

The Complete Guide to Reviews

and discover great companies!

Read reviews. Write reviews. Shop smarter.

Recent Reviews



James Keegan

wrote a review about **Beauty4Less**



fab products and fast delivery

Great service, bonus free upgrade

INTRODUCTION

Having reviews is essential, but it's only the first step

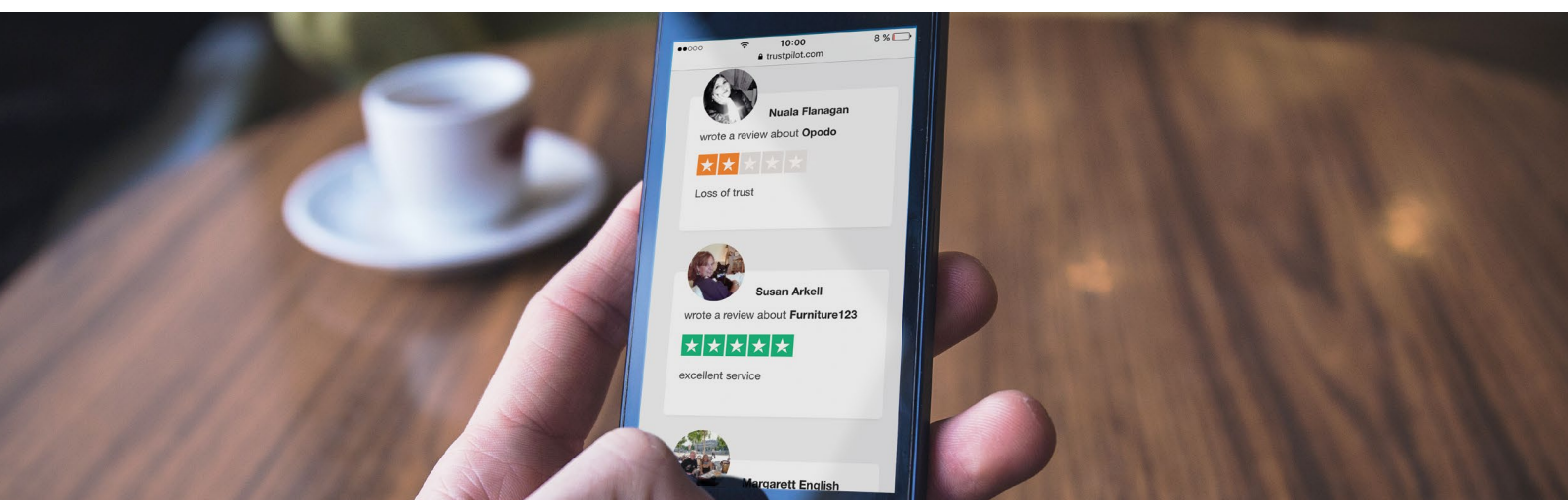
Today, the winners in business are not always the ones with the lowest prices or the biggest range of products. In fact, the winners are not even always the biggest brands. The winners are trusted companies who offer an exceptional customer experience again and again.

Simply, the winners are those who are listening to their customers.

We all know we need reviews on our website, we know visitors to our website want to see reviews to help them make their buying decision.

But that is just the beginning.

Recognise the full potential that reviews have and you'll see an improvement in the performance of all your marketing activity.



Reviews are a phenomenal marketing asset

Reviews form the best type of social proof you can get for your business.

Used in the right way, your reviews can improve every area of your marketing performance and increase your overall conversions:

- Reviews build brand awareness faster by making your business more memorable.
- Reviews improve the response from all your marketing activity, be it a better conversion rate from an abandoned basket email or improved click-through rate from your Google AdWords.
- Reviews are great for increasing repeat purchases too. They build trust with your customers faster and the more a customer trusts you, the more they'll buy from you.

Plus, they're a phenomenal resource of customer generated content – content search engines love.

WHY IS SOCIAL PROOF SO POWERFUL?

Customers need to trust us before they will buy from us. Social proof is a way of creating trust that consistently works.

The principle of 'Social Proof', as introduced by Robert Cialdini in his groundbreaking 1984 book *Influence: the Psychology of Persuasion*, is that if you see someone else doing something you are more likely to be persuaded to do that thing yourself.

That includes buying.

In almost every A/B test the landing page, advert, homepage or email that includes a form of social proof will be the winner. In 2015 Tu and Fishbach¹ took it to another level by discovering that when social proof is framed in terms of **preference** ('X many people gave this product 5/5') it is significantly more influential than when it is framed in terms of **action** ('X many people purchased this product').

That's why your reviews are marketing gold. They provide you with a huge range of preference based social proof.

1. "Words Speak Louder: Conforming to Preferences more than Actions" by Yanping Tu, University of Florida and Ayelet Fishbach, University of Chicago.

Pay-Per-Click Advertising

1. Earn Google Seller Ratings to improve your Google AdWords

Once you've got 150 reviews and a score of 3.5/5 or higher, performance-enhancing stars that will make your business stand out ahead of the competition [can appear in your AdWords ads](#).

These stars appear on your ads in Google search and on Google search partners' listings. They also appear in the merchant reviews [on both Google Shopping and Google AdWords](#).

It puts social proof right into your ads, making your business stand out from the competition in the search results, increasing your click-through rate. That's great news for getting new customers (and returning customers) to your website.

A higher click-through rate should increase your sales and will usually improve your Quality Score meaning you'll get traffic at a lower cost per click. This in turn gives you a lower cost per acquisition and frees up more budget for testing.



By using reviews throughout their AdWords activity Rush49 saw the following improvements:

+60% **CTR**

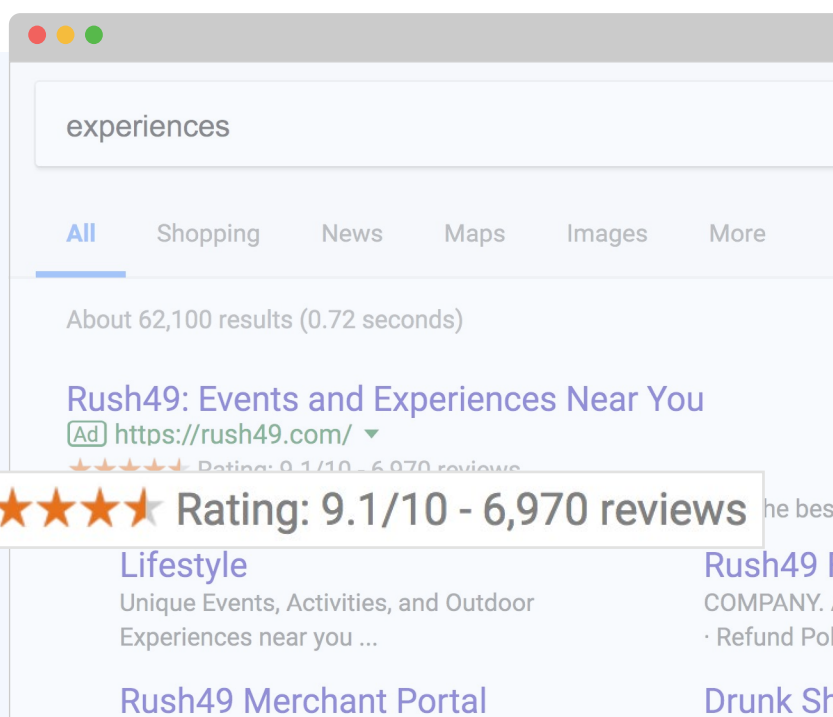
Increase in click-through rate

+94% **CONVERSION**

Increase in conversion rate

-21% **CPC**

Reduction in cost per conversion



(Google Seller Ratings as of January 29, 2018)

2. Make sure your remarketing strategy is ready for action

Remarketing straddles many channels and software platforms. You can run remarketing advertising using Google, Facebook, Twitter and more.

No matter which you're using, all of them can experience a performance improvement if you include your reviews in the adverts:

- Quote an individual customer review.
- Use your overall rating in the images.
- Show how many customers have rated you highly.

With remarketing, you're putting adverts in front of people who have some existing relationship with your business. The extra social proof might be the deciding factor that tempts customers to you.



By adding the Trustpilot logo, TrustScore and quote from a review, Krossover increased their remarketing click-through rate by 45%.

+45% **CTR**

Increase in remarketing click-through rate



3. Customer-Generated Content is SEO Gold

Having reviews on your key landing pages will improve how often you appear in the search engine results. The more often you appear, the more traffic you'll get.

The reason that reviews help is that they provide the type of content that Google loves:

- **Reviews increase the amount of text on each pages**

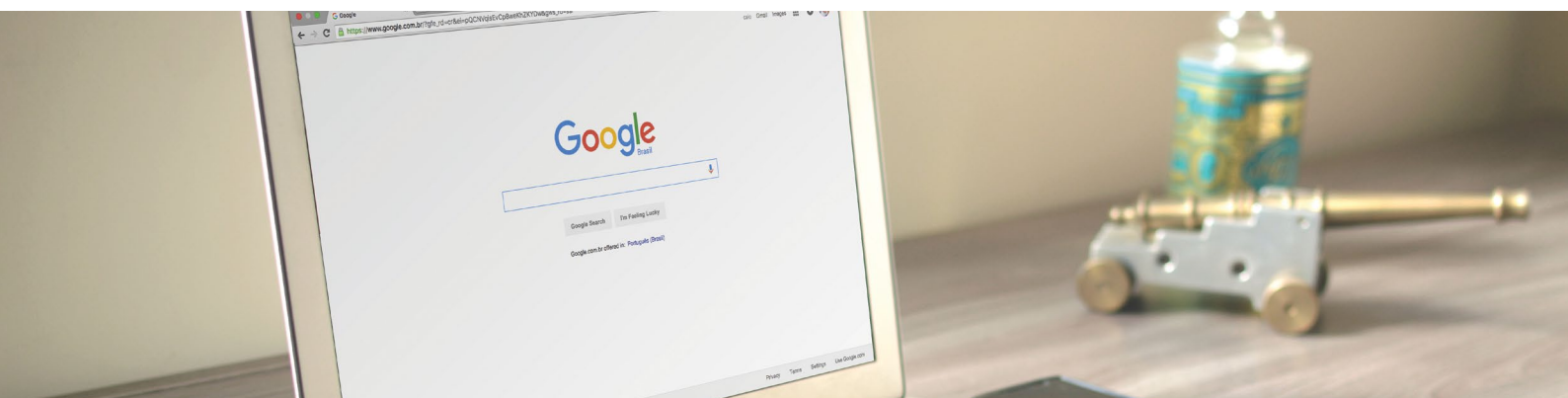
The more text, the higher value the page has and the better Google can understand what the page is about.

- **Review text is unique. The more unique the text on your site is, the high value that text has.**

Review text, written by your customers, are unique content that increases the value of the page for Google. This makes it easier to fill out pages that would normally be bare, like product or landing pages.

Both of these elements help Google to better understand your page and your site. This enables them to show your page in the results for more relevant search terms, more often, resulting in a higher volume of better quality traffic to your site.

The icing on the cake is that all this happens automatically— no extra copywriting for you.



4. Star Ratings for your Google organic results

It's not just your site's appearance in paid search that can benefit from star ratings. Adding some simple code to your pages will bring your star ratings into your Google organic listings too.

This code is referred to as a "Rich Snippet", and rich snippets can flag far more than just reviews to the search engines. They can highlight images, videos, the product data itself and much more. Before you brief your web team to make the rich snippets change for your reviews visit [Schema.org](https://schema.org) to see which other rich snippets [could be useful for your website](#).

Once the code is added and Google's picked up on the change, you can just sit back and enjoy the fact that your product pages are standing out in the organic listings thanks to your reviews. The more your business stands out in the organic listings, the more traffic you'll get.

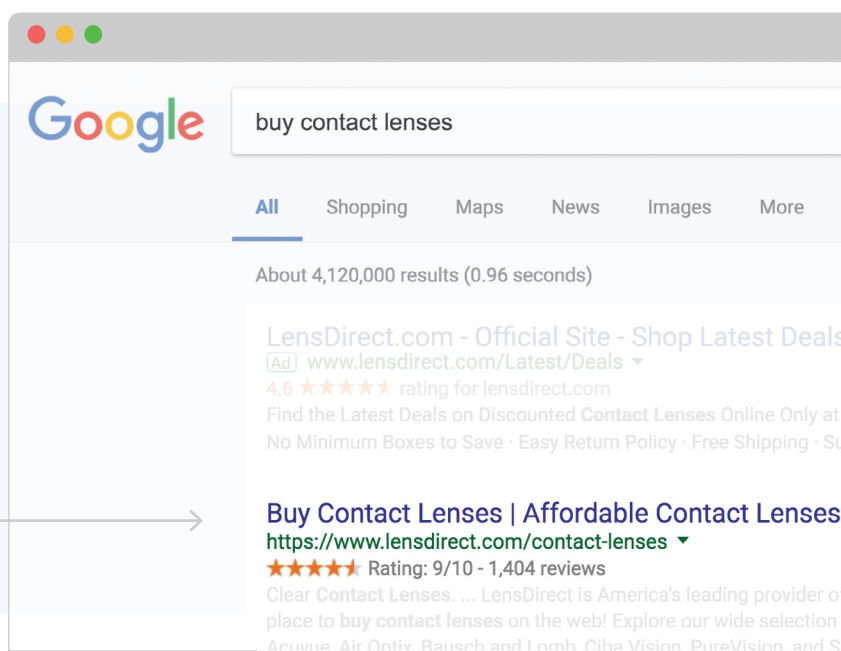
Fortunately, Trustpilot's Trustboxes, which allow you to place reviews on site, are structured data that enable Rich Snippet stars. And they're easy to implement. All you have to do is copy+paste some code!



LensDirect increased their organic CTR by 45% on their highest value search term after using Trustpilot.

+45%

ORGANIC CTR



5. Let the review platform do the hard work for you

Consumers are leaving reviews on various platforms (known as 'open platforms'), which means there are sites featuring your reviews, company profile, contact details and so on. These pages often rank highly in the search results for your brand name and connected searches (e.g. "your brand reviews").

That's important because another listing in the search engine results pages will give people a great impression of your business and drive traffic to your website.

Claim your page to ensure your profile page is accurate.

- Does it have the right call to action?
- Is the branding up to date?
- Is the description up to date?
- Is it linking to the right website?

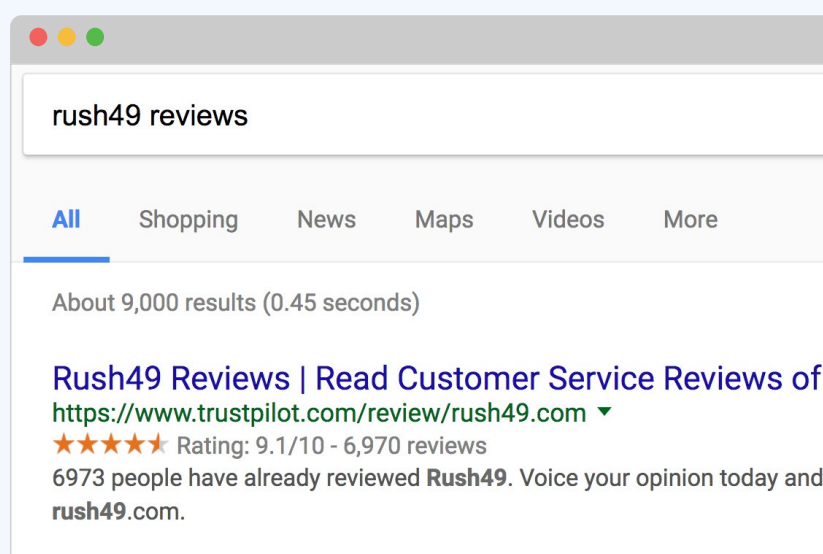
These are simple things, but if information is out of date, your reputation will take a hit.



Rush49 see a big impact from their Trustpilot page featuring highly in the Google search results. In just one month the page had:

+300% **CLICKS**

4,600+ **SEARCH IMPRESSIONS**



Email Marketing

Email marketing is one of the most powerful ways to drive sales to your website, encouraging enquirers to buy for the first time and getting those essential repeat purchases.

You have more control over the traffic from email marketing than SEO and the costs are typically much lower than PPC. According to [a study from The Relevancy Group](#), revenue from email marketing was the highest in 2017, contributing to 20% of overall revenue.

Every improvement in email click-through rate is going to help you increase your conversions, and just like reviews can help increase click-through rate in email.

With email, you can also be creative with your reviews, using them as the basis for different types of email content. For example, one email may focus on post-purchase service whilst another can focus on feedback about a key product benefit.

6. Show how great you are in every single email broadcast

Every single email you send should include proof of your trustworthiness. Just add your rating to your email header or a customer quote to the footer.

You can also craft emails completely focused on social proof as these often have a great response rate.

Here are some ideas to get you started:

- Our top reviewed products this month.
- Thank you for making us a 5 star company.
- 5 ways we've used your reviews to improve our customer service.
- Meet Sue, our top customer service rep.
- We thought our teapots were great, your feedback has made them even better!
- The products you love.

"When sending marketing e-mails, we believe including Trustpilot in our email header speaks volumes about our "trustworthiness" and legitimacy without having to say anything at all! As a relatively new business, this is vital to our continued success and growth."

— Jillian Lore,
Digital Marketing Specialist,
Rush49

7. Control the conversation in welcome campaigns

Welcome campaigns are your first opportunity to build a direct relationship with a future customer.

The majority of your email signups will have not made a purchase yet and will be brand new to your business.

This is your opportunity to convince them you are a business they want to buy from. Here are some easy things you could include in your welcome email campaigns to increase responses:

- A different customer review in each email.
- Include your rating in the header or footer.
- Feature your top-rated products.

8. Abandoned basket reminders

You'll always get some abandoned baskets so a campaign to encourage customers to come back and checkout is really important.

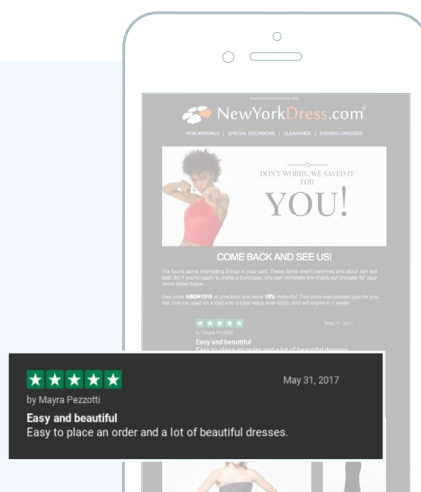
Many businesses rely on offers to get a good response from their abandoned basket emails, but adding reviews could generate a big enough response that you don't need to give away your precious margin.

Adding a couple of customer reviews to your abandoned basket emails reminds customers of how great your service and products are, encouraging them to come back and complete their purchase.



NewYorkDress saw a 220% increase in CTR after adding reviews to their cart abandonment email.

+220% **CTR**



Using Reviews in The Rest of Your Marketing

It's easy to purely focus your effort on the three major traffic channels – SEO, PPC, and email. But never forget the social proof your reviews convey can improve all your marketing – both offline and online.

Whether it is marketing designed to drive a direct response or marketing that makes new people aware of your business with a positive impression, what better way to do that than to show them how much other people like you?

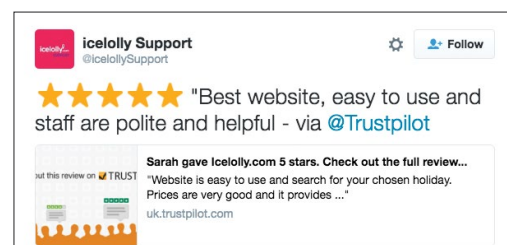
9. Product packaging and parcels

Include reviews and your rating on the product packaging itself.

Whether someone buys from you directly or via another shop you wholesale to, they're going to hear about your fantastic products and customer service.

10. Direct mail

From simple postcards to full catalogues, make sure your rating and reviews are clearly visible from the start. If the marketing piece features products, then add individual quotes from reviews about those products too.



11. Social media and blogging

In 2011, digital marketing agency ODM Group released a report showing that **75% of consumers rely on social networks to guide purchasing decisions**. That means your social media content needs to be as optimised as your other marketing channels.

Make sure you add your rating and reviews to your profile page descriptions and posts. The content ideas in the email section are equally relevant to your social media and blog.

Improve the performance of your website and marketing

All the methods we've covered demonstrate to your customers and future customers your highly trustworthy reputation. It also shows them how great you are at customer service and how amazing your products and services are.

Now, that positive impression is reinforced when they get to your website. By keeping the message consistent, you'll increase your conversion rates.

Website Optimisation

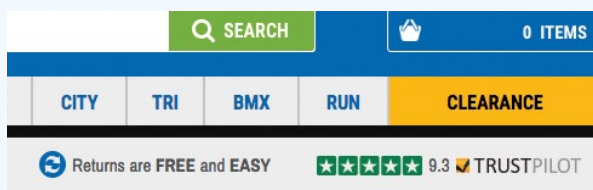
12. Header and Footer – the quick way to improve every page on your website

Customers can arrive anywhere on your site, so they might be making the critical decision to buy on any page. Social proof is a great way to encourage a purchase.

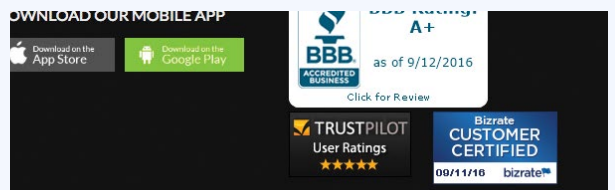
The easiest way to make sure your trust-building social proof message gets across on your site is to add your rating to your header or footer.

It's a small change that will make a big difference.

Chain Reaction Cycles put their TrustScore in the header alongside their other trust building messages.



New York Dress have a footer packed with trust building items, including their TrustScore.



13. The homepage – first impressions count on your number one landing page

When it comes to website optimisation, the homepage is frequently overlooked in favour of the pages closer to the end of the purchase funnel, such as the basket, checkout and product pages. That is a missed opportunity.

The homepage is the most visited page on almost all websites and it's usually the number one landing page.

It's a page where customers get their first impression of your business, as well as a page they keep coming back.

On this page, you need to showcase your great customer service and how well you look after your customers. That means your reviews need to be front and centre.

Here's some great ways to use reviews to create a great first impression on your homepage:

- **Highlight the quality and quantity of your reviews.**

For example "We've had 2,365 reviews this year, 95% of which are 5/5".

- **Feature 3–5 recent customer reviews.**

This highlights your best features and products.

- **Highlight your best reviewed products.**

"Here are some products our customers rate 5 Stars".

These approaches work on any other key landing page. Prioritise pages that have high traffic volumes and worse than average bounce rates.

16. Exit Pages – plug the holes and keep people on your website

Every journey has its start point and its end point – and if that end point isn't the "Thank you for your order" page, then you need to increase your conversion rates.

First, identify any pages with high exit rates. To find these, go to the "Exit Pages" report in Google Analytics and look for those that have a high volume of traffic and a high exit % score.

Once you've found your problem pages, you can add your reviews to reduce your exit rate.

With exit pages, it's worth taking the time to look at the actual page and see if you can spot a problem. Are there enough calls to action on those pages to keep people on the website? Is the page a dead end on the website? And of course, are there any individual reviews that would really help on this page? For example, a common exit point can be the Delivery and Returns page – so if you have reviews where customers praise your delivery and returns service, they'd be a great addition to this page.

TIP

We're not using bounce rates to find exit pages that need improvement because we're looking for pages where people who've explored the website are leaving from. Bounce rates only give us people who have visited one page and left. Pages with bad bounce rates will be picked up as you work through your landing pages.

CONCLUSION

Think Marketing, Think Reviews

If you really want to make the most of your reviews, you need to embrace them throughout the business and throughout the marketing you do.

So when you think of a campaign or a performance challenge, think: 'how could reviews increase the response?'



Thrift Books' have embedded reviews throughout the customer journey, resulting in:

+65% **SITE TRAFFIC**

Increase in site traffic

+100% **REVENUE**

Increase in revenue year-on-year

"Trust is the number one hurdle that we've had to overcome as far as whether or not someone is going to buy from us. For this reason alone, reviews are just critical."

— Matt Sand, VP of Marketing,
Thriftbooks



About Trustpilot

Trustpilot is a global online review community that builds trust and transparency between consumers and businesses. By empowering businesses with a platform to directly engage with their customers, Trustpilot has set new global standards in the value of trust.

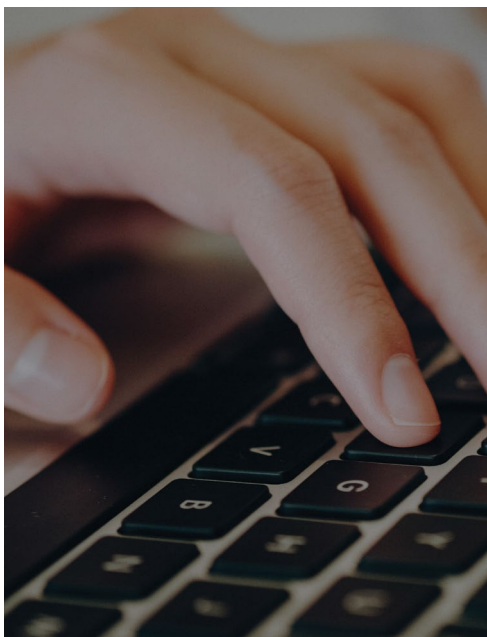
With 200,000 businesses reviewed on Trustpilot, nearly 40 million reviews, and 72 million visitors a year, Trustpilot has created a global consumer community that spans over 65 countries, driving businesses to continuously improve operations, increase customer satisfaction, and further innovation.

200,000+
REVIEWED DOMAINS

1,100,000
NEW MONTHLY REVIEWS

40m+ REVIEWS

390m+
GOOGLE SEARCH
IMPRESSIONS PER MONTH



Start
collecting
reviews

LEARN MORE