



How to Leverage Online Reviews on Your Website for More Leads, Referrals and Clients

Including online reviews on your website is a highly-effective way to leverage the power of online reviews to build trust and generate more leads and clients. As shown in the following statistic, it is also an important next step - a bridge - from the reviews your prospects read on sites like Zillow, Facebook, Google, etc.

"54% of people will visit the website after reading positive reviews." Bright Local's 2016 Local Consumer Review Study

The following tips will give you the know-how for leveraging your existing online reviews on your own website for more leads, referrals and clients. First, we'll look at how to choose the right reviews to share on your website. Second, we'll discuss 3 ways to power-up your reviews on your website for maximum effect.

Choosing the Right Online Reviews to Use on Your Website

The online reviews that will be most effective at connecting with prospective clients will include at least 1 of the following 4 elements. A review with all 4 elements will be the most effective.

1 - Relatable: The review includes personal info (think first-time homebuyer, veteran, seller relocating to new city, empty-nester, etc.) and how you helped them.

Example: "This was my first experience buying a home and I was nervous and confused about the entire process. Sarah was the best agent I could have asked for as she was patient, knowledgeable and helped me feel confident every step of the way."

2 - Addresses a specific objection and answers questions: A couple of examples that come to mind are FSBOs who don't want to pay commission and real estate investors who think agents don't understand real estate investing.

Example: "I have always been a firm believer in not using an agent and paying someone a commission to sell my house. Pat, however, came in and showed me exactly how I was

underpricing my home, answered all my questions and showed me exactly how he could make me more money (even after paying his commission) than trying to sell myself.”

3 - Shows Before and After and Specific Results: Specifics - especially when it comes to results - makes a review come across as much more trustworthy.

Example: “My home sat on the market for 6 months with another agent and Angela not only got my home sold above asking price, but she also got it sold in less than 30 days! I’d recommend her to anyone looking to list and sell their home.”

4 - Uses Authentic Language of Buyer or Seller: Don’t choose reviews full of industry jargon (Comps, Loan-to-Value-Ratio, etc.). Instead, make sure review is written in conversational, plain speak that comes across as authentic.

3 Ways to Power-Up Your Reviews on Your Website

Follow these 3 steps to ensure you are making the most of the reviews you put on your website.

1 - Picture Perfect: Always include a photo of the person who left the review. Studies show that a photo increases trustworthiness.

2- Pop Out to the Eye: Your website visitors are not reading every word on your website, instead they are skimming and scanning your content. Because of this, you need your reviews to pop out and catch their attention. Set reviews apart utilizing whitespace, bold the most important text, and pull out part of the review to use as a title.

3 - Prime Placement: Location, location, location - Where you place your reviews is key. Reviews can be on any pages of your website; however the following 3 are prime, valuable real estate. The first place you want a mix of reviews (relatable to both buyers and sellers) is on your website’s home page. Next, make sure to use reviews on lead-capture landing pages. These reviews will be specific to the type of lead you are trying to capture (e.g., seller relocating, first-time homebuyer, military veteran, etc.) and use should place at least one review near/under your sign-up form. Finally, place reviews in the actual lead magnet (downloadable buyer guides, market reports, home value reports, etc.), and once again, the review should relate to the person you are targeting with these free offerings.