

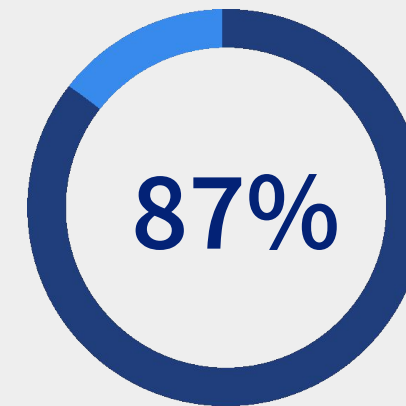
Tip sheet

5 tips to win more home services leads with **online reviews**

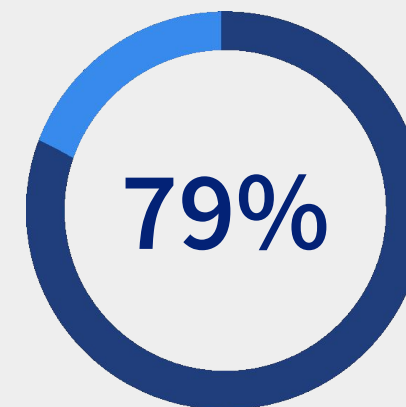




Online reviews play a key role in driving leads to your home services business.



According to BrightLocal, **87% of consumers read online reviews** for local businesses before making a purchase or contact



79% trust online reviews as much as personal recommendations.

Actively collecting and displaying positive online reviews can help your business establish credibility and generate more leads. Here are five low or no-cost best practices to help you get more customers to leave more online reviews.

1

Focus on your Google Business Profile

Google is by far the most used search engine, so make sure you focus on getting reviews on your Google Business Profile. This can help your search rankings and attract more leads.

2

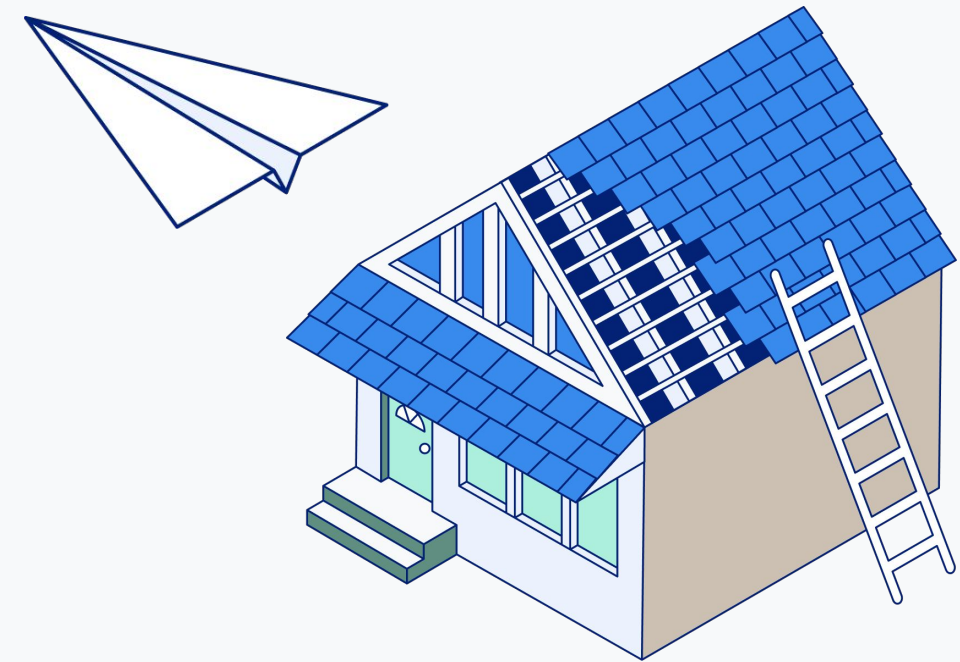
Ask in person

Make it a habit to ask for online reviews from customers in person when you complete a project as 57% of consumers say that if an employee asks them to leave a review they are likely to highly likely to do so. Small, printed takeaways like a card or flyer that directs people where to leave online reviews can increase the chances they'll follow through and do so.

3

Provide a reminder on your invoice

Add a message on your invoice reminding customers to leave a review. This is a simple and effective way to ask for a review.



4

Follow up with a link

Send a follow-up text message, email, or phone call with a link to your review site(s) of choice. This makes it easy for customers to leave a review and can increase your chances of getting a response. Make sure it is mobile-friendly.

5

Utilize other review platforms

Don't forget about other review platforms such as HomeAdvisor, Angi, Thumbtack, Facebook, and Yelp. The more positive reviews you have on these sites, the higher your business will rank.

CallRail

Turn your online reviews into leads

CallRail helps you to understand how online reviews generate more leads for your business by tracking what leads are coming from what review sites.

To learn more about how online reviews are tied to lead generation for your business, sign up today for a free 14-day trial.

Sign up today

