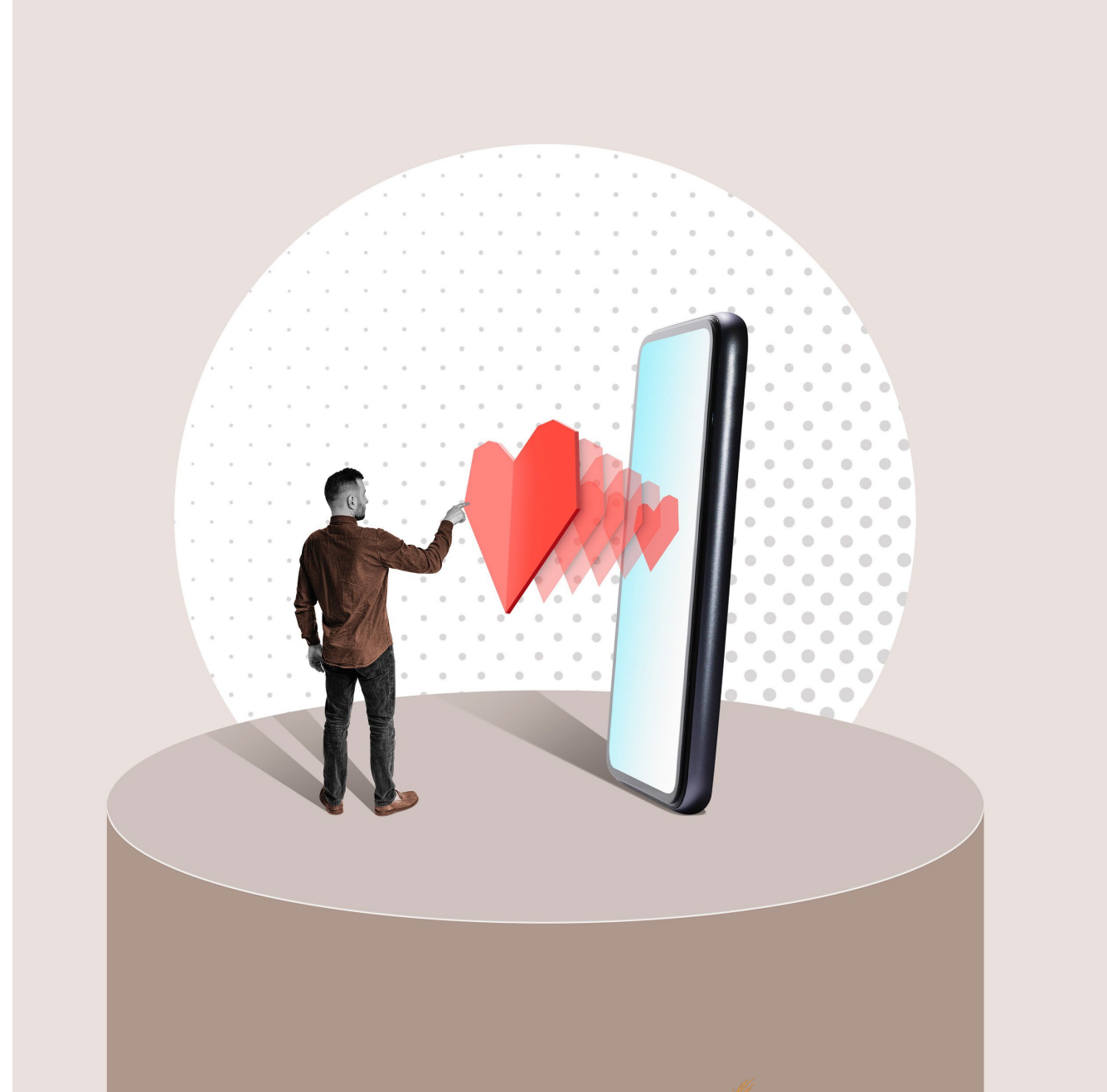
Referral business

1. Google Reviews
2. Sharing content
 - Engagement
 - Active share
 - SEO



Requesting reviews

1. Ask them when the time is right
2. Give them a direct link
3. Make it easy



Review response

1. + or -, be responsive and authentic AND
2. Be nice
3. Be accountable
4. Have a plan




Measuring Review Impact

1. Another evaluation of your team
2. An illustration of client experience



Measuring Review Impact


1. Do



Eddie Johnson
1 review



★★★★★ a month ago


Great company and people. Quickly to answer questions and make changes to personal and commercial policy. Susan is top notch! Steve is great making sure our policies cover everything we need. Highly recommend!!!!

 1

Response from the owner a month ago

Thanks, Eddie, we appreciate your feedback and we're grateful for your business!

 Edit  Delete



Measuring Review Impact

1. Don't



 **Christopher Wilson**
10 reviews

★☆☆☆☆ a year ago

Very poor service i was yelled at told to F*** off an to leave when i said wow everything is pricey in here do not buy from here unless you like disrespect! Th... [more](#)

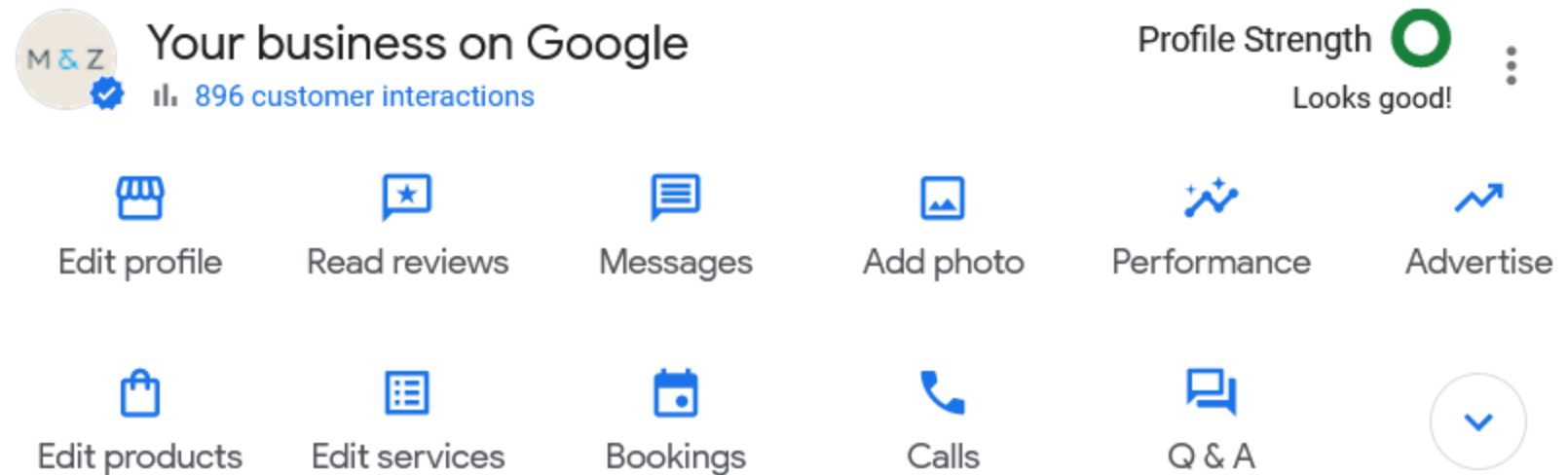
 Helpful (2)  Not Helpful

 **Level 7 Games (Owner)**
a year ago

I remember you! That was like a year ago lol. You suck, don't come back. - Jon "the owner"


Google My Business (GMB)

1. Optimize,
Optimize,
Optimize
some more
2. Content



Google My Business (GMB)

1. Calls to Action
2. Advertise Niches
 - a) Target Audience
 - b) Target Spend

 "I had a **water emergency** in my condo on a Saturday night."



"His customer service is unmatched."



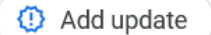
[View all Google reviews](#)

From Martin & Zerfoss, Inc.

"Martin & Zerfoss is an independent insurance agency, serving the State of Tennessee, and are licensed to do business in all 50 states. We work closely with clients to develop policy solutions which cover a wide range of important assets."



Martin & Zerfoss, Inc.
on Google

 Add update



Roof issues are a common source of frustration for both business and personal prope...

Oct 23, 2023

[Learn more](#)



Did you know that a "classic" auto is typically considered as one being more than 25 year.

Oct 18, 2023

[Learn more](#)

Search Engine Optimization (SEO)

1. What does it do?
2. How is it measured?



SEO

1. What impacts it?

- a) Content
- b) Page structure
- c) Keywords
- d) Backlinks
- e) Social media



SEO

1. How can you improve it?
 - a) Give Google what it wants
 - b) Provide relevant content



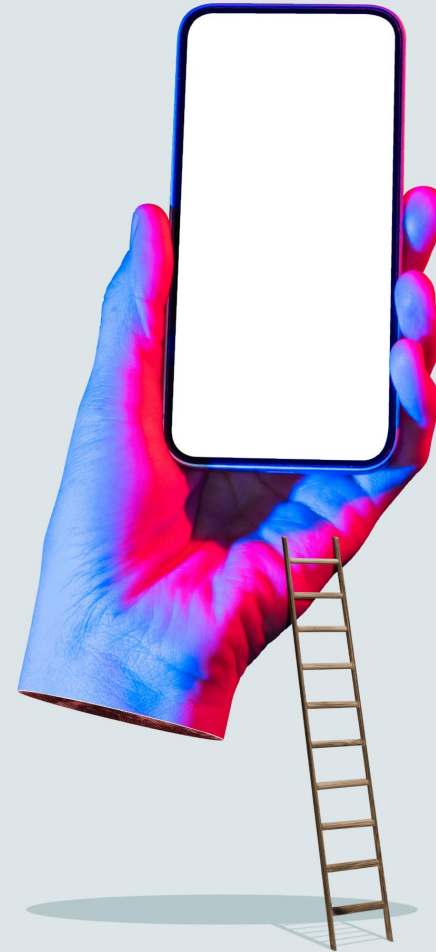
SEO

1. Just like you want your site easy to navigate for users, make it easy for Google, too



SEO

1. What matters?
2. Don't miss an opportunity



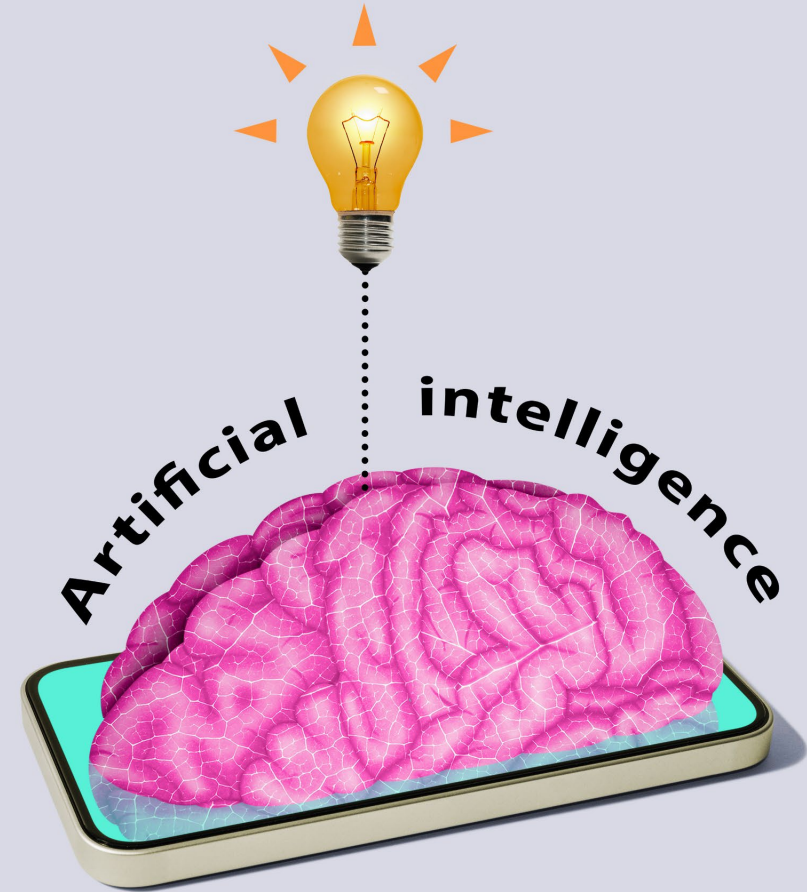
Tools You Can Use

1. SEM Rush
2. Automation
3. AI*



AI Caution

User Beware!
Use it as a starting off
point





Questions?

How can we help you?



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