



# In a hurry to get more Google reviews?

Here's why that approach could cost you



# It looks spammy to Google

There's more to review signals than quantity alone—velocity (how often you get reviews) and diversity (Facebook recommendations, BriteBee reviews, etc.) are also essential.

In fact, Google can monitor velocity, and if your business gets a big review spike or Google picks up on another strange review pattern, it looks spammy and might even lead to some reviews being removed. Here's Google's official stance:

"Reviews are only valuable when they are honest and unbiased. (For example, business owners shouldn't offer incentives to customers in exchange for reviews.) "

Even if you're not offering a monetary incentive for reviews, it's not worth risking the wrath of Google and having them deleted.

**Review consistency is more important to your ranking than quantity.**





## Reviews get stale fast

This stat says it all: 84% of consumers believe reviews older than 3 months aren't relevant.

How's it going to look if you have thirty five-star reviews that were posted six months ago and there hasn't been a new one since?

They might think you've closed up shop or maybe assume the quality of your customer service has gone downhill.

To state it simply: Freshness is king, not quantity.

**You've got to make sure your reviews are consistently paced to meet your prospects' expectations.**





# You'll burn through your best potential reviewers.

You have clients who love you, and they're more than happy to give you five-star reviews.

But if they all pile onto Google right now, that means they won't be around to give you good reviews later on when you might need them more.

You've used all your customers' goodwill. And existing clients—who are willing to give reviews—are a finite resource.

You'll pretty much have to depend on brand-new clients' reviews solely going forward.

**Blowing that review potential too quickly is like giving your race car a nitro boost when there are still 100 laps to go.**



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