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Important: Before you can reply to reviews, you must verify your business. After your business is verified, you can reply to reviews on your Business Profile. Customer reviews can give helpful feedback about your business. When you reply to their reviews, you show them that you value their feedback. How to read & reply to reviews on Google [1:46] Read & reply to reviews Go to your Business Profile. Select Read reviews. Next to the review you want to reply to, select Reply . In the dialog box, enter your reply. Select Reply. Tips: Edit or delete your reply Go to your Business Profile. Select Read reviews. Under the reply you want to edit, select Edit . If you want to delete your reply, select Delete Delete. In the dialog box, edit your reply. Select Update. Share a link or QR code to request reviews You can create and share a link or QR code to help customers leave reviews. To encourage them to use the link: Include it in thank you emails Add it at the end of a chat interaction Include it on your receipts To create and share a link or QR code: Go to your Business Profile. To find your review link, select Read Reviews Get more reviews . Share the link or QR code directly or use the share options. To copy the review link, select Copy . To download the QR code: Right-click the QR code. Select Save image as.... Tip: If you share through email, the email linked to your Business Profile sends the email. Share a link to a customer review Go to Google Maps. Search for your business's name and city. Select Reviews. Next to the review you want to share, select More Share review. In the "Share" pop-up window, select Send a link. Under "Link to share," you can find the review link. To copy the link, select COPY LINK. Tip: To confirm that the link has been copied, "COPIED TO CLIPBOARD" appears next to the link. About reviews for service-area businesses When a customer reviews a service business, they may be asked to choose the specific service provided. They can choose from your list of services, as well as common job types for similar businesses. If a customer leaves a written review, their selection will show in the review. Learn more about reviews for service businesses. Tips to write better review replies Make your reply positive & relevant Your replies are public and help you build good relationships with customers. When you reply to customers, keep these guidelines in mind: Be nice and stay professional: Keep your reply clear, helpful, and polite. Like reviews, replies must follow our policies. Learn more about Google's content policies. Keep it short and simple: Customers appreciate real and helpful replies, but long ones can overwhelm them. Respond if necessary: Reply when you have new or relevant info to share. Each response can reach a lot of customers, so you don't need to thank every reviewer publicly. Be a friend, not a salesperson: Your reviewers are already customers, so there's no need to offer deals or promotions. Share new details or facts about your business that they might not know from their first visit. Give helpful responses to negative reviews Negative reviews aren't necessarily a sign of poor business practices. Customers may have different expectations. Reviews can also help you find ways to improve future customer experiences. Important: If you believe that a review violates Google's content policies, you can flag it. Learn how to report inappropriate reviews. Keep these tips in mind: Never share the reviewer's private info or attack them personally: This applies on Maps, other services, or in person. Ask the reviewer to contact you in person through email or phone so you can help to resolve the issue. A positive reply and follow-up can show that you care and may encourage them to update their review. Find out why the reviewer had a negative experience: Check your records about the reviewer and their visit. Be honest: Admit mistakes that were made, but don't take responsibility for things outside your control. Explain what you can and can't do in the situation. Show how you handle issues beyond your control. For example, bad weather causes you to cancel an event, explain that you monitor the weather and send advance cancellation notices when possible. Apologize if needed: Show empathy and that you understand how they feel. Sign your reply with your name or initials: This helps your response feel more authentic. Respond in a timely manner: This shows that you value your customer's feedback and experiences. Related resources We'll show you how to leave a Google review with simple steps in our easy guide, plus why quick customer feedback is crucial to business.How to change default Google account settingsIt's hard to beat having a business's location, hours, phone number, and reviews in one place. Because of this, Google reviews are probably one of the most popular and reliable forms of customer feedback.Where do you look when you're looking for ice cream near you? On Google. What are you looking for next when you find this ice cream parlor? How many stars do they have, what customers say about their experience there and whether they have positive reviews. If they have bad reviews, chances are you'll go ahead and try to find something better. That is the strength of Google reviews. Positive reviews show customers that the business has credibility.Did you know that 84% of consumers trust online reviews as much as they trust personal recommendations from family members or friends? More than just credibility, positive reviews help you outperform the competition on Google Search so more customers can find you and give you five-star reviews.Follow these simple steps for how to write a Google review, using either Google search or Google Maps as the starting point.Log into Google by clicking the blue login button located in the top right corner of your screen. Enter your email address and password in the input field and log in. If you don't have a Google account yet, you can register here.After you have successfully logged in, enter the name of the company , attraction or restaurant you want in the Google search field . This is also possible via Google Maps or Google+.The relevant service provider must be called up on Google Maps using a mobile device. Then you have to click on the button "Rate & write a report" below.How to give an Etsy reviewAs soon as you have received a search result, the company profile of the company will be displayed on Google. Here you can also read existing ratings and stars. To be able to write your own review, you have to click on "Write a review".The rating is divided into 2 sections:1. Assigned stars from 1-5 (1 very bad to 5 wow, great- I recommend them) Decide with your click how many stars the company should get.2. A text field in which you can write your opinion about the company.After you have written the report, simply click on "Publish" or " Publish" to publish the report on Google.IMPORTANT! The rating is often not displayed if the business website was created in the same network as the customer or with the same device. Evaluation terminals are therefore unfortunately not possible. Although this is a shame, it is intended to prevent fake reviews from being written.Open your internet browser or your Google Maps app on your smartphone. Log into Google.Search for the restaurant / company you want to rate.Scroll down until you see the Write a Review button in the lower-right corner of the screen (just to the right of the Reviews section next to the Add Photo button).Click Write a ReviewSelect the number of stars that you would like to give the company.Write your personal experience / opinion in the comment field.And finally, just click on send.That's it, you just wrote a Google review.In looking at how to leave a review on Google, you should know that fast real-time customer feedback is important. Fortunately, leaving a Google review isn't very time-consuming — unless a customer wants to rave on for several paragraphs about the company. And if that is the case, then the mission is accomplished. However, the steps for how to writa review on Google and submitting the review is the easiest part of the process. If the customers know how to write a Google review, then this is also a "trick" for the respective company to hope for positive Google reviews.Knowing the reasons that drive customers to leave a Google review is a good place to start. Also, it doesn't hurt if you ask your customers if they would post information about their good interactions with your company. Non-customers are not allowed to act as customers on Google — such a rating or review can usually be deleted. It would be fraudulent to evaluate a business you are not a customer of, in which you act as a customer. A simple example illustrates this. If someone writes about a hairdressing salon on Google that their hair was not cut properly there, this rating is only permitted if the person rating actually received a haircut there.Otherwise, the entry would make an untrue assertion, and untrue assertions are always prohibited in reviews. Non-customers are therefore not allowed to simply make untrue statements of fact in a bad rating… this type of entry can be removed by deleting it.However, this does not mean that non-customers cannot leave reviews on Google.People who have not become customers of a company can review the company externally or with regard to service (initial inquiry, contact on the phone, etc.) and rate it. Of course, the limit of untrue assertions also applies here, ie nothing may be asserted that is not really true.But a non-customer can write in a review on Google how they perceive the company from the outside. For example, a non-customer is allowed to write that the website is confusing, inquiries by e-mail were answered in an unfriendly way, or were ignored — or similar information, as long as it is factually correct. Google is undoubtedly one of the most powerful search engines of today's time, so businesses cannot afford to miss out on reviews here. 63.6% of consumers look for reviews on Google before they visit a business. So, what can you do to show up in the top Google searches? To start with, you must complete and optimize your GMB profile, look for locally relevant keywords, and generate engaging content around it. The next step is to get and engage with reviews on Google, as these can significantly impact your SEO rankings and build trust and credibility for your business. Turning a blind eye to these reviews is more like setting your money on fire. This blog will discuss the importance of Google reviews and guide you through everything you need to know about leaving a Google review. Why Google Reviews Matter Google reviews are powerful. They don't just act as a big credibility boost for small businesses, but they also tell people about real experiences that others have had with a particular brand. It is also extremely easy to leave a Google Review, as people can just go online and list their thoughts without having to download any app. But what makes Google Reviews so indispensable? Let's find out: 1. Google Reviews Build Trust In today's digital world, every purchase decision starts with research, and a large part of this research depends on Google Reviews. 88% of consumers depend on Google Reviews when determining the reputation of a local business for purchase. This tells us how crucial these reviews are in building customer trust. Your business's ratings and comments on Google not only act as social proof but also assure people about the quality, usability, and effectiveness of your product/service. 2. Improves the Business's Local SEO Google's algorithms are often difficult to crack, but one thing is certain: reviews here can help push your local business profile to the top of the local search results. Sometimes, writing reviews can be more effective compared to traditional methods like using keywords and blogging. Here is an image depicting how businesses with the best ratings show up at the top in the Google local search results. When you look for the "best restaurants near me," all the restaurants that come on the top have an average of 4.5 stars. This shows the impact of Google reviews on the SEO of your brand. When used properly, Google reviews can be more effective and impactful than expensive marketing campaigns. Not just that, these reviews help you appear in the "Map Pack." For those who don't know what that is, a map pack displays the name, address, phone number, and link to your business if someone searches for similar products or services near your location. This is extremely helpful as it helps your business get found on Google. 3. Access to Customer Insights This is among the most profound advantages of Google reviews; it helps businesses access the feedback loop and consumer insights. Given that 75% of the analyzed Google reviews have text, this feedback is insightful and provides a lot of textual context. While positive reviews keep businesses motivated, the negative ones tell them about the areas that need improvement. But wait, there's more to it. Businesses can go beyond the text and analyze these reviews more deeply to extract even more actionable insights. This is where sentiment analysis comes in. While reviews can help businesses understand the overall consumer experience, sentiment analysis can help them decode the emotional tone behind the feedback. And guess what, 54% of companies report using sentiment analysis to examine not just reviews but also social media posts to understand customer opinions better. In this process the algorithms sift through each review to determine whether a customer's sentiment is positive, negative, or neutral and tie each of these sentiments to a specific aspect of your business. Sentiment analysis allows businesses to not only see what people are saying but also gauge how they feel about it. 4. Improves the Click Through Rates to Your Website Did you know that going from a 3-star review rating to a 5-star rating can lead to 25% more clicks for local businesses from the Google Local pack? This tells us how important these reviews can be. Studies also tell us that there is a direct correlation between the Google reviews and the CTR. Positive reviews are often associated with an enhanced visibility of search engines, which in turn helps drive more traffic. While business listings with 5-star ratings get 69% clicks from the local pack, those with 3-star ratings get only 44% clicks. This significant difference in CTR showcases how the number and quality of reviews can directly impact the number of visitors your website receives. Additionally, even though there is no official confirmation from Google, it is widely believed that higher CTRs can contribute to better organic search visibility. When potential customers see your business is highly rated, they feel more confident engaging with you. When the click-through-rate for your business goes up, it brings you more opportunities to convert those clicks into sales. 5. Influence Purchasing decisions: 54% of people would buy from a business that has a minimum rating of 4 stars. This tells us that people often select a business based on the positive reviews or ratings it has in the Google Local Pack. Reviews don't just tell your prospective customers about your products and services, but they also encourage them to pick your product over your competitors. Positive reviews are crucial in influencing the purchase decision. When people read about the positive experiences that others have had with your product/service, it boosts their confidence and builds their trust in you, leading them to make purchase decisions. 6. Increase Brand's Visibility Reviews can also help build brand awareness, especially for small businesses competing against big brands. They can seriously boost your brand's visibility and help you stand out in a crowded market. To begin with, positive reviews are a huge win for your local SEO. Customer reviews account for 15% of local search rankings, making them crucial for enhancing online visibility. Google loves seeing businesses with lots of fresh, high-quality reviews because it signals trust, relevance, and credibility. The more positive reviews you rack up, the more your business will shine in local search results, making it easier for potential customers to find you. Additionally, these positive reviews contain user-generated content that often includes keywords related to what you do and the quality of the products/services you offer. This helps Google figure out your business, thus improving your chances of showing up when people search for something similar. When your business has higher star ratings and ranks well in local searches, you automatically end up getting more clicks, thus improving the overall CTR. How to Leave or Write a Review on Google (Step-by-Step) Besides being important for businesses, Google Reviews are also extremely easy to post. There are two main methods one can use to post a review on Google: one is by using the browser, and the other is through the Google Maps App. In the below sections, we will discuss how to leave Google Reviews using both of these processes. To leave a Google review using a browser, simply follow these steps: In the Google search bar, enter the name of the business or product you want to review. Make sure you've set up a Google account and are signed in. Navigate to the Business snippet on the right side. Scroll down and find the "Write a review" option. Click on it, and the review window will pop up. Click in the space provided and begin typing the review (If you're not logged in, it will ask you to choose one of your Google accounts.) You may also be asked to give a star rating based on different parameters or post some pictures/videos of the business. Once you are done, click on "Post." How to Leave a Review on Mobile (iPhone and Android) As per a recent study, Americans spend an average of 5 hours and 16 minutes daily on their mobile devices. So whether they are searching for a business, reading about it, or writing reviews, they prefer doing it using their mobiles. When posting Google reviews using mobile, people can use their mobile browsers or Google Maps; also, the process may differ slightly for Android and Apple users. Let us now understand how to write a Google review using both these processes: Posting Reviews Through the Google Maps Mobile App Submitting a review on a smartphone using the Google Maps app is pretty effortless. Unlike desktops, reviewers can effortlessly upload pictures using their mobile's photo gallery and leave reviews seamlessly while on the move. Here is how iOS and Android users can leave reviews using Google Maps: First, launch your device's Google Maps app. Once you've done this, look for the company you want to review. When you find it, click on the option "Post" and then on "Rate & Review." A couple of review parameters will pop up on the screen, just like in the below image, and you will be required to choose the number of stars (1-5) that best represent your opinion of the company. After that, type your review, add pictures if you want, and click "Post." Your review will be published instantly. Posting Google Reviews Using Mobile Browser Just like the desktop browser, you can also look for businesses on the mobile browsers and leave them reviews. Here are the steps you may follow: First, ensure you are logged into your mobile device with an active Google Account. If not, then log into your Google account or create one if you don't already have it. Next, use your browser's Google search bar to type the business name you wish to review. Click on Review, then click on the stars below the "Rate and review on Google" option. Select the stars that accurately represent your experience. Clicking on the stars will direct you to a new page for writing reviews and filling in all the other review information. Once you complete writing your feedback, hit 'Post' so that other viewers can find it when they look for this business on Google. Your review and rating is now officially published. How to Leave a Review on Google Maps Google Maps is not just a navigation and mapping service; it also comes with ratings and review features that help businesses attract more traffic, boost reputation, and drive revenue. Here is how to write a Google review for a business on Google Maps: First, open Google Maps on your desktop and look for the business you want to review. Once you find the business, click on its profile. On the Google Business profile, there is an option "Write a Review." Allow this app to access the photos and videos from your device. Next, start by writing your feedback and providing enough information so others can learn about your experience. You can include up to five photos or videos related to your review if necessary. After you've written your review, choose how many stars you'd like to give the business from 1-5, with 1 being very poor service/quality and 5 being excellent service/quality. Finally, click "Post," and your review will appear on the business profile page in Google Maps. How to Leave a Google Review Without a Gmail Account Contrary to common understanding, a Gmail account is not always necessary to post a review on Google. Customers can follow the steps below to leave a Google review for a business without a Gmail account. Step 1: Search for the business Visit Google and enter the name of the business in the search bar. The profile of the business will be displayed. Click on "Reviews" and then select "Write a Review." Step 2: Draft Your Feedback Start by selecting the number of stars reflecting your business experience. A text box will show up for you to write a review and talk about your experience. At this point, you may encounter a request to log in or create an account. But do not fret; you can also proceed without a Gmail account. Step 3: Link a Chosen Email Address Click on "Create Account" if you don't have a mail id. Alternatively, you may choose your non-Gmail ID and create a Google account. Google will also send an OTP (verification code) to the provided email. Open your inbox, copy the code, and enter it to verify. You may be asked to verify your mobile number. A code will be sent to your phone; enter it to complete the process. The image below shows how one can create a new account or use their current non-Gmail email address to sign into their Google account. Note: It may seem like you're creating a Google account, but this process only links your current email to Google for reviews. You won't need to repeat this process for future reviews. Step 4: Publish Optionally, upload relevant images/videos with your feedback. Lastly, click on "Post." Your review is now live and accessible to others. Can You Leave a Google Review Anonymously? Leaving a Google review is a great way to share your experiences, but can we do that anonymously? The simple answer to this is "no." Before May 2018, Google allowed users to post reviews without revealing their identities. However, later, this option was discontinued, and all prior anonymous reviews were deleted to prevent businesses from unscrupulous and fake reviews from their competitors. Now, Google requires you to sign in to your account to leave a review. Your account name, as shown on your profile, is displayed publicly with your review. While this ensures transparency, it may also deter some users who prefer privacy. Although fully anonymous reviews are no longer possible, there are some ways that people may use to safeguard their identities while leaving a review: 1. Change Your Google Account Name Change the name on your Google profile to a pseudonym or nickname. You may also remove your last name or write "Anonymous" instead of your name. But be cautious when doing this, as businesses may report your review if they suspect it is fake, and Google may investigate or remove your feedback if it violates the guidelines of this platform. 2. Create a Separate Google Account Another approach is to set up a new Google account with minimal personal information, specifically for leaving reviews. Choose a name or alias that doesn't directly identify you. It's essential to follow Google's terms of service to avoid impersonating someone else or using blatantly fake names. 3. Use a Business Account If you operate a business account with your brand name or professional identity, you can use that account instead of your personal one. This approach allows you to keep your personal details private, when leaving reviews. 4. Limit Identifiable Information in Reviews Avoid sharing specific details about yourself, like your location, profession, or other personal identifiers, to maintain some level of privacy. While these strategies can greatly help protect your identity, they are not foolproof. Remember, the purpose of reviews is to provide honest, constructive feedback that benefits both businesses and customers. The transparency of Google Reviews helps enhance the credibility of businesses and the usefulness of the review system. Tips for Writing a Good Google Review Writing an effective Google review requires more than just sharing your opinion. A well-thought-out review is detailed, balanced, and authentic, benefiting both businesses and prospective customers. Here are some tips on how to leave Google reviews: 1. Be Honest and Authentic Always be truthful about your experience. Highlight both positive and negative aspects to establish credibility and help others make informed decisions. 2. Mention Key Details Avoid vague statements like "Great place" or "Terrible service." Provide specifics such as: What service or product you use Whether the staff was friendly or professional. What made your experience stand out—positively or negatively? For example, instead of writing, "The service was amazing," elaborate with, "The staff greeted us warmly, assisted us promptly, and ensured our meal arrived quickly despite the busy atmosphere." 3. Use a Balanced Tone Even if your experience was unpleasant, focus on constructive feedback rather than harsh criticism. Instead of writing: "This place was awful, and the staff was rude," Try following a balanced approach: Talk about the things you liked and then explain what went wrong, like delayed service or food quality, without being overly harsh or emotional. You may also offer some constructive suggestions for improvement, such as "Quicker service would enhance the dining experience." Also, avoid personal attacks and focus on the experience, not individuals. 4. Keep It Clear and Concise While detailed reviews are helpful, try to avoid excessive rambling. Focus on the most critical points and summarize your experience in a way that's easy for others to follow. Aim for clarity and make sure to provide all the valuable details. 5. Incorporate Visuals Uploading photos/videos can elevate the credibility of your review. Whether it's a beautifully plated meal, an impeccably clean shop, or even a product you bought, visuals add a layer of authenticity and make your feedback more genuine and engaging. 6. Highlight Unique Aspects There is something unique about every business/service, so what was it that stuck with you? Talk about those unique aspects in your feedback: What made your experience memorable? Was it their signature dish, exceptional decor, or personalized service? Mentioning these unique features can help others understand what sets the business apart. Talk about what stood out for you, like the eco-friendly packaging, exceptional customer service, or a creative atmosphere. Adding this business information can enhance the value of your feedback. 7. Avoid Overly Negative Language We may have all come across unpleasant and disappointing experiences with some businesses. In fact, about 40% of customers leave a business owing to poor experience. If you have experienced something similar, try articulating these issues constructively and propose improvements. Businesses often use customer feedback to improve, so your criticism can be helpful if presented respectfully. By following the above guidelines, you can write informative and valuable reviews for businesses and their future customers. How Businesses Can Leverage Google Reviews Google reviews are not just feedback from your customers; they are also a powerful marketing tool that can help build the trust and credibility of your business. But how can businesses leverage these reviews? Let's find out: 1. Showcase Reviews on Your Website Share glowing reviews on your social media platforms, marketing materials, or website using Google reviews widget. This will help your potential customers learn about your business and develop trust in you. Highlighting customer experiences will also encourage others to engage with your business. To add Google reviews to your website, follow these steps: Get the Google Reviews Widget: Use a Google Reviews widget tool or plugin, such as SocialPilot Reviews or a similar service. Set Up the Widget: Sign up for the widget service, connect it to your Google My Business profile, and configure the display settings. You can choose how many reviews to showcase, the style of the widget, and the layout. Embed the Code: Once you've customized the widget, copy the provided HTML or JavaScript embed code. Add to Your Website: Paste the code into the HTML of your website where you want the reviews to appear. This could be on your homepage, product pages, or a dedicated "Reviews" section. The image below shows how the reviews appear on websites, displaying these reviews can greatly help companies build trust and credibility with their potential customers: 2. Use Positive Reviews to Reduce Abandoned Carts Positive reviews can encourage hesitant shoppers to complete their purchases. Reading about some great experiences of other consumers builds their trust in a brand. Businesses can add detailed testimonials to product pages and checkout flows, focusing on features your customers care about. For instance, highlight reviews on sound quality, battery life, or comfort if you sell headphones. Not sure where to start? Feature recent reviews or those from customers with similar purchases for maximum relevance. 3. Keep Reviews Updated and Relevant: Customers prefer businesses that actively collect more Google reviews over those with outdated feedback. Regular flow of reviews shows that your business values customer opinions and stays engaged. If it's been a while since your last review, reach out to your recent customers and ask for their thoughts. You may also use SocialPilot Reviews to create automated review generation email and SMS campaigns to keep getting new reviews for your business. 4. Use The Top Reviews in Retargeting Campaigns Retargeted ads are meant to reach people interested in your brand. Businesses can boost their effectiveness by including customer reviews that showcase social proof and remind prospects why they were drawn to their product or service. Below is an image of a retargeting campaign by a business offering accounting services that highlights a client testimonial that reads, "Now I have more time to focus on my business." Campaigns like these can boost brand recall and conversion rates. This means that the individuals who have previously interacted with your business will be reminded about your services, which will, in turn, encourage conversion. Adding such reviews in retargeting ads can also increase their click-through rates. Such campaigns help businesses drive repeat business and build customer loyalty by showcasing relevant offers or additional services to their existing clients. So, review your testimonials, pick the most compelling ones, and test placements in marketing campaigns to see what resonates best. Conclusion While there are multiple review collection platforms, Google Reviews certainly stands out given their wide reach, high visibility, and direct integration with Google Search and Maps. Google Reviews not only help businesses build their credibility and social proof, but these reviews also help improve local SEO and search rankings for businesses. The key lies in effectively collecting, monitoring, and leveraging these reviews. Investing in an online review management tool like SocialPilot Reviews can help businesses stay ahead in today's competitive digital landscape. Looking to seamlessly collect and manage your Google Reviews? Try SocialPilot Reviews today and experience the difference! Google reviews display personal info publicly, so be cautious with language and content. To review on a computer, visit Google Maps, search for the location, select the "Reviews" tab, then click 'Write a Review.' To review on a mobile device, open Google Maps app, search for the location, then select 'Reviews' and tap a star to leave a rating. Like Yelp, Google lets you leave reviews, and everyone can see them right on Google Maps. You can review almost any location, from a local business to a hiking trail or historical landmark. All you need is a Google account. Google doesn't allow anonymous reviews, which means that some of your personal information will be available to the public. This information includes your name and profile picture (which appear on your Google Account's About Me page), other reviews, photos, and videos that you've left, and the location information of those reviews. This means, of course, that people can see your name, along with all of the locations you've reviewed. If that matters to you at all, you'll need to be cautious about the reviews that you leave and the language that you use when leaving the review. How to Leave a Google Review on Your Computer To leave a Google Review on your Mac or Windows PC, open the browser of your choice, visit the Google Maps website, and sign in to your Google account if you haven't already. Next, enter the name or address of the location that you'd like to search for in the search box located in the top-left corner of the browser. Click the search icon or the result that appears below the search box to select the location, or you can simply click the location on the map. The pane displaying the selected location's information will appear on the left-hand side of the browser window. Click the "Review" tab. Click 'Write a Review' under the summary. A pop-up window will appear. This is where you'll leave the details of the review. First, select the number of stars that you want to give, with one star being the worst and five stars being the best. Next, you can offer details about what you liked or disliked about the business. If you selected one or two stars, you'll see a few options to choose from about what you didn't like about the business. If you selected three stars, no option will appear. If you selected four or five stars, you can select what you liked about the business. After that, you can type out a review. This can be as short or as long as you like since Google doesn't set a word count for Google Reviews. If you have some photos of the business that you'd like to share, you can click the box with a camera icon to add them from your local machine or from Google Photos. When you're happy with the review, click "Post." A message thanking you for your review will appear. Click "Done." Your review is now published. How to Leave a Google Review on Your Mobile Device To leave a Google review on your mobile device, you'll need to have the Google Maps app for iPhone, iPad, or Android installed. In the Google Maps app, tap the search bar at the top of the screen and enter the name or address of the location that you want to review. Alternatively, you can tap the location on the map. Once the location is selected, a pane will appear at the bottom of the screen showing some of the location's basic information. Tap the area that shows the location's name. The pane will expand. Tap the "Reviews" tab. In the "Rate & Review" section, tap the star rating you would like to leave, with five stars being the best. After you select the star rating, you'll have the option to write a review. Tap the text box and type in the content of your review. If you have any photos on your phone that you'd like to add, tap the "Add Photos" button to open the photo album on your phone and select the photos. When you're happy with the review content, tap "Post." Your review is now live! You can leave reviews for almost any location, and now you know how to do it. If you particularly enjoy leaving Google Reviews, you can even earn points for doing so by becoming a Local Guide! If the place that you want to review doesn't appear on Google Maps yet, you can add it to Google Maps. to continue to Google Business Profile Wondering how to leave a review on Google?Whether it's praise for your favorite local eatery or feedback on a recent purchase, sharing your experience on Google is straightforward.This guide will walk you through the process, ensuring your voice is heard and your reviews make an impact on Google Search or Maps.Leaving a Google review is accessible through Google Search or the Google Maps App, empowering customers to influence a business's reputation and aid others in making informed decisions.Crafting a helpful Google review involves being specific, respectful, and balanced; aiming for at least 100 words helps maintain visibility and impact for the review.According to recent research, descriptive reviews with more words are seen as most helpful, if all reviews are left recently. If there's strong disagreement in previous reviews, evaluative reviews with extreme ratings are viewed as most helpful.Reviewers can always delete and edit their reviews. But they can't leave anonymous reviews!Managing Google reviews is flexible, allowing for edits and removal of an inappropriate review or fake reviews, and is instrumental for businesses, influencing trust, customer decisions, and search engine rankings.Both businesses and customers can find the journey of navigating the Google review process empowering.The power to share experiences, provide valuable feedback, and contribute to a business's online reputation is right at your fingertips.Google reviews can be left in two main ways: through Google Search or via the Google Maps App.To avoid getting this prompt, remember to sign into your gmail account before looking for the business profile page or clicking the Google review link you received.Both methods provide an easy and convenient way to share your thoughts and opinions, ultimately helping others make informed decisions.As a results, this can lead to other customers making better decisions about which size to get. Being able to read honest reviews can actually decrease the amount of returns, as the size will be a fit from the get-go.It makes total sense, but this was also researched and proved at Boston University.Whether you want to rave about the exceptional service at a local café or express your disappointment with a product you purchased online, Google reviews give you the platform to voice your experiences.To leave a Google review using the search engine, simply follow these steps:Type in the name of the business or product you wish to reviewMake sure you have a Google account set up and you're signed in!Navigate to the Business snippet on the right hand sideScroll down to find the "Add a review"Click and start typing in the pop up window (If you aren't signed in, it'll prompt you to choose one of your Google accounts)By reviewing a business online, you can provide that business with valuable customer feedback and possibility to make business improvements.At the same time, you provide potential customers insights into what it's like to operate with this company.Describing your rating helps create relatability and context, which makes your review more trustworthy.If you prefer using mobile, Google has you covered!The Google Maps App allows you to leave a review right from your phone.Simply open the appSearch for the business name of the company you want to reviewTap on 'Contribute', andChoose to write a review or add a photo.This way, you can contribute to online reviews and help others make informed decisions, even on the go.Fun fact: If you're logged into the Google Maps app and look for directions to a business location, Google will ask you to review the place later on.If you're facing difficulties leaving a review on the Google Maps app, rest assured. Google is committed to providing an easy and smooth experience for its users, and is putting their mobile-first thinking into their own products as well.If you encounter any issues, updating your operating system and the app itself should solve most problems.And if issues persist, try clearing the application data before attempting to leave a review again.Although crafting an effective, honest, and helpful Google review can appear challenging, there's no need to worry.I'm here to share some tips and tricks to help your review truly shine.An effective Google review is informative and insightful. It is specific and relevant to the place you're reviewing and provides useful, constructive feedback.Not only is it important to provide specific details about your experience and maintain a respectful tone, but it's also vital to keep your review balanced. A mix of positive and negative feedback, if applicable, is generally more helpful for customers making informed decisions.And when it comes to length, aim for at least 100 words. This will ensure your review stays visible and at the top of the listing for a longer period, giving it more impact.Dustin Heaton has left Trustmary a great review.It sets the scene by stating which CMS Dustin uses (relatability to other Squarespace users), describes a problem many have and how Trustmary has solved it.Crazy Town is a coworking space in Finland. One of their members have left a nice review with a photo.This review is very relatable to people looking to network and who consider using a coworking space.People google health care services and new doctors a lot.Here's how you can write a great review for your doctor. It seems the staff at Dr. Finbars' Skin Clinic is great at what they do.Provide context or introduce the problemDescribe your personal POVTell how your problem was solved or not solvedTalk about the service, use first names if possibleDescribe the general feeling you hadThese apply both to positive and negative reviews.I did a test in 4 months ago and posted a few Google reviews with photos. This was a traveler's POV test, and I didn't spend much time reviewing.Here's what I wrote about a week after posting the reviews for two local businesses:And here are the two photos I posted. These are simple snaps of what we got, and I think the fact that these don't look staged helps them do well.Posting both took just a few minutes.Now, after 5 months one of the photos is very popular and has over 28,000 views.Why? IDK really, but it shows that people tend to browse through photos in the reviews section. Especially when it comes to Google reviews for restaurants.I suspect the same is true for products as well, but not many people post that to Google reviews.Open Google Maps: Launch the Google Maps app on your mobile device or go to maps.google.com on your computer.Search for the business: Use the search bar to find the business you want to review.Select the business: Click on the business name in the search results to open its information panel.Write a review: Scroll down to the "Write a review" button, click it, and you'll be prompted to sign in if you're not already.Submit your review: Rate the business with stars, write your review in the provided text box, add any photos if you have them, and click "Post" to submit.If you've posted a Google review and now wish to amend or delete it, that's not a problem!Google's review system allows for easy edit review.You can edit your Google review from your computer, iPhone or Android device, or tablet by accessing your Google account in Google Maps and making any necessary edits.You can add a photo, change the contents of your reviews or delete the whole review.The process of removing a review is equally straightforward. Navigate to your contributions section in Google maps, and delete a review.Local businesses can greatly benefit from positive Google reviews.As a local business, they're not just a pat on the back for a job well done - they have the potential to:Attract more customersBoost sales and revenueEnhance online reputation and credibilityLead to higher click-through ratesImprove search engine rankingsBut it doesn't stop there. Positive Google reviews also offer valuable benefits:Negative reviews, while harder to accept for business owners, can be just as significant as the reputation-boosting positive reviews.However, negative reviews are not necessarily a death sentence for a business. When handled responsibly, they can be turned into opportunities for improvement and growth.When it comes to giving negative reviews, a professional and understanding approach is the best way to go.Here are some tips to keep in mind:Giving a 1-star review without open text doesn't help the company improveProvide context!Ground your review. It's easier to get your point across if you can describe the situation in detail.You should steer clear of common pitfalls when leaving a Google review to prevent it from being less effective or getting flagged as spam.For instance, avoid posting multiple reviews from a single account at the same time using the same phrases, using inappropriate language, or soliciting fake reviews.Also, be respectful and appropriate in your reviews.Avoid including:hate speechharassmentoffensive language or gesturesany adult-oriented contentBy keeping your reviews respectful and appropriate, you can contribute to a positive online community.Remember, your Google reviews can make a real difference to businesses and other customers.So, ensure that your reviews are based on direct consumer experience and are free from any conflict of interest.Be the change you want to see in the world of online reviews.Write reviews that you think could be helpful for other people (and the business itself, of course!)In conclusion, Google reviews are an integral part of today's digital world.They provide a platform for customers to share their experiences and feedback, and for businesses to improve their services and build their online reputation.However, there are instances, where people don't want to leave a review with their name attached to it.Not all companies offer a way to leave anonymous feedback, but we can try to bring your point across!Leave your feedback below and tell which company you want the feedback to be sent to.We'll try to contact them to get your voice heard. 100% anonymously!Why can't I leave a Google review?Make sure you're signed in to a Google account and that the business hasn't disabled reviews or if you've already left a review for them. Double-check these reasons and try again to leave your review.Where can I leave a review for a company?You can leave a review for a company on popular review websites like Google, Yelp, or Facebook.Give it a go and share your experience with others! There are also niche SaaS review sites where registered users can review software in more detail.Can I leave a Google review without creating a Google account?Unfortunately, you need to have a Google account to leave a Google review.There are no workarounds for this.Can I edit or delete my Google review after submitting it?Yes, you can edit or delete your Google review at any time to ensure your feedback accurately reflects your experience.Can I post an anonymous review on Google?Unfortunately, Google will only allow people to write a review when they're signed in to their Google account. If you're interested in posting an anonymous Google review, you can create a new account only for reviewing.Remember to stick to Google's guidelines and don't leave reviews that contain hate speech or contain misinformation!How to leave a Google review in the mobile browserIf you prefer using a mobile browser, leaving a Google review is an uncomplicated process. Simply follow these steps:Open the Google search engine on your browser.Type in the name of the business you want to review.Find the business listing and click on it to open.Scroll to the 'Rate and Review' section.Select the number of stars you want to give.Write your review.Hit the 'Post' button to submit.How can I write a Google review on the Google Maps App?For those who like to write reviews on the go, the Google Maps app is a great tool to leave a Google review. Simply follow these steps:Open the appUse the search bar to find the businessTap on the business to see its detailsScroll to the Reviews sectionTap 'Write a review'The Google Maps app also allows you to leave reviews with up to 4,000 characters. So, feel free to share detailed experiences and make your reviews as informative as possible. //accounts.google.com/ServiceLogin Use this tool to report review removals and check review status. Google continues to be the go-to platform for everyday searches, whether it's finding a restaurant, choosing the right camera, or anything else that comes to mind. We also rely on it to check reviews of places or products to make informed decisions. This guide will provide you with everything you need to know about Google Reviews in 2024. Maintaining a positive image and gaining visibility on Google is crucial. Generating posts and accumulating reviews keeps your business active and visible on the world's most popular search engine.There are tools available that simplify working with Google and save time, such as Metricool, which helps manage your Google Business Profile account .Did you recently enjoy a restaurant or have a negative experience at a hotel? You can leave reviews about almost any business or service on Google. Here's how to write a review on Google:Access your Google account: To write reviews and add ratings, sign in to your Google account with your email and password. If not logged in, Google will prompt you to sign in before proceeding.Find the business you want to review: You can review businesses on Google Search or Maps.Click on "Write a review": Rate the place from 1 to 5 stars and share your experience.Google's Review Guidelines are a set of rules and policies that businesses must follow to maintain a legitimate and trustworthy review profile. Here are some key aspects of Google Review guidelines to remember:Authenticity: Google emphasizes the importance of genuine reviews based on real experiences. Fake reviews, whether positive or negative, are strictly prohibited and can lead to severe consequences.No incentives: Businesses are not allowed to offer incentives in exchange for reviews. This includes monetary rewards, discounts, or any other form of compensation.Review gating: Google explicitly prohibits the practice of "review gating," which involves selectively soliciting positive reviews while discouraging negative ones. All customers should be given an equal opportunity to leave reviews, regardless of their experience.Content restrictions: Reviews should not contain spam, off-topic content, or personal attacks. Google also prohibits sexually explicit remarks, illegal content, and comments from those with a conflict of interest (e.g., current or former employees).Multiple accounts: Businesses are not allowed to post reviews from multiple accounts or for multiple locations to manipulate ratings.Conflict of interest: Reviews from the business owner, employees, or competitors are not permitted.Relevance: Reviews should focus on the customer's experience with the business and its products or services. General political or social commentary is not allowed.Violating Google's review guidelines can lead to serious consequences for businesses. If a business breaches these rules, Google may remove individual reviews or even all reviews from its profile. Repeated violations can result in the suspension of the business's Google account, and in severe cases, the entire business listing may be removed from search results and Google Maps. Additionally, engaging in deceptive practices, such as manipulating reviews, can attract legal scrutiny and damage the business's reputation. Therefore, businesses need to understand and follow these guidelines to maintain a trustworthy online presence and avoid penalties that could significantly harm their visibility and credibility on Google.Nearly 90% of consumers read Google reviews before purchasing a product or service. These reviews are vital for persuading potential customers to choose your business. Positive reviews and high ratings on Google can help you gain new customers.Quality: High-quality reviews reassure customers about your business's reliability and can improve your search engine ranking.Quantity: More reviews increase the likelihood of attracting new customers and building trust.Frequency: Recent reviews are more influential. Reviews older than a month may be seen as outdated by consumers.If you haven't yet done it, set up and optimize your Google Business Profile account, which is how your brand begins to appear in Google Maps and Search. This free tool allows you to manage your online presence effectively.Once you have your Google Business Profile set up, create a Google review link that you can easily share through email, SMS, or social media platforms. Consider placing signs in your physical location that encourage customers to leave reviews. Including QR codes that link directly to your Google review page can further simplify the process for customers, making it convenient for them to provide feedback.Encourage satisfied customers to leave positive reviews, as this will help build a strong online reputation. It's also crucial to actively engage with your customers by responding to all reviews, whether they are positive or negative. Highlighting positive reviews on your website and social media not only serves as social proof but also motivates others to share their experiences. This demonstrates that you value customer feedback and fosters trust in your business.While Google Reviews are essential for business growth, many companies struggle to manage their online reputation