

# How does customer review (Customer Review) affect SEO?

It is estimated that reviews (review signal) account for 9.8% of the rating criteria, meaning that we cannot ignore them when doing SEO, especially when your brand can benefit from them. Here are ways to help customer reviews help SEO.

After the presentation of Chris Bullick - Managing Director and Marketing Manager of Pull Digital - at Brighton SEO about customer review, how can influence the decision to buy and that What does it mean to SEO, Search Engine Watch has come up with ways that can make customer reviews help improve SEO effectiveness for the page.

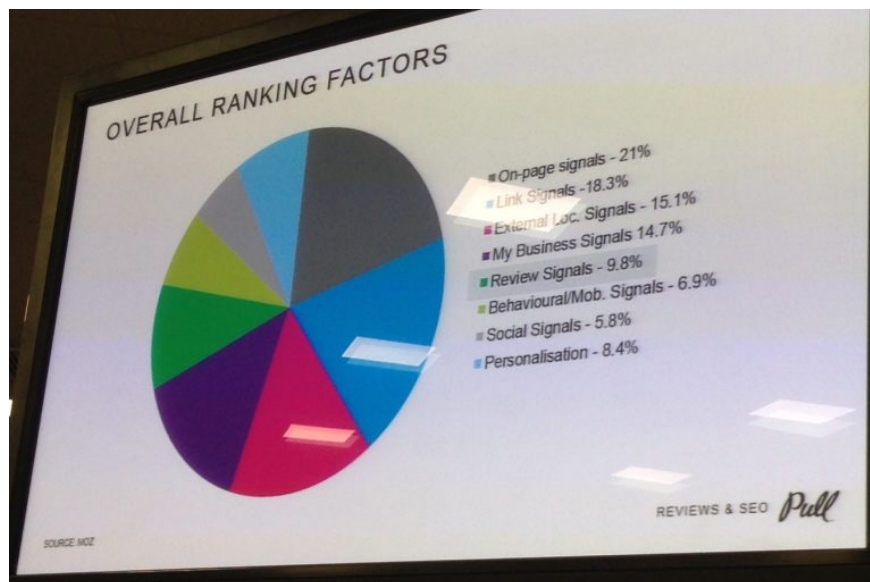
When it comes to **using review as a brand strategy** , here are some very compelling statistics for this thesis:

1. 90% of customers read reviews before viewing products.
2. 31% of customers tend to consume 31% more when having very good reviews.
3. Reviews can help improve business performance if using user-generated content.
4. 72% of customers only acted after reading with positive reviews.

The criteria for evaluating Google rankings are always changing and seem to be increasingly focused on content, uniqueness, friendliness on devices and the ability to share on social networks. That is, every new content posted on the page needs to:

1. **Unique** - does not appear anywhere else on the network.
2. **Relevant** - contains content that the search engine determines to have a related topic.
3. **Useful** - solve searchers' queries in a valuable and effective way.
4. **Unique value** - provides information that no one else has.
5. **Good UX experience** - simple, easy to use on any device.
6. **Easy to spread** - convincingly answer the question "who will spread this content and why?"

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## 6 customer review ways can help SEO

### Create new and user-generated content

Content is never enough and evaluation is a very good form for users to create content, and hence has a higher impact on customers in the future. In addition, this is also a good way to create relevant content, so encourage use.



### Improve traffic for long keywords (long-tail keyword)

Because the reviewer is the customer of the product, the language they use is exactly what the user you are going to use. Thus, having a steady stream of reviews will help direct more traffic to the site through the correct keywords, coming directly from your customers.

### Enhance social interactions

What if impressive reviews not only help your product become more popular but also increase your reach and revenue? Why not think about using reviews as a social strategy, a way to prove the love and love of customers with your product?

## Google prefers highly rated sites

Google always takes into consideration the rating level and always prefers high-rated pages. If the proofs of this community's interest can improve page rankings, you should not only add them to your website but also focus on ways to improve them.

## Get easy-to-see star reviews

When star ratings (star rating) show up on Google's search results, prospective customers can immediately assess whether the site's credibility is enough to make them click. This will help increase traffic for the site and possibly even revenue (but it usually won't be that easy).

Google relies on 3rd party site reviews to determine the rating of your site. You will have to have at least 30 reviews in the year with an average of 3.5 or more. Star rating can help increase conversion rates to a maximum of 17%, which is also encouraging and worth making us study more about.

## Improve product rankings

Because many searchers rate products, there are many opportunities for you to get higher rankings in the SERP, increasing your chances of being seen in the search engine with the keyword "product name" + review.

This can also be considered another opportunity to increase your ability to reach potential customers right in the search suite with more detailed information about the product.

## How to make the most of reviews?

According to Chris Bullick, below are the best ways to use these evaluations as a brand strategy.

1. **There is a clear strategy** - you will not want to leave your brand reputation for luck.
2. **Encourage evaluation** - there are many ways to encourage more reviews, be it through email campaigns, right on the page or social media. Ask the user constantly, new reviews are always welcome.
3. **Tracking and improving** - not only are you getting new reviews, you also need to improve your rating to increase your conversion rate. Talking more often with customer care can help you understand what customers want from the product, try to improve and look for better reviews.
4. **Award for evaluation** - because you search for more reviews, using prizes can be helpful but don't provide too much.
5. **Right place at the right time** - not when (and where on the page) it is reasonable to ask customers, especially when you are interested in "shopping journey". When asking for reviews, make sure you target the right people (customers) instead of just general objects like those who only visit the page once.
6. **Using rich snippets** - rich snippet on search results on product pages can help your rating show up on search results, as long as they contain the right content. products to help Google find out.

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**Rich Snippet**

1. **Respond to reviews** - reviews are only part of the process of interacting with customers, so you need to respond and respond even with bad reviews. Always apologize to customers who are disappointed with the product and are willing to help if possible.
2. **Stay calm** - use your tone to express your brand. Remember that always be polite, helpful but still be sincere, improve customer experience when needed.
3. **Sign up for the best third-party review pages** - because Google relies on 3rd party review pages to determine the rating for your site, it can be a good idea to learn more about these pages. build reputation, lead to better SERP.
4. **Don't forget to rate Facebook** - your evaluation strategy should definitely not ignore social media, especially Facebook because this is where many users find brands or products.

4.8 ★ 4.8 of 5 stars  
3.2k reviews

5 star 2.7k  
4 star 324  
3 star 91  
2 star 27  
1 star 28

STAR RATING MOST HELPFUL MOST RECENT

5 STAR REVIEWS

Samantha Krelosen Murphy — ★★★★★ Walked in today to get my nephew a small cake for his birthday party ! I came home with the perfect cutest cake I have ever seen . It was amazing how fast they put together the perfect little bowling themed cake !! Thank you so much he loves it !! :)

Like · Comment · about a week ago

Oakmont Bakery, Inc likes this.

Ashley CharlesWife Henderson — ★★★★★ I love this place. Me and my husband had our wedding cake done by Oakmont Bakery and

1. **Receiving bad reviews** - negative reviews still play an important role in the evaluation strategy because users also tend to find and read them. Stay tuned to improve the customer experience, be ready to respond and never delete or hide them.

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