



THE MAGIC OF

Google

Reviews ★★★★★



Today being a successful business in any industry means one thing - Being visible on the first page of a Google search. This is true for your school too! If you are not, you might as well not exist for your customers i.e., prospective parents.

Now, there are many factors that determine whether or not your website makes it to the **Crème de la crème** - Content, Keywords, Search Engine Optimization (SEO), and more. While businesses spend thousands of dollars (or rupees) on digital marketing game, there is one area they neglect - **Google Reviews & Ratings**.

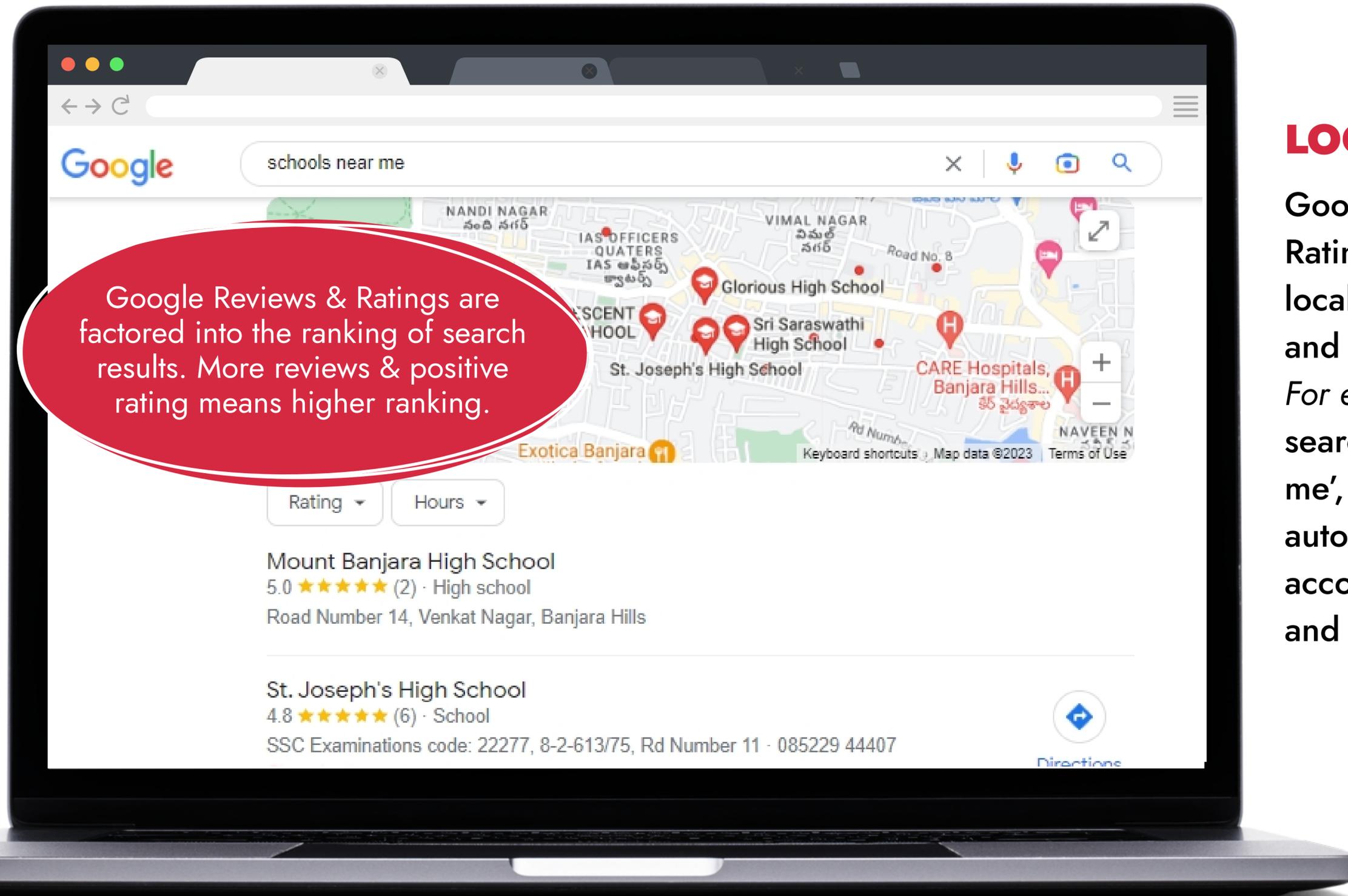
WHY?

- ✓ Most think that Google Reviews and Ratings don't directly help in increasing search ranking and visibility.
- ✓ Reviews and Ratings are completely user-generated and there is not much anyone can do to make an impact.

Beeeeep..... These are myths. So let's debunk them!

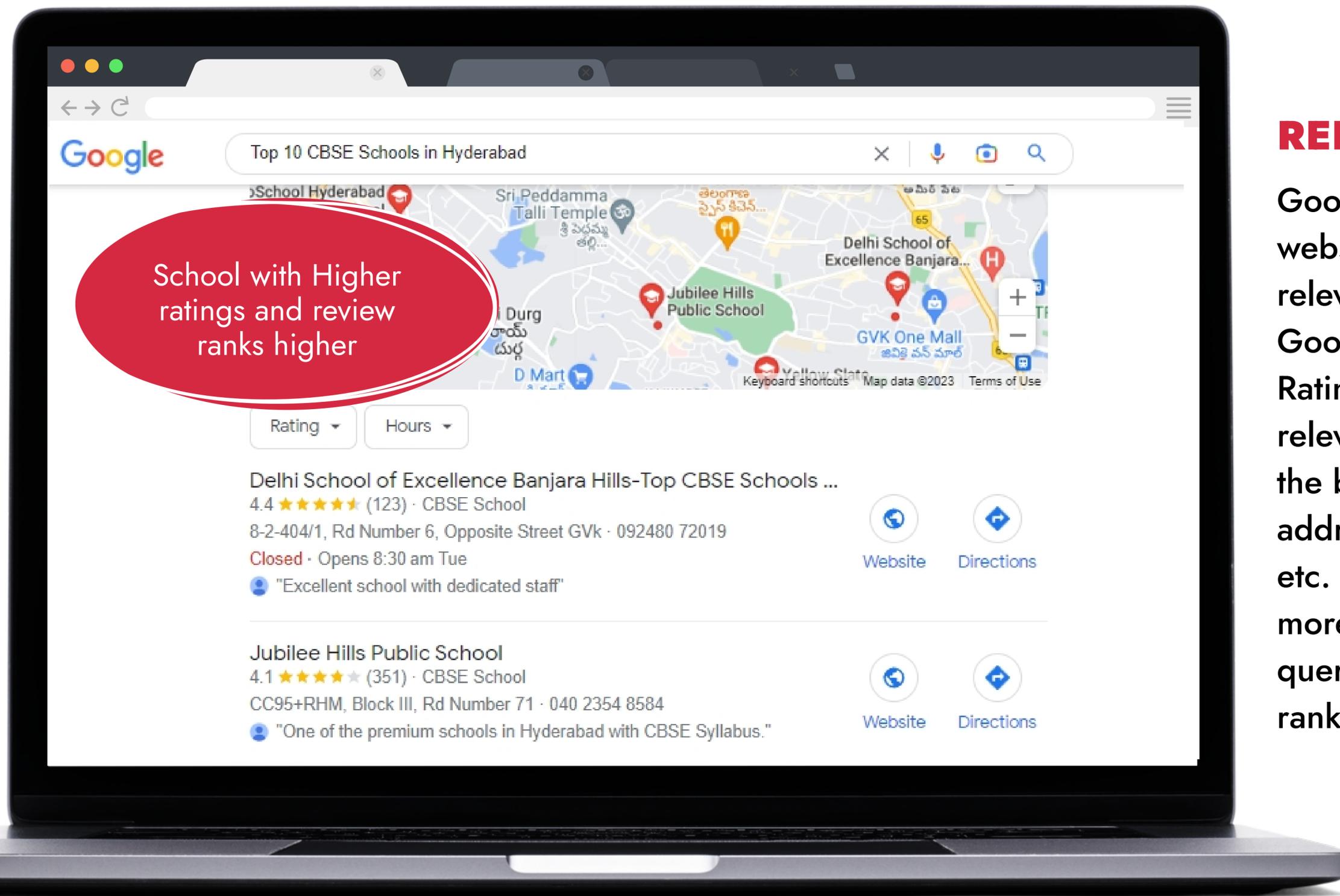


HOW GOOGLE REVIEWS & RATINGS IMPACT GOOGLE'S SEARCH ALGORITHM



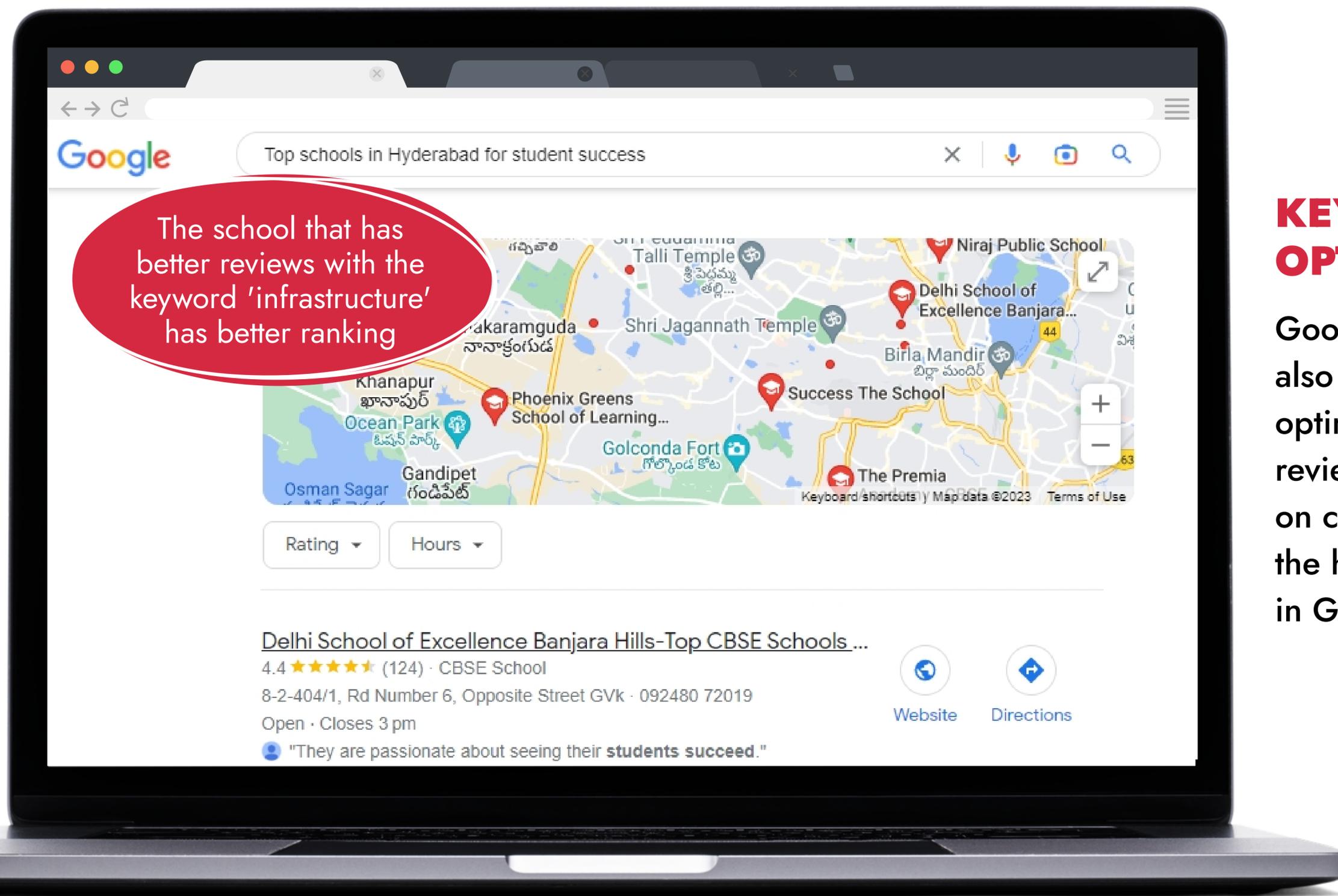
LOCAL SEO

Google Reviews and Ratings influences local traffic, visibility, and brand awareness. *For example - if someone searches 'schools near me', Google will automatically take into account the location and display results.*



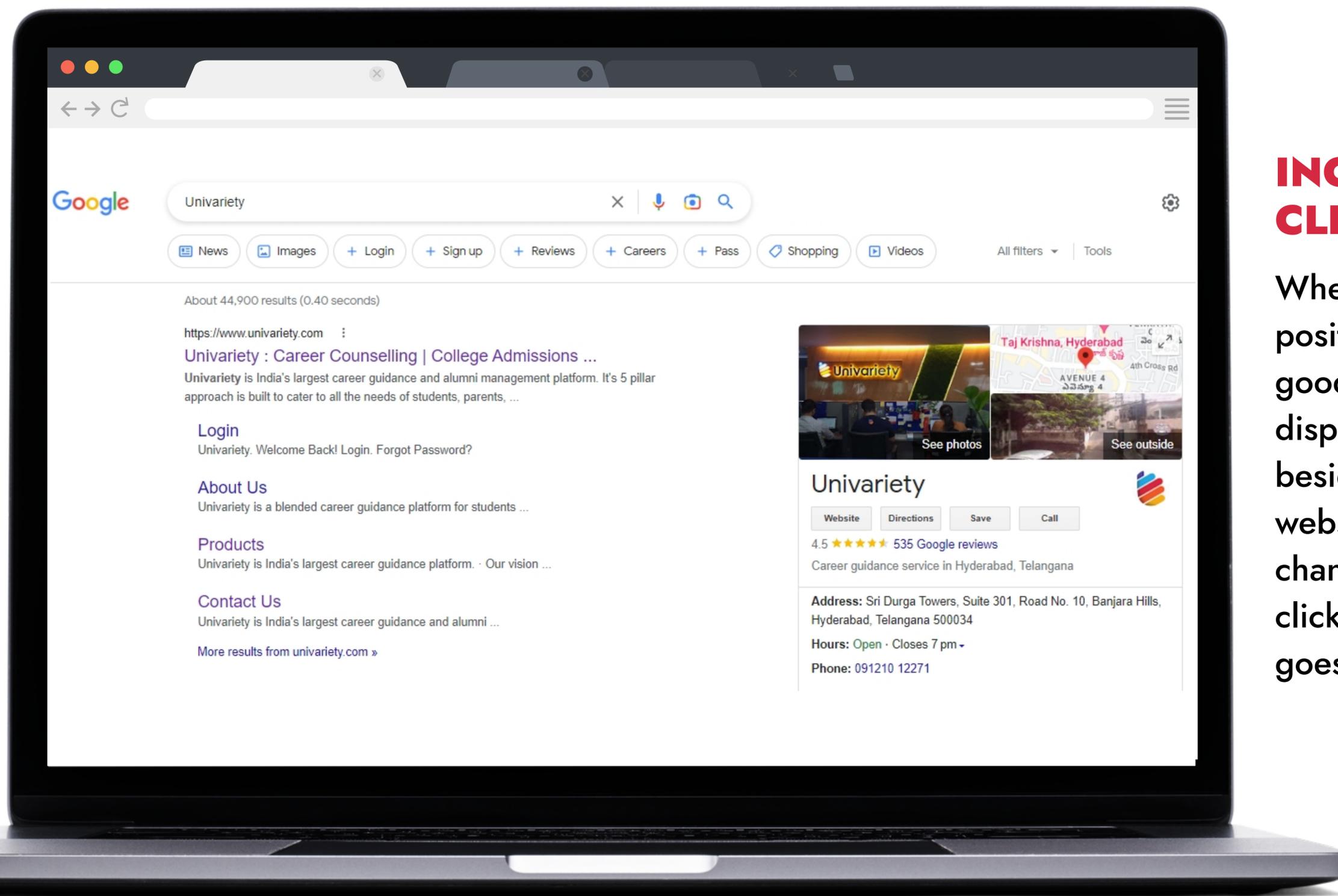
RELEVANCE

Google search ranks websites based on relevance. Positive Google Reviews and Ratings along with other relevant information like the business's name, address, contact details, etc. can make a business more relevant to a search query and improve its ranking.



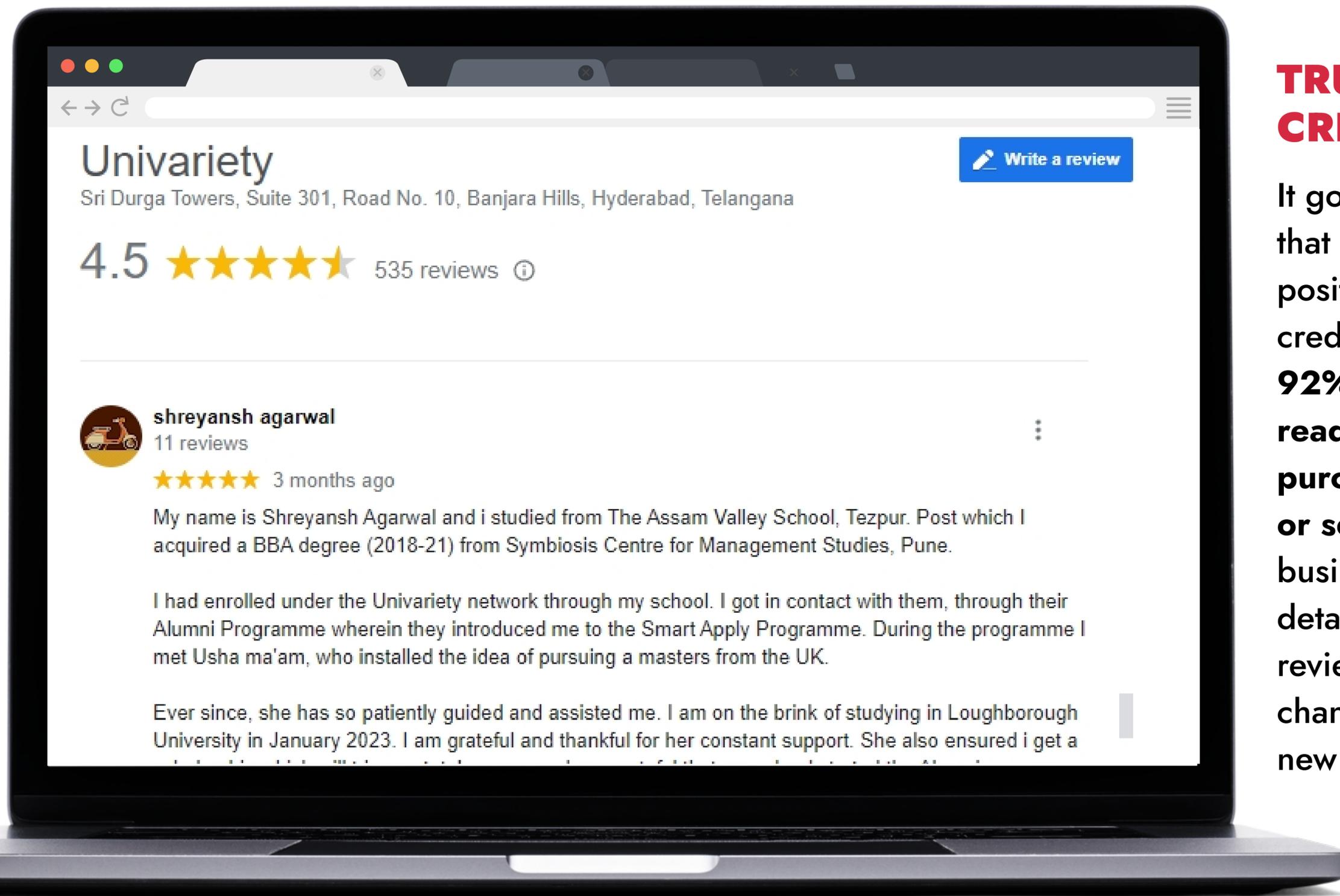
KEYWORD OPTIMIZATION

Google Reviews can also help with keyword optimization. The more reviews a business has on certain keywords, the higher it will show in Google search results.



INCREASE IN CLICK RATES

When a business has positive reviews and good ratings, Google displays the same right beside the business's website. This means the chances of a viewer clicking on the link goes up significantly.



TRUST & CREDIBILITY

It goes without saying that customers trust positive reviews from credible sources. **92% of customers read reviews before purchasing any product or service** from a business. The more detailed and positive reviews are, the better chance it has of acquiring new customers.



HOW CAN YOU INFLUENCE YOUR



GET CREDIBLE SOURCES TO WRITE REVIEWS FOR YOUR BUSINESS!



CREDIBILITY RATING



ALUMNI

PROS

Their reviews are Gold. They have been there, done that, and achieved success. Their experiences and achievements carry more weight in parents' minds than anything else.

CONS

They are not part of the school system anymore. It is rare for them to write reviews if they don't feel connected with the school.



CREDIBILITY RATING



PARENTS

PROS

Their reviews of the school's administration and management can give better insight to parents looking for admission.

CONS

Parents' interaction with the school is limited so their opinion may be inaccurate or biased.



CREDIBILITY RATING



STUDENTS

PROS

Their reviews about teachers, the learning process, and their achievements can be of great value to prospective parents.

CONS

They are still studying in the school so their opinions can be biased.



CREDIBILITY RATING



TEACHING & NON-TEACHING STAFF

PROS

Their words on the work environment, special training, and workshops can add credibility to the school.

CONS

They are employed by the school so their opinions are easy to confuse with that of the school admin.

Google Reviews and Ratings can work like magic for your school brand's online visibility and digital marketing. So don't ignore it!



MAKE GOOGLE REVIEWS & RATINGS WORK FOR YOU