

Do you remember the last time you wanted to try something new, and you did not check its reviews on Google before going for it? That's the kind of impact Google reviews have on us.

We could be trying out a new salon, a new restaurant, or just the around the corner AC service person; checking out the Google reviews has become a part of our lifestyle.

As a brand, it becomes crucial to have a good amount of Google reviews so that potential customers would choose you over your competitors. But if you want to stand out in this competitive world, embedding Google reviews to your website has to be the best strategy!

Want to know how? Let's see some of its advantages.

#1 Build Social Proof

The idea of social proof is a basic online user behaviour where people copy others' actions. When a person sees a group of people doing something in the digital space, they would do it too. It's almost like following the herd.

Something similar happens with the Google review widget. When you embed

the Google review widget on your website, and your customers see that you are giving importance to your customers' views by giving them a place on your website, they feel like giving a review for you too.

It helps you generate more Google reviews for your website, creating better social proof possibilities.



#2 Build Brand Trust

Google reviews widget allows you to embed all your Google reviews on your website. By doing so, you make them accessible to the visitors bringing authenticity and transparency to your website.

While your visitors explore your website, the Google reviews act like the perfect trust-building factor so that they don't feel hesitant before investing in your brand.

Not just that, these Google reviews give them a better perception about your brand and spend more time on your website, as they find it worth spending time on.

#3 Create Brand Awareness

Reviews are presented online to create more brand awareness and reach as compared to other marketing strategies. When you get more reviews from your consumers, their other connection learns about your brand, which increases your reach.

Embedding Google reviews widget on the website boosts your website traffic. Positive reviews and feedback enable you to earn consumers' trust and create brand awareness.

#4 Enhance Conversion Rate

As an e-commerce brand, boosting conversion rates is the number one priority. If we talk about it from a consumers' perspective, then hundreds of e-commerce brands have risen, so it has become difficult to choose, as the number of frauds is rising too.

In that case, consumers seek reviews before making any purchase decisions online. When you embed the Google Reviews widget on your website, it gives your website visitors a reliable source right where they are, eliminating their review-searching process.

PEOPLE ALSO READ: [Digital Marketing Jobs in Baton Rouge: Get Your Dream Job](#)

Powered by **Inline Related Posts**

It enables your potential customers to make confident purchase decisions. It also boosts your conversion rates and encourages them to make more purchases with you, and write a positive google review for your brand.

#5 Improve SEO Ranking

Google reviews play a crucial role in SEO ranking. Your ranking might get affected, depending upon the number of searches and the consumers' purchases.

Embedding Google reviews widget on the website becomes a positive decision factor for your visitors, boosting your conversion rates.

Search engines like Google rank a website higher, based on the maximum searches, good reviews, and receiving constant visits by the users with higher engagement. That's how you gain a higher SEO ranking with the Google reviews widget on your website.

#6 The Impact Of Negative Reviews

Statistics show that when consumers want to see the real picture of a brand, they would usually check out the ones with 3.5 ratings or negative reviews. As a brand, it is important to address the negative and average reviews as much as you focus on the positive ones.

When you ignore the negative Google reviews, it shows an ignorant image. When you reply to a negative Google review and resolve the problem if the

customer has mentioned any, it gives a mature image to your brand.

Display a blend of all your reviews with the Google review widget as it will build authenticity and make your website a reliable source for the consumers.

#7 Strengthen Customer Loyalty

Internet users love it when they are heard, and their views are given value. When you embed the Google reviews given by your customers on your website as a Google review widget, and they come across it, they feel important.

They realize how important their views are for you, and they start liking your brand more than other brands. They also tell their friends and family about you, making them your loyal customers.

Customer loyalty ensures that each time the loyal customers look for a product similar to your products, they will always choose your brand.

Let's Call It A Wrap!

Now that we have reached the end of this blog, we hope that you know the importance of the Google review widget. Also, the amazing advantages it brings in if you embed it on your website.

So? What are you waiting for? Collect all those Google reviews and embed them on your website as a Google review widget and avail all the above-mentioned advantages.

3 Best Marketing Practices to Make your Target Audience Familiarize with your App

Social media apps are considered one of the best ways to get the attention of your target audience. Businesses need to think about making use strides, and there is nothing better than making a mobile app work for you. But there are second factors that need to be considered for making it work. And that is why businesses must know about the following process before launching their website.

The process that I am about to discuss is all about using the best marketing practices and strategies to make your app work big time. And your intended target audience is aware that your app is also available on Google Play and the App Store.

PEOPLE ALSO READ: [Highlighting Affiliate Marketing And Email Marketing](#)

Powered by **Inline Related Posts**

#1 Teaser Campaign

This is how it all starts. Envision what you can offer to your target audience regarding a teaser campaign that can get their interest. You can provide two-three teaser campaigns or even more, and it all depends upon the nature of the app and your target audience. You can start the teaser campaign several months ago, some weeks ago or just a few days. Again, it all depends on your marketing plan and how you want to make it work.

The timing of the teaser campaign can also work for you and can be critical in some cases. For example, think about what you can achieve with a marketing campaign to introduce a fizzy drink in the UAE? The timing of the launch must

be during the summer months so that it can entice the target audience to no end. And in this case, a long teaser campaign of several months will not be feasible. Most people will not remember your campaign as it is more suited for new software. or the launch of a new business.

#2 Consistency in Design

This is one of the biggest mistakes that designers and even app developers commit. And the reason is that the business owners try to be different in their approach when it comes to the design of the app. In their bid to develop a unique design, they shed consistency and come up with an app that looks different on every screen and menu option. This can be disastrous for the design as consistency is the key to success.

The colour of your app, design and most importantly, the theme should be consistent across the app. Do not try to overdo things and some aspects need to be considered as it is. Do not commit mistakes that can run your app completely. Instead, it is always a good idea to consult a reputed mobile app development company UAE that can offer you great support and guide you.

#3 Marketing

Finally, when it comes to marketing, this is where you have to be on your toes. After all the hard work and spending a fortune on getting the app, all your efforts will go in vain if you fall behind here. Marketing an app is unlike any other product or service because initially, you have to optimize it on the Google Play and App Store. If your target audience is not familiar with your app, there is no way that you can expect a large number of people to use your app.

PEOPLE ALSO READ: [2021 Best Tools to Embed Google Review Widget on Website](#)

The use of social media platforms and apps is an excellent way to do that. While paid advertising on this medium will give you results very quickly, this can be pretty expensive for small businesses and startups. That is why you can use the communities and different pages on Facebook and Twitter to promote your app.

You can also use WhatsApp in other messaging apps to your advantage by sending bulk messages. But again, do not go overboard, as these messages can easily be termed spam. Give it your all to make things in your favour.

Over To You

Do you have any experience marketing your app after coming up with a great product? Please share it with the other readers of this blog. You can also ask any question or offer your valuable feedback by using the comments section below.

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on individual and corporate level, I will be very glad to do that I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained includes staffs of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. **You can reach me on Whatsapp HERE.** Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views

about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

Fact Check Policy

CRMNIGERIA is committed to fact-checking in a fair, transparent and non-partisan manner. Therefore, if you've found an error in any of our reports, be it factual, editorial, or an outdated post, please contact us to tell us about it.

Fact Check Policy

Contact Us

Sharing Is Caring. If you enjoy this article, help us share with others.



Related posts:

Electronic Payment Concepts: The Five Modes

Blogging Success Tips From Steven van Vessum

Amazing Blogging Success Tip From Elise Dopson

Blogging Success Tips From Brent Custoras