

Google Business Integration



We get asked about Google star ratings a lot, and rightly so!

These stars may be little, but they sure are mighty. In this guide, we'll go through everything you need to know about Google stars, as we answer your most asked questions.

What are Google stars?

Also known as seller ratings and organic stars, Google star ratings can appear alongside search results. They're there to make it easier for people to identify high-rated sellers and services when browsing online.

Having stars pop up next to your results is really beneficial, as they can:

Help your business stand out from the competition

Provide social proof to your potential customers

Boost click-through rates and increase traffic to your site



[Or click here to view our knowledge base article](#)

Organic stars

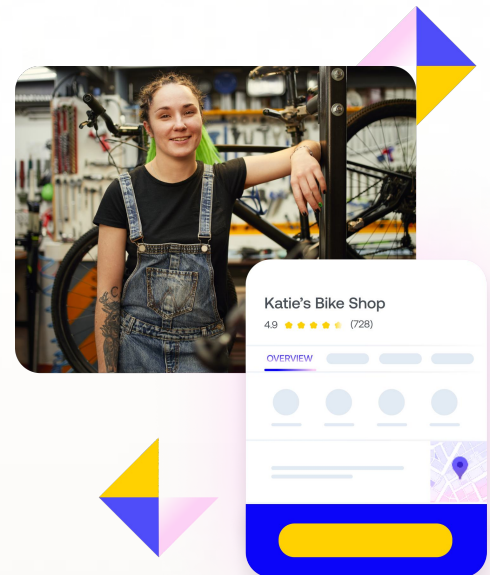
Organic stars appear in the form of a star rating, followed by a numerical rating out of five, and then the total number of reviews. They make results stand out against the rest, and essentially show that products are reliable and well-reviewed. Organic stars will only appear alongside your product pages in the organic (non-paid) search results.



To decide on this star rating, Google collects data from trusted review sites to come up with an average score.

There are just a few things you need to become eligible for organic stars:

- ✓ You need to be collecting product reviews from a trusted third-party platform, such as Feefo
- ✓ You need to mark up the pages with the correct schema



Did we lose you at **'schema'**?! Here's a quick overview:

Schema is code that is added to a website to help search engines understand the content of a website and consequently show the most relevant results.

There are lots of different types of schema that you could add to your site such as **'organisation'**, **'product'** and **'local business'** schema. The schema you choose will depend on the type of page you're marking up.

However, due to recent changes made by Google, if you want to be eligible for organic stars, the only schema you need to worry about right now is product.

To find out more, contact a consultant

[Book a demo](#)

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

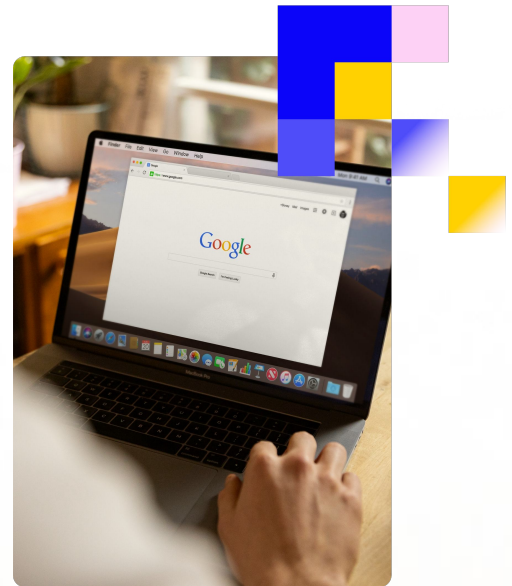


What if I don't collect product reviews?

Products don't just apply to retail clients, anything you sell should be considered a product. For example, holiday packages, flights and hotels are all products to a travel company, while for a hairdresser, wash and blow dry, highlights and extensions should all be considered products.

By collecting reviews on these '**products**', you can get more insight into how your customers feel about the different elements of your service and get the SEO benefits that come with adding these reviews to your product pages!

So, even if you think your business doesn't sell '**products**', think again! Product reviews are now the only way to qualify with Google for organic stars, so start collecting!



Why aren't my organic stars showing?

Google have the final say when it comes to organic stars. That means that even if you follow all of our advice, there's no guarantee that your stars will show.

- ✔ Your schema will only make you eligible for the stars, and adding it to your site doesn't mean they'll automatically appear
- ✔ Check, double check, and then check again that your schema is correct and error-free! You can run your page through the [Google Structured Data Testing Tool](#) to make sure it's good to go. Any errors will be flagged, so you may have to go back and make some changes
- ✔ Google can take a few weeks to crawl your site. Be patient!

We're sorry to break it to you, but these star ratings won't just magically appear once you've put everything into place. The best thing you can do to increase the chance of them appearing is by continuing to do what you're best at—providing exceptional service that will keep those five-star reviews rolling in!

To find out more, contact a consultant

[Book a demo](#)

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

feefo

Why have my organic stars disappeared?

If it's a case of 'now you see them, now you don't', don't panic. There are a few reasons why this may have happened:

- ✓ Even if you've set up everything perfectly, Google may no longer see your site as being relevant for certain search terms. Google changes the way they show their results all the time, so this may affect how your website is displayed.
- ✓ If you've recently updated your site, your stars may disappear. Simply re-adding the code should bring them right back!
- ✓ Recent changes from Google mean that only product pages can be eligible for organic stars. Any other pages that were once eligible (e.g. your 'about us' page or dedicated reviews page) aren't any longer.

Seller Ratings

Unlike organic stars, seller ratings are an automated Google Ads extension that show your average rating alongside your text ads. Much like organic stars, seller ratings show customers that you're a reliable business who can be trusted to deliver. They make your ads stand out from the rest and can improve your click-through rate.

For seller ratings to appear in your ads, there are a few things you'll need to be armed with:

Organic Food For Dogs | Free Delivery Over £29

www.lilyskitchen.co.uk/

★★★★★ Rating for lilyskitchen.co.uk: 4.8 - 1,667 reviews

Natural Recipes With Proper Meat And Vibrant Vegetables That Are Healthy And Complete. Snack Bars. Trial Packs. Sunday Lunch For Dogs. No Quibble Returns. Breakfast Crunch For Dogs. Approved by Vets. Recipes For Older Pets. Wet And Dry Recipes. Grain-Free Recipes. Dog Food Sale · Grain-Free Dog Food · Natural Senior Dog Food · Dog Selection Boxes

Breakfast Crunch · £8.75 · To Start Your Dog's Day · More ▾

For Google

- At least 100 verified reviews per country from the last 12 months from a trusted source such as Feefo
- An average rating of at least 3.5 stars
- A campaign type of either 'Search Network with Display Select', 'Search & Display Networks', or 'Search Network Only'

For Bing

- A campaign set up as a 'Search campaign'
- A minimum of 30 unique reviews, each from the last 12 months
- An average rating of at least 3.5 stars

To find out more, contact a consultant

[Book a demo](#)

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

Why aren't my seller ratings showing?

If you're ticking all the boxes but your seller ratings aren't showing, follow these three steps:

- Make sure Google Ads is available in your country by checking the [Google requirements](#)
- Check that you're using the right campaign type (as listed in the section on the previous page!)
- Check that your reviews are being sent to Google by going to the below URL, and replacing example.com with your business URL: <https://www.google.com/shopping/seller?q=example.com>

To find out more, contact a consultant

[Book a demo](#)

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

