

Google My Business

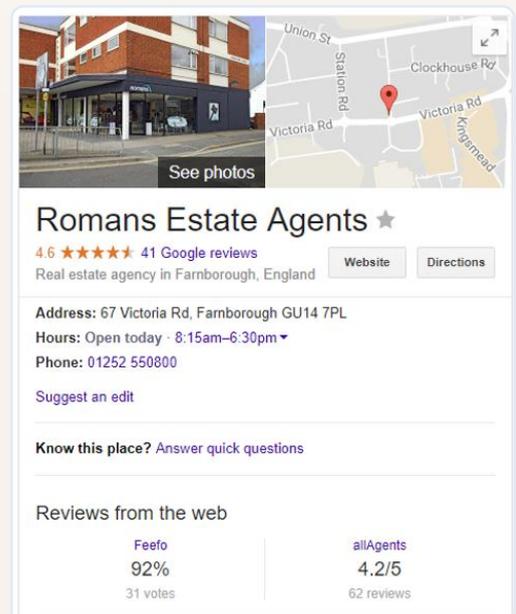


If you want to manage how people find your business in search and on maps then you will need a Google My Business account. Think of it as an online profile for your company that anyone can see when searching in Google.



Often when you search for companies on a local level, you will see a 'Google knowledge panel' like this on the right.

This space is your 'business profile' and you can customise this the same as you would with Facebook or any other service that allows you to create an online profile.



What's the difference between Feefo and Google reviews?

Simply put, Feefo reviews are from genuine customers and Google Reviews could be from anyone (including genuine customers).

Iceland Luxury 6 Thick Pork Sausages 400g | Sausages ...
<https://www.iceland.co.uk> > Fresh > Fresh Meat & Chicken > Sausages >
★★★★★ Rating: 4.4 - 56 reviews - £2.00 - In stock
Buy Iceland Luxury 6 Thick Pork Sausages 400g online at Iceland.
Free next day delivery on orders over £35.

Where are Google and Feefo reviews in the knowledge panel?

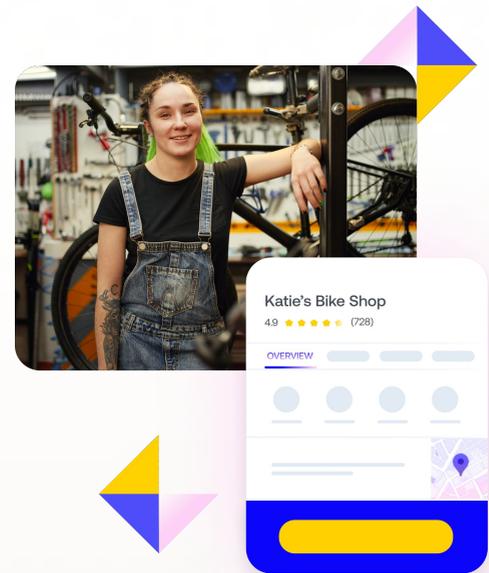
Google reviews are found right at the top as seen below.



This means 41 people (customers and non customers) have left reviews for the Farnborough based Romans estate agency.

Third party review platforms like us can appear in the 'Reviews from the web' section as seen below.

Here you can see Feefo and allAgents featuring. This means that the Farnborough specific branch of Romans estate agents has had 31 reviews from Feefo and 62 from allAgents. Our competitors could also feature in here so it isn't exclusive to us.



Reviews from the web	
Feefo	allAgents
92%	4.2/5
31 votes	62 reviews

What is the Google My Business Feefo connection?

What we can now do is invite genuine customers who have left Feefo reviews to also leave Google reviews. Think of it as doubling up your reviews but without getting a penalty from Google for duplicate content!

To find out more, contact a consultant

[Book a demo](#)

Call: +44 203 362 4209
Email: sales@feefo.com

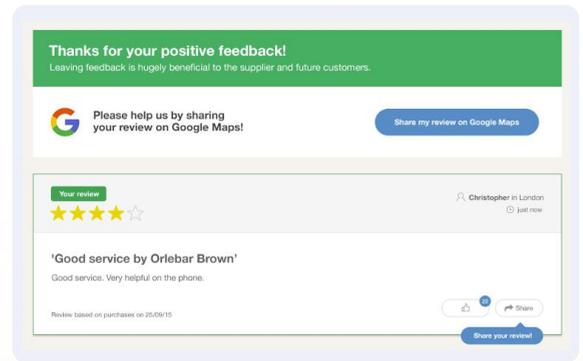


What's the process?

When a Feefo customer has submitted their feedback they are always redirected to their merchant page. What we have done is added a little banner which allows people to copy the rating and review content from the Feefo review over to a Google review automatically. Awesome.



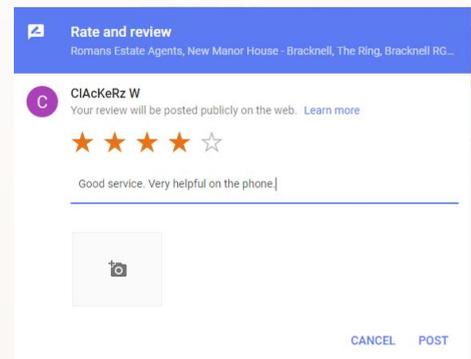
Step 1 – Customer leaves a Feefo review and lands on merchant page.



Share my review on Google Maps

Step 2 – Customer clicks 'Share my review on Google Maps'

Step 3 – Customer is redirected to the Google interface with the rating and review information already pulled in.



Romans Estate Agents ★

4.6 ★★★★★ 42 Google reviews

Real estate agency in Farnborough, England

Website

Directions

Step 4 – Customer 'Post's Google review which adds to the previous Google reviews to create a total of 42 Google reviews

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Why do businesses want more Google reviews?

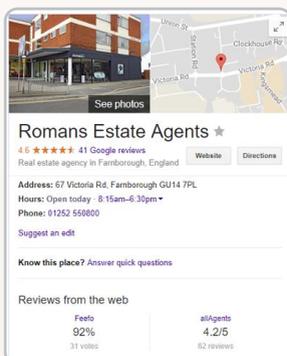
To a business, having more Google reviews can only be a good thing as they are the first thing you see when you search for a local business online (by local I mean it has a branch, store or different locations). By having Google reviews upfront in search it means that potential customers can easily assess whether they want to engage with your business at a glance. If you see a 1.4 average review score (and you don't work in the reviews industry) you will at some level get a negative feeling about the business. Whether you believe them or not doesn't matter as it's already making your customers ask questions before they have even spoken to the brand, decreasing the chance of them clicking through.

Feefo GMB connection benefits

- ✓ Increase the volume of Google reviews which will make you look more popular/credible.
- ✓ Improve existing review scores by diluting extreme or fake non-customer reviews that might be impacting your score.
- ✓ Increase in CTR and conversion from people seeing a high volume of reviews and gaining confidence in your business.
- ✓ Improvements in SEO local search on mobile from increased review volumes.
- ✓ You have Feefo reviews AND Google reviews on the front page of search to boost consumer confidence.

Fundamentally it's all about improving how people perceive your business and making you look as professional and credible as possible wherever people find you.

Desktop view



[Or click here to view the setup guide](#)

Mobile view



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