

July 4<sup>th</sup> 2013

Online Reviews – Part One.

I said I'd be writing about getting reviews...

Here's a [video](#) about them.

<http://screenr.com/J3xH>

And here are some words...

“I don't just want *enough* proof. I want a PREPONDERANCE of proof.”

You wouldn't want to go into a criminal trial with *just enough* proof for your client to be acquitted would you?

You'd want to have overwhelming, insurmountable and incontrovertible proof that your client was innocent.

You'd also want hundreds of witnesses confirming your client had an alibi.

**If proof is what convinces people to make the right decision then shouldn't you be gathering proof about your business?**

Proof that you are good at your job. That you do what you promise. That your price is fair.

Because...

**What Other People Say About You Is 1000 Times More Powerful  
Than What You Say About Yourself.**

Think about it. Everyone says they are great. That they have 20 years experience. That they put clients first. That's never going to be as believable as recommendations by dozens of other people.

Getting reviews and positive proof you are great has been an established business practice for a long time. Some business owners do it well. Others don't bother. And those that don't bother are making a big mistake.

**Because reviews can make or break a business. Especially now that they can be seen online by prospects, 24 hours a day.**

And a disgruntled client can post a review for thousands of prospects to see.

Engaging clients to give reviews can be pretty awkward. It's like a blind date. Sometimes you can get it completely wrong. And sometimes it's the start of a marriage made in heaven.

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But the fact is you must take getting reviews seriously. Great reviews are social proof that prospects and clients do the right thing by buying from you.

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Because the internet is the window to your business, even those people who use you regularly are checking you out online. They want to make sure they are still making the right choice of where to spend their money. They want to know whether they can still recommend you.

And from a search engine point of view, the more reviews you have the better. Because user generated content is something that search engines love. And the more reviews you get, the more search engines think you are a real, genuine and caring business. And that's what they want to put searchers in touch with.

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