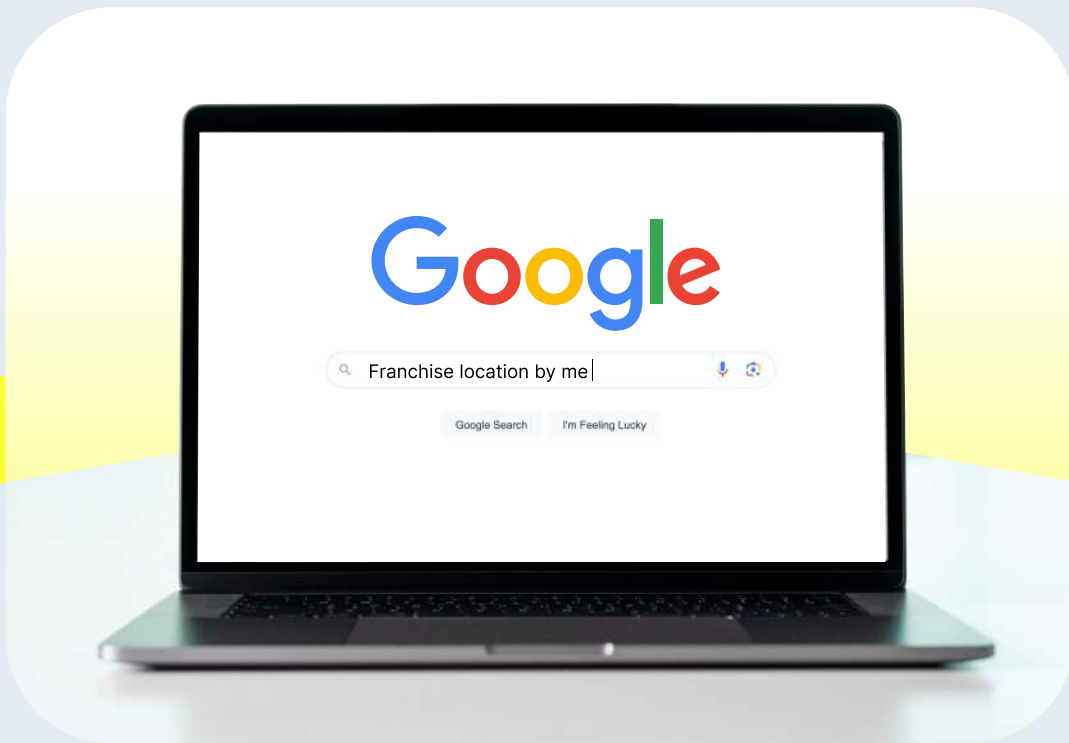


Guide

# The Google Reviews Playbook for Franchisees



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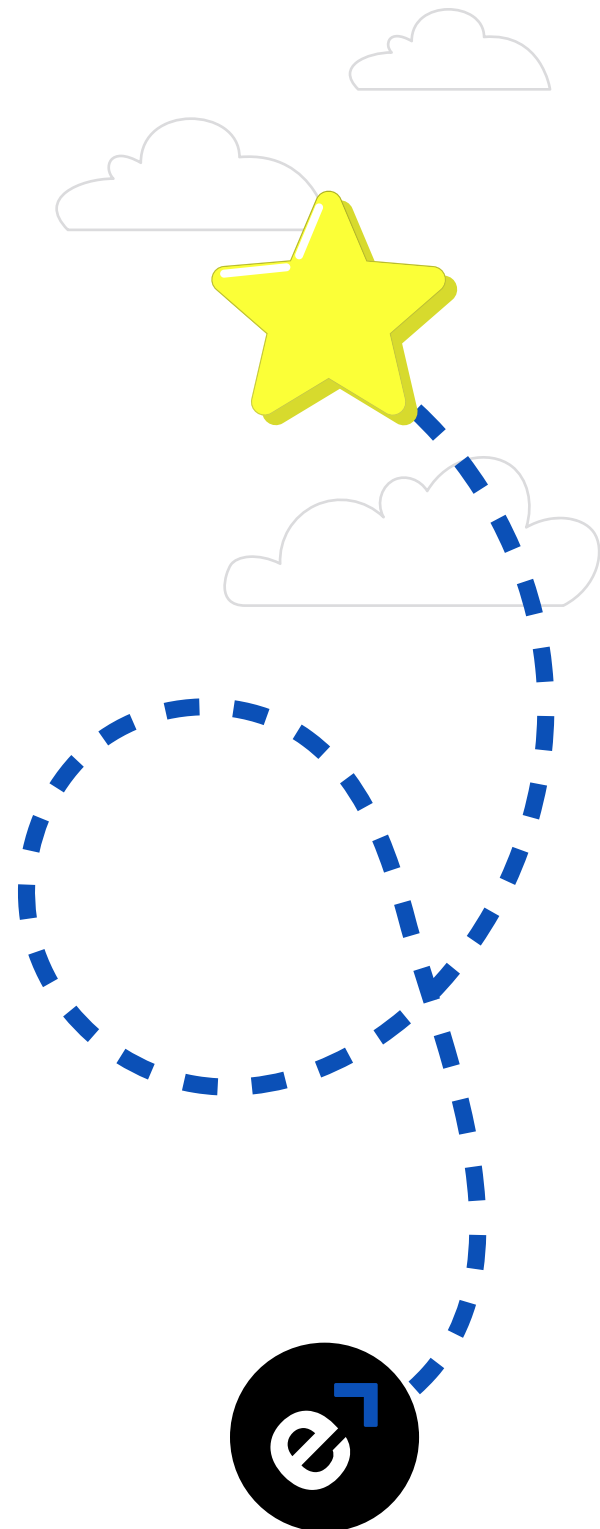
[startedge.com](https://startedge.com)

**Want to know the secret to getting 5-star reviews, improving your local SEO rankings, and encouraging exceptional customer service? Here's a foolproof guide to achieving all of these goals.**

Online reviews are essential for franchisees and owners as they can make or break their reputation and success. Acting as a form of digital word-of-mouth, they give potential customers a glimpse into the quality of your products, services, and overall customer experience.

Positive reviews help build credibility, draw in new customers, and establish trust, but negative reviews present chances for growth and improvement. In the competitive world of franchising, managing and using online reviews in a strategic manner can impact how consumers view your brand and lead to business expansion.

Our guide can give you strategies for gathering more online reviews and managing your reputation with potential customers.



## Why your franchise location needs solid five-star reviews

Online reviews are essential for franchisees and owners nowadays due to the fact that 90% of consumers check them before making a purchase. For many people, it's just a routine part of decision-making.

Ultimately, franchisees and owners value online reviews because they are social proof and influence potential customers' decisions.

## Reviews can make or break your business, acting as a constant sales system that operates round the clock.

Potential customers will always closely examine your reviews, which can range from positive to negative and even extremely negative ones.

**Here's what customers will consider when they read your reviews:**

### **Whether they are interested in your products or services**

Potential buyers looking into franchise brands will carefully review feedback to determine whether they want to invest in the products or services.

### **Whether they want to trust your franchise brand**

Customers may still have reservations about your franchise, even if they choose to interact with it, due to worries about your staff or negative reviews.

### **Whether your products or services are worth it**

Even if customers decide to interact with your franchise brand, they might still change their mind after reading some reviews.

## Things Customers Look for in Reviews

- 1 A starting rating that is 4.5 or above
- 2 How many reviews your location has, which could be 1000+ reviews depending on where your business is located
- 3 Descriptions of what your customers experienced with your employees
- 4 Any reviews on your products or services, especially how your team treated them
- 5 Reviews within the last month to show recent experience with your frontline team

The greater the number of reviews, the better. Having more reviews boosts credibility and enhances the chances of a customer finding a review specifically about the product they're interested in.



## Customer reviews influence your Google ranking

Franchisees must prioritize local search engine optimization (SEO) to stand out in a competitive market. Google is the primary source of visitors for websites, and businesses that appear within the top three search results tend to draw in a significant number of potential customers.

Google rankings are heavily influenced by reviews, so it's essential for franchisees to focus on both the quality and quantity of reviews. Since Google values ad revenue, it tends to favor brands with strong online reputations, making Google reviews crucial for success.

Google may be super complex with over 200 criteria, but ultimately, it depends on two pieces of information to decide on rankings:

**1**

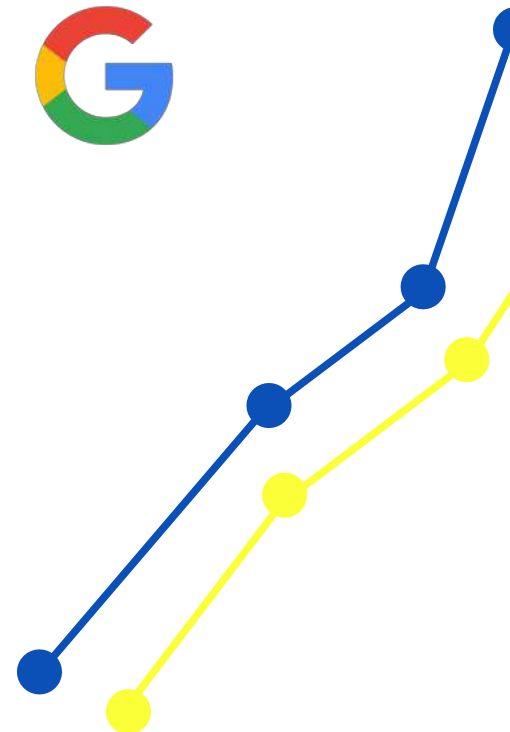
The content on your website and the listings of your local business

**2**

Feedback from customers regarding your franchise location

**“**

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Gathering reviews online proactively

	Passive Approach	Proactive Approach
Position yourself to surpass your competitors' Google rankings by aligning with the right strategies and tactics	✗	✓
Maintain your position in page one of Google search results	✗	✓
Prevent 1-star ratings from significantly lowering the overall star rating	✗	✓
Get detailed reviews to get solid endorsements and convince potential customers	✗	✓
Counteract negative feedback by flooding the platform with positive reviews	✗	✓
Manage your franchise location's online reputation	✗	✓

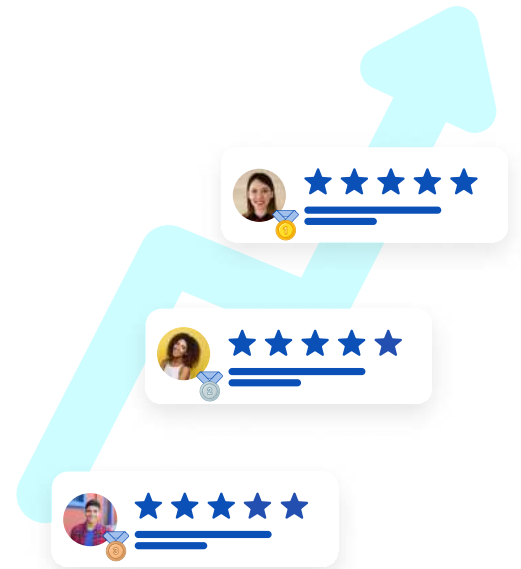


## The importance of excellent customer service in generating five-star reviews & motivating employees

Franchisees and owners understand the importance of gathering reviews, but it's not enough on its own. To stay ahead of competitors and consistently receive positive reviews, it's essential to focus on providing an outstanding customer experience. This involves motivating frontline staff to appreciate the value of their service, which in turn encourages them to deliver exceptional experiences that naturally prompt customers to leave positive reviews.

Depending on your reviews without offering cash bonuses may seem appealing, but it could result in a less effective review generation process.

Adding employee bonuses to the equation might just be the key to achieving success in your performance reviews:

**1**

If employees are aware of a survey following the delivery of a product or service, they tend to provide excellent customer service.

**2**

Having excellent customer service increases the chances of customers leaving a review for your franchise brand.

**3**

Providing cash incentives uplifts the morale of workers, amplifies their efficiency, and motivates them to remain loyal to the organization for an extended duration.

# Know the secret to getting loads of positive reviews every single month

It's essential for franchisees and owners to continuously seek feedback from customers, given the significant role reviews play.

## STEP 1 Begin your journey with an automated solution

Use review generation software to simplify the process of asking for reviews. Seek out a platform that provides:



### A way to generate more reviews

Use an SMS based platform that automatically sends out review requests after a customer transaction.

### Rewarding employees with bonuses

Based on the frequency of their performance being acknowledged or receiving positive reviews during evaluations

### Surveys that give employees a chance to rate their satisfaction

## What makes Edge stand out: linking employee bonuses to reviews

Edge combines review requests with employee incentives to encourage customers to write glowing, 5-star reviews for your business. Edge sends out text messages asking for feedback, mentioning the employee's name, and rewards them for being recognized in a positive review online.





**STEP 2****Choose between sending review requests through SMS automatically or manually**

Lots of franchise brands use automated review requests to collect feedback. Our system easily connects with different POS systems, enabling franchise locations to send text message requests for reviews after every purchase or appointment, guaranteeing a continuous stream of customer feedback.

Franchise brands also have the option to manually ask for reviews. Employees can choose to use a mobile app to send review request texts to clients in this situation, especially in industries where customers may not always be satisfied. These could include shipping and posting franchises where spending money is not always enjoyable.

**STEP 4****Send review requests**

Now that we have the necessary technological setup, it's essential to start sending review requests for franchise brands. This can be done automatically through POS integration or manually by employees, guaranteeing a continuous stream of feedback to uphold and improve the brand's reputation.

Your franchise location can gain an advantage by customizing review requests with the employee's name. This boosts the chances of an employee's name being mentioned in reviews, which helps them earn cash bonuses and keeps them motivated to provide outstanding service to customers.

**STEP 3****Decide on the cash bonus amount for employees who receive positive reviews**

When setting up franchise brands, it's essential to set aside a budget for paying employees when their names are mentioned. It's worth starting with \$5, but you can adjust this depending on the type of service.

If your franchise offers services with fewer appointments, you might want to increase it to \$10. Starting at \$5 gives you the flexibility to make changes in the future and ensure that employees are fairly compensated for their mentions.

## Example review request

Thank you for visiting our business! Would you mind telling us about your experience with [Employee Name]?

[Link] What's happening behind the scenes:

Customers are encouraged to click on the link and share their rating on a scale of 1 to 5, along with their valuable review



Customers who give your franchise brand a rating of 4 or 5 stars are more likely to be encouraged to share their experience by leaving a review on sites such as Facebook or Google



If customers rate your franchise brand with a score of 3 or lower, they are asked to provide feedback so that you can address any issues



Your team addresses and resolves any customer experiences, whether positive or negative, before they have a chance to leave a negative review or testimonial



**STEP 5****Track your franchise store performance**

It's essential for franchisees and owners to collect review analytics. Remember to check out these insights on a monthly basis. Depending on the type of franchise and how much you sell, you could expect to receive dozens of reviews each month.

Businesses with higher sales might even get over 50 reviews. If you need help figuring out a benchmark for your franchise, reach out to our team for personalized advice.

Here are some metrics you should track:

- ✓ **Make sure all your franchise stores are operational by checking the live status of each location**
- ✓ **Monthly Google review count**
- ✓ **Franchise locations that receive the most reviews**
- ✓ **Monthly mentions of your employees**
- ✓ **The count of unhappy customers who rated a product or service between 1 to 3 stars, regardless of whether they provided a written review or not.**
- ✓ **The count of happy customers who have given a rating of 4 or 5 stars, irrespective of whether they provided a review or not.**
- ✓ **Compensation given to employees for referencing reviews**

**STEP 6****Give your employees recognition**

Use the strength of reviews and testimonials by featuring them in all of your franchise locations. Showing off positive feedback from happy customers helps to reinforce a culture of outstanding customer service among your team, inspiring them to always deliver quality results.

Franchisees and owners can save money by either using their own employees or hiring marketing agencies to ask for reviews via direct mail or email, resulting in more reviews overall.



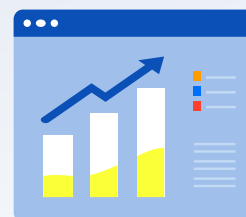
# How to get website and foot traffic from Google Search

Franchisees and owners need to focus on getting recent and relevant reviews to attract new customers. However, in order to boost SEO traffic through review generation, you must have a well-organized strategy in place.

## STEP 1

### Take care of on-page and technical SEO for your website

Franchise brands must prioritize creating a well-designed website that provides smooth navigation for users. It is essential to include relevant keywords across your pages to enhance search engine rankings and draw in potential customers.



#### PRO TIP

Consider hiring on UpWork to optimize your SEO

Franchisees and owners often find it overwhelming to master the intricacies of SEO. However, by investing a small amount, like a few hundred dollars, they can speed up the process and improve their rankings significantly. Using platforms such as UpWork or similar websites to discover talented professionals can greatly simplify this aspect of digital marketing.

## These are the key things you need to focus on:

### ✓ Site optimization

Franchise brands can boost user experience and increase traffic and conversions by improving website loading speed and fixing usability issues highlighted in [Google Search Console](#), a free tool provided by Google.

### ✓ Keyphrase targeting

Make sure to include specific keyphrases such as "Santa Cruz automotive franchise" or "Denver cleaning franchises" strategically in your franchise brand's online presence to boost visibility and attract the right audience to your franchise locations. Incorporate these keyphrases in the meta title, H1, H2s, and meta description for optimal results.

### ✓ Multi-location keyphrase targeting

Franchisees and owners with multiple locations need to strategically optimize their website for location-specific keyphrases. Rather than just concentrating on the homepage to rank for these phrases, it's beneficial to create separate landing pages for each location, like "Santa Cruz home services franchises" and "Monterey home improvement brands." In cases where neighborhoods within these locations have low search volume, you can combine them into a single landing page. If your homepage is already performing well for one location, continue targeting it and create new landing pages for other locations as needed.

### ✓ Blogging for topical authority

Franchisees and owners can boost their website's domain authority by publishing blog posts, even if they don't rank high individually. Let's take the example of a massage service franchise in Santa Cruz. They can write blog posts about different massage techniques to engage their audience. Your franchise can establish a strong topical authority by creating content clusters around pillar pages over time.

Be sure to go over all of that with your marketing team or SEO agency to make sure everything is being handled properly.



## STEP 2

### Check that your Google listings are accurate

Franchisees and owners must prioritize the accuracy of their Google listings on all business pages. It's essential to regularly check important details like addresses, business hours, and contact information. You should address any mistakes to ensure reliability and consistency for customers. Conducting these checks every three months is recommended to maintain brand credibility and improve customer satisfaction.

## STEP 3

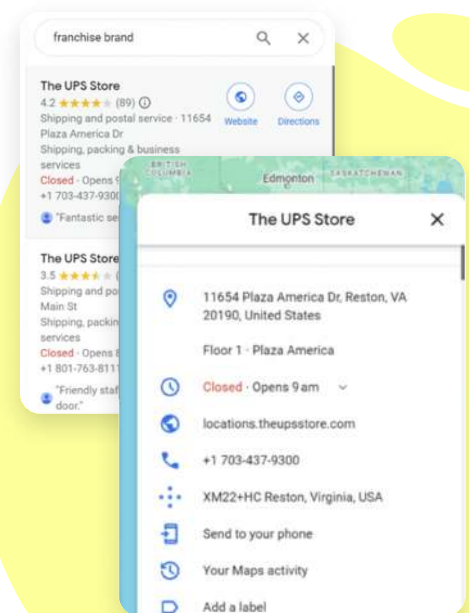
### Keep your business information current on other reference websites

Franchisees and owners must make sure that their business information is accurate on different reference websites like Yellow Pages and Yelp. This consistency in listings shows Google that the information is reliable, which makes Google more likely to trust it.

## STEP 4

### Collect Google reviews immediately

Franchisees and owners need more than just a solid website presence. It's essential to gather Google reviews every week. These reviews play a role in determining the credibility and ranking of businesses by Google. If your franchise lacks reviews or has too many negative ones, Google might not prioritize it. This indicates a lower chance of satisfying users.



#### TIP

### Use an automated platform like Edge for generating reviews

Within the world of franchise brands, our software sends out review requests after appointments or customer interactions. We reward employees with cash bonuses when they are mentioned by name in positive reviews. This reward system boosts employee morale and leads to improved customer service, building a strong brand image.

**STEP 5****Keep an eye on your local SEO progress**

For franchise brands, it's essential to monitor local SEO results. Use tools like Mangools or Ahrefs to track keyphrases relevant to your franchise locations, such as "Santa Cruz handyman franchises" or "Monterey senior care franchises."

These tools provide insights into your position changes for each target key phrase. As you gather more reviews and enhance your website's performance, expect to see improved rankings.

If working with a local SEO agency, ensure they keep track of these key phrases, complementing their efforts with regular review collection.

## Grow your business with more reviews

Improving reviews and testimonials online can really boost revenue and profits for franchise brands. This cost-effective strategy boosts your ranking and makes sure you're more visible to potential customers looking for what you offer.

Bringing together a review system, customer perks, and bonuses for your employees can produce impressive results.

Franchise brands might want to rely on award campaigns to get reviews, but experience shows that this approach is not effective compared to using modern technology. It is essential for them to adopt a simple and automated strategy to engage clients and generate valuable feedback.

[Get a Demo](#)