



# THE POWER OF GOOGLE REVIEWS

WHY A STRONGER ONLINE REPUTATION MATTERS



**STEVE GIBBS**

General Manager, Tucson, AZ

Leveraging Google Reviews can provide a significant credibility boost to small businesses at no cost. Utilizing Google Reviews boosts local SEO rankings on Google, strengthens your online reputation, and empowers your businesses to thrive in today's competitive market.

## TUCSON LOCATION

General Manager Steve Gibbs puts a great deal of stress and importance on his team following up with happy customers to add a Google Review, and it shows — with more than **220 Google reviews with an average of 4.8 stars**. As a result, here is a real-life conversation Steve had with a customer:

Steve: Thanks for calling Factory Expo, this is Steve can I help you?

*Eli: Yes, is Bob available?*

Steve: I am sorry he is out on a tour with a customer, can I have him give you a call back?

*Eli: Well, I have never spoken with him, so I could speak with anyone, but I saw his name on Google Reviews so thought I would ask for him. I am interested in buying a home and he looks like he does a good job.*

Steve: He is the best, so you will want to talk with him. What is your number Eli?

*Eli: (provides phone number)*

Steve: I will have him call you as soon as he finishes up. Thanks Eli!

This underscores the immense impact of Google Reviews on our business. The customer's direct reference to Tucson's reviews and their instant trust in Bob's expertise shows the tangible benefits of their online reputation, but it takes **everyone** to participate.



## TUCSON'S NEXT DOOR COMPETITORS



3.9 STARS - 55 REVIEWS



3.6 STARS - 87 REVIEWS