

## REVIEWS & RECOMMENDATIONS



When asking a client for an online review, where do you want them to write their 5 Star recommendation? Yelp? Zillow? Google? Facebook?

You want them to write their review where it will have the biggest impact and get noticed. Your Google MyBusiness page will give you the biggest bang for SEO if you are "googled." If you rely on Zillow for leads, then you may ask for them to use Zillow to review you. If Facebook is where you focus your marketing, then using their review platform can serve you well.

A lot of businesses shy away from Yelp, primarily because there is no scrutiny. Anyone can write a Yelp review. BUT... Yelp is a main source of finding out what other people's experiences were. We all tend to look at Yelp reviews before calling that plumber or eating at a restaurant. You should have a few Yelp reviews, but it doesn't have to be the primary platform where you ask for reviews. Always copy them onto your website too!

Prioritize where you want reviews.

- 1) Google
- 2) Zillow
- 3) Facebook
- 4) Yelp