

# Google+ FOR LOCAL BUSINESSES

ZAGAT

The primary benefit of Google Plus Local is its ability to increase the profile of your business by allowing you to connect with your community on a more personal level.

A key part of this business directory is its Zagat ranking system. Zagat uses a 30 point ranking scale to rate different aspects of a company from 'poor' to 'perfection.'

## GROW YOUR MOST IMPORTANT BUSINESS ASSET YOUR REPUTATION

1

### GET REVIEWS

In order to achieve a score and have a higher search ranking on Google Plus Local, you must have **10 reviews**. Customer reviews are the most important part of your page.

2

### MAXIMIZE YOUR REVIEWS

Encourage **real** customers to leave their feedback that it is **relevant** to your business category. Recent reviews are given more weight than older posts.

3

### NEGATIVE REVIEWS

It is wise to develop a strategy to deal with negative comments if they occur. Acting in a professional and engaging manner will tackle any negative effect a comment could have against your business.

7 OUT OF 10 CUSTOMERS WILL RETURN TO A BUSINESS IF COMPLAINTS ARE RESOLVED QUICKLY



4

### MONITOR & MANAGE YOUR REVIEWS

You need to know what customers are saying about your business as soon as it happens. **72% of consumers** surveyed said that they trust online reviews as much as personal recommendations even those by anonymous posters!

WHEN YOU TAKE CONTROL OF YOUR REPUTATION YOU  
CONTROL YOUR ONLINE IMAGE