

The Truth About How Reviews Impact Ranking On Google



4.6 ★★★★★ 29 Google reviews



★★★★★ Rating: 4 · 149 votes · Price range: \$



Read Our Reviews

★★★★★ Rating: 4.7/10 · 114 reviews



TRUSTEDPROS

Find Trusted Home Service Pros

★★★☆☆ Rating: 1.3 · 26 reviews



★☆☆☆☆ Rating: 1 · 27 reviews



Customer Reviews

★☆☆☆☆ 1/5

Average of 29 Customer Reviews

[Read Reviews](#)

[Start a Review](#)

BBB Rating & Accreditation

F

THIS BUSINESS IS NOT BBB ACCREDITED

[Search for Accredited
Businesses in this category.](#)



Joy Hawkins
@JoyanneHawkins



My sister almost hired a plumbing company in Canada that is currently on the Consumer Beware List because they have loads of fake listings and reviews on Google. Google has done an insanely poor job of removing them. Thank goodness I warned her. cc: @DataBoyd

Transparency Report

Purchase the full report



RATING RECEIVED:	Failed
EVALUATED BY:	Curtis Boyd <i>Founder, The Transparency Company</i>

On 21/01/2022, our system thoroughly analyzed 5 reviews on Google. After evaluating the data we found sufficient data that makes us suspicious of the legitimacy of these reviews and unfortunately are providing our "Unverified" badge to this report.

If you have any questions about the report or the data please contact us with the report ID number.

3:01 PM · May 17, 2022 · Twitter Web App

7 Retweets 1 Quote Tweet 42 Likes

Terrible businesses
aren't the only ones
buying reviews.



A restaurant is **more likely to commit review fraud** when its reputation is weak, i.e., when it has few reviews or it has recently received bad reviews.

Michael Luca, Georgios Zervas (2016) Fake It Till You Make It: Reputation, Competition, and Yelp Review Fraud. Management Science 62(12):3412-3427.<https://doi.org/10.1287/mnsc.2015.2304>

1-Star Reviews Are More Common in the last 10 years.

★☆☆☆☆ 1/18/2020

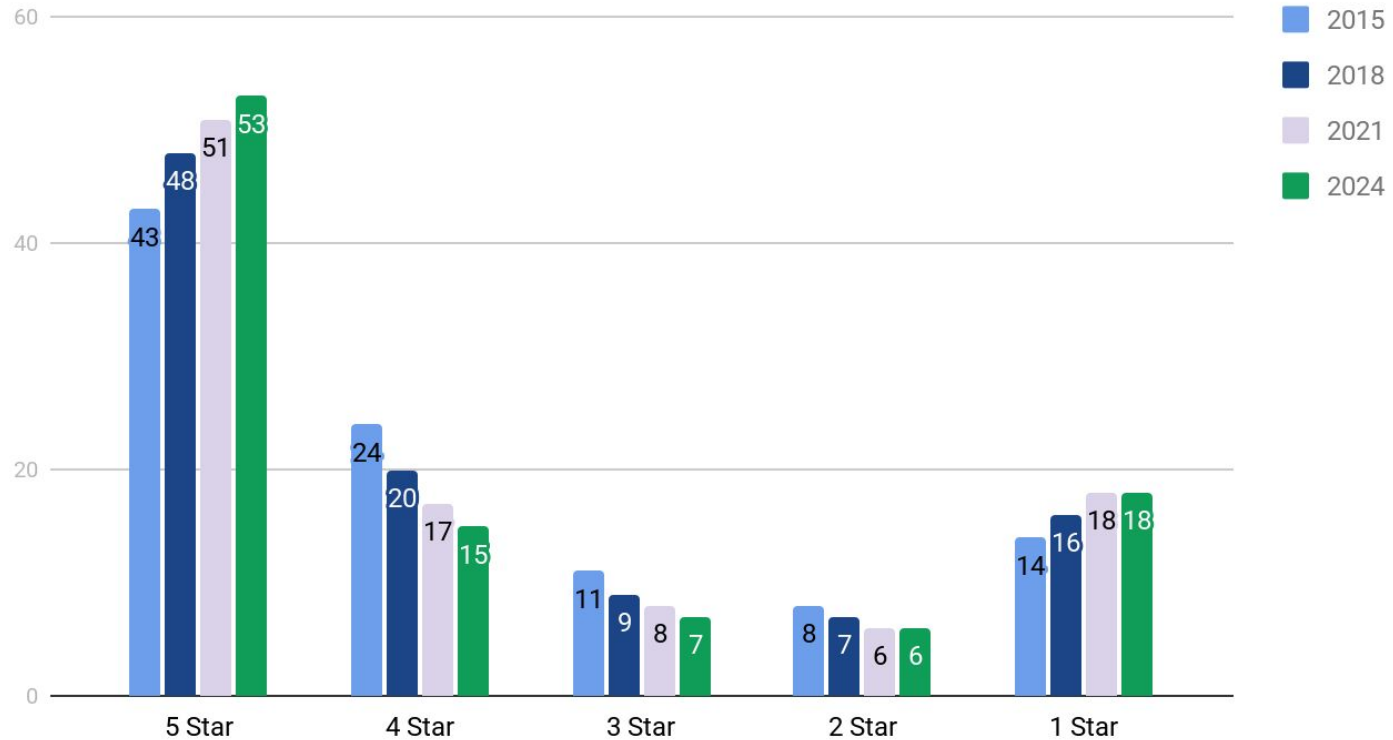
Extremely wet. Not a whole lot more than water so take that as you will (but you will have to take that). There is no welcoming party or even a concierge. So you're kinda jus there looking at water. It becomes pretty apparent that you really only have two options: look at the water or step in the water. So I'm summation: 1) bad service and 2) over the top product. 10/10 Won't go again

👍 Useful 13

😄 Funny 42

😎 Cool 3

Percentage of Distribution



How does a **legitimate business** compete?

How do reviews **impact** ranking?

How can you better
control which reviews
Google shows?

Does the **text of the review** impact ranking?



emergency dentist denver



All

Maps

News

Shopping

Images

More

Tools

About 3,500,000 results (0.54 seconds)

Dentists

Rating

Hours

Emergency Dental of Denver

4.6 ★★★★★ (549) · Emergency dental service

4200 E 8th Ave Suite 200 · (303) 623-4911

"If its a dental Emergency and you cant reach your normals."



Website



Directions

Urgent Dental of Denver

5.0 ★★★★★ (194) · Emergency dental service

2121 S Downing St Suite B · (720) 988-0759

"I had a dental emergency."



Website



Directions

Emergency Dentist 24/7 Denver

No reviews · Emergency dental service

2020 S Parker Rd F · (866) 489-5217



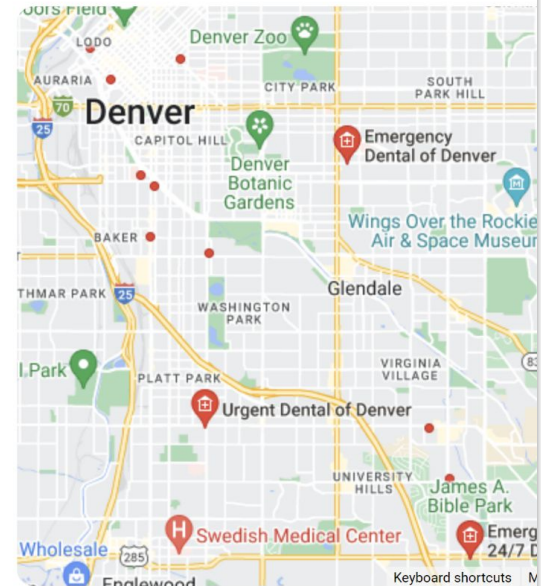
Website



Directions



More places



Disclaimer: Don't try
this at home.

Christmas tree farm.
Middle of **summer**.
They had a **terrible**
website & no obvious SEO.

- **May 26 – Nikki wrote a review**
- **June 8 – Joy wrote a review**
- **June 16 – Dave wrote a review**
- **June 25 – Brian wrote a review**
- **July 15 – Colan posted a rating only**
- **Aug 12 – Becky wrote a review**



Brian Barwig

2 reviews



★★★★★ 11 months ago

They have baller trees, eh. Buy from this place every year and the trees always last until at least January 2nd. Typically, they look great. Little full, lotta sap.

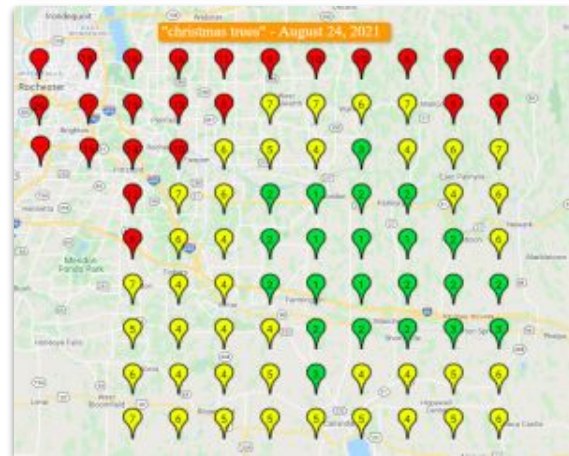
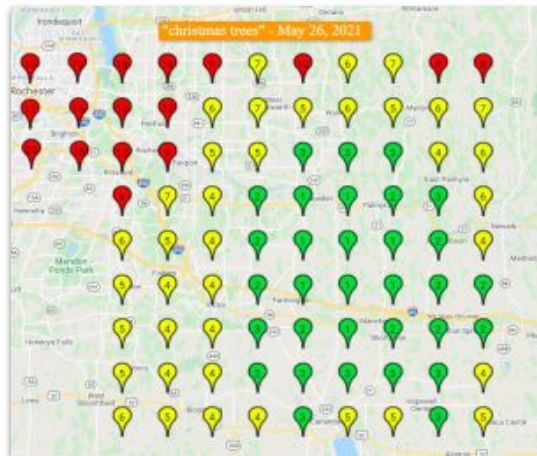


Like



Share

Side Note: Colan's
and mine both got
removed.

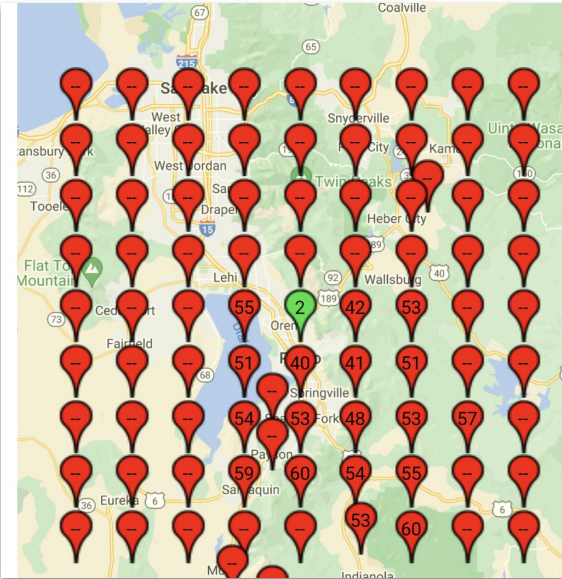


To-Do

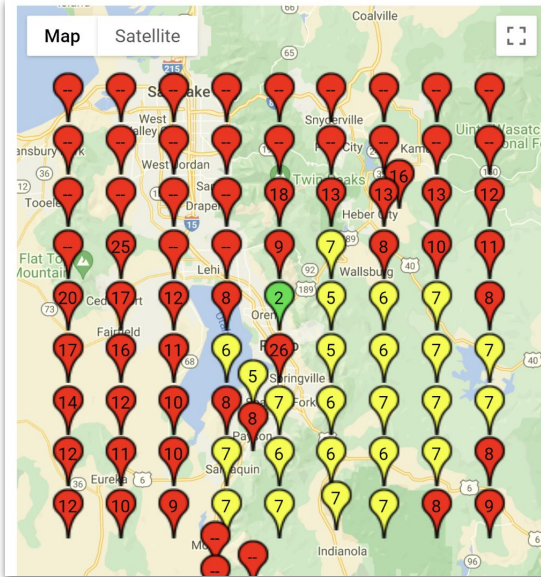
Don't
coach reviews.

Does **review velocity**
(# of reviews) impact
ranking?

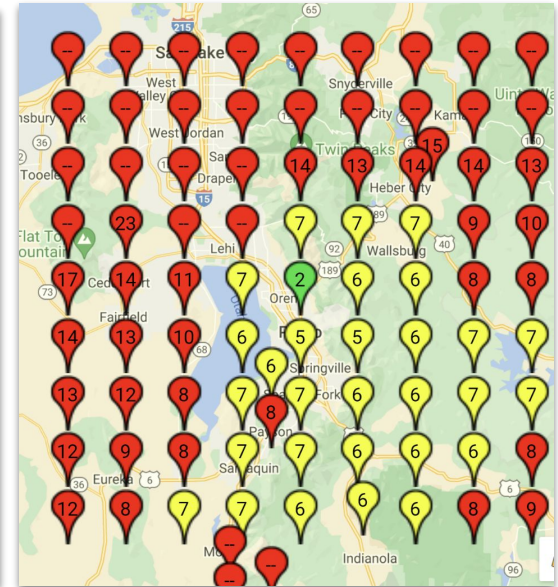
February 28
3 reviews, 3.7 rating



March 28
16 reviews, 4.8 rating



April 28
31 reviews, 4.9 rating



The Law of Diminishing Returns



“ At PatientPop, an increase in appointment leads when there were over 10 reviews.

Joel Headley, Co-Founder @ Leadferno

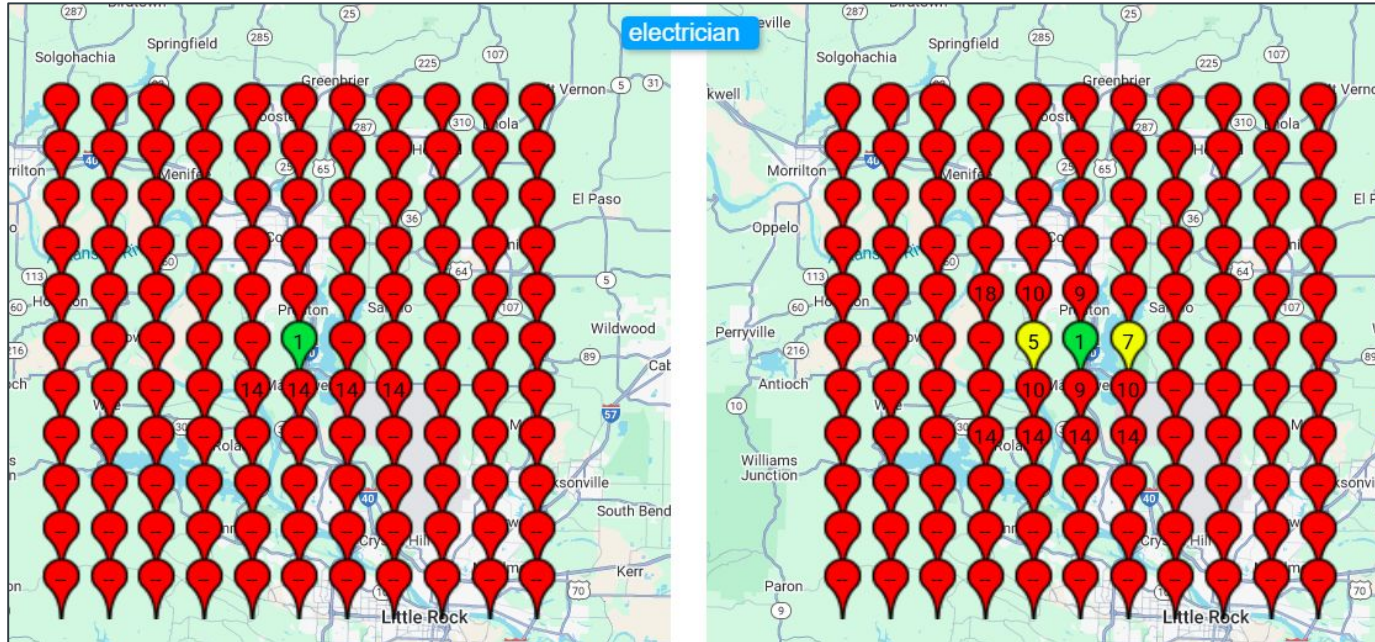
Picked 8 electrician listings throughout the USA

- **4 with 10 reviews**
- **4 with 9 reviews**
- **4 are SABs**
- **4 are B&M**

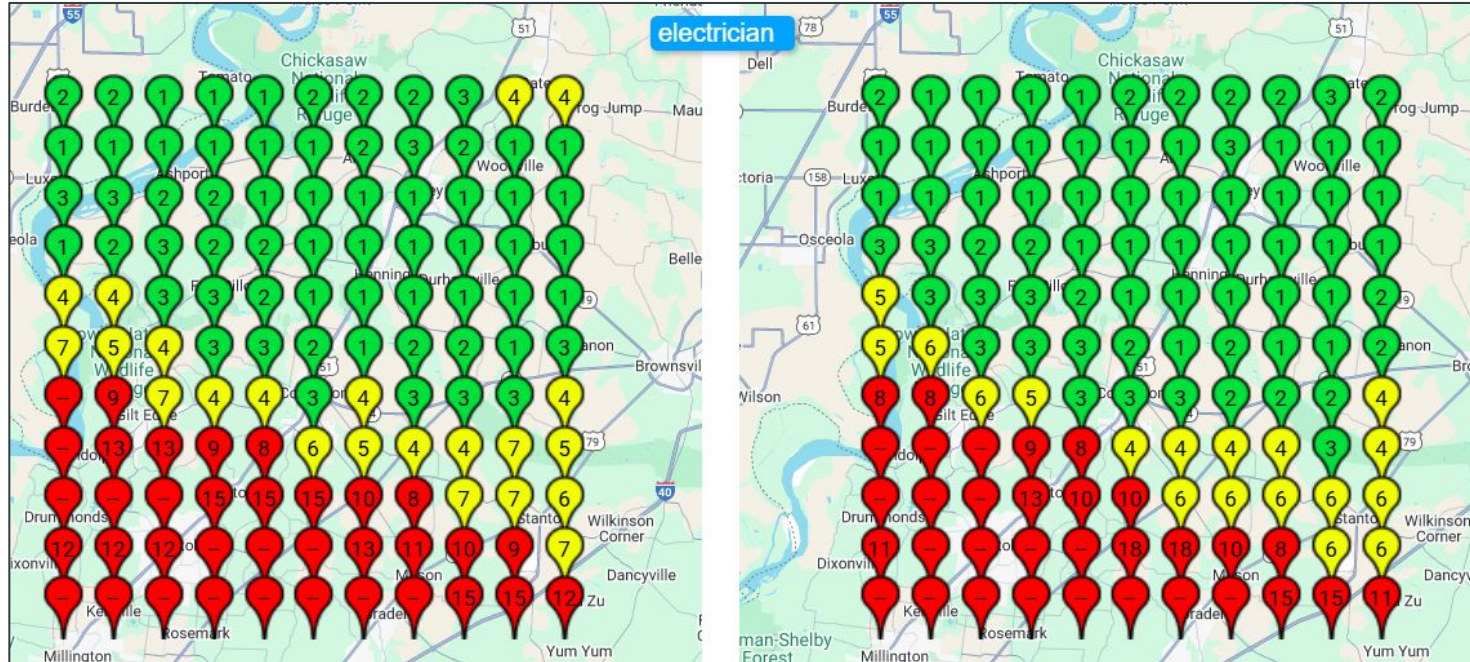
9 to 10 Reviews



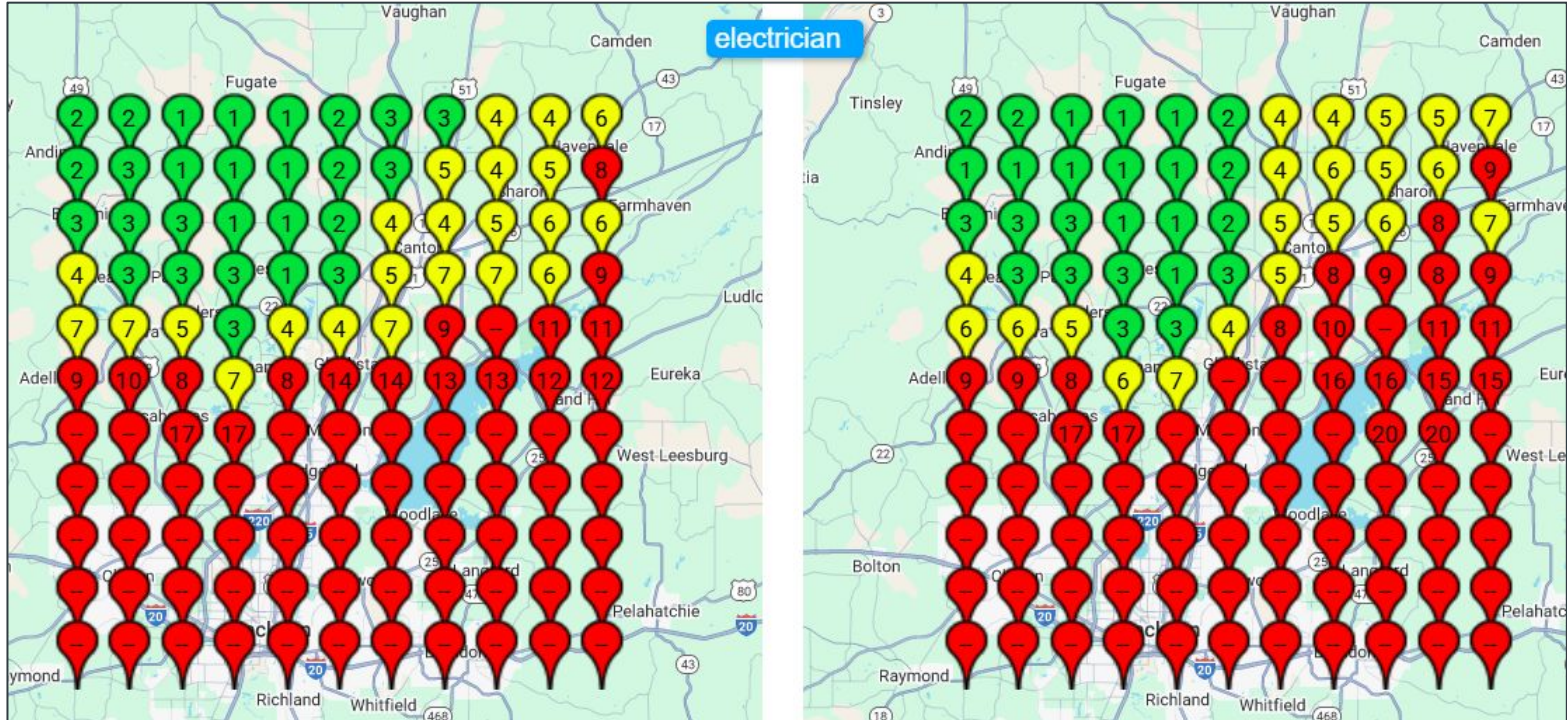
9 to 10 Reviews



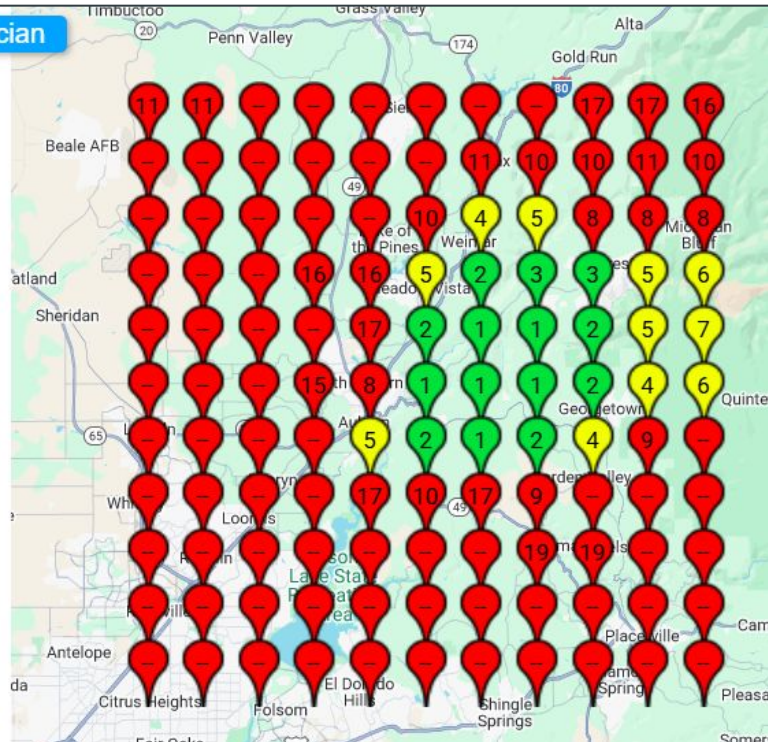
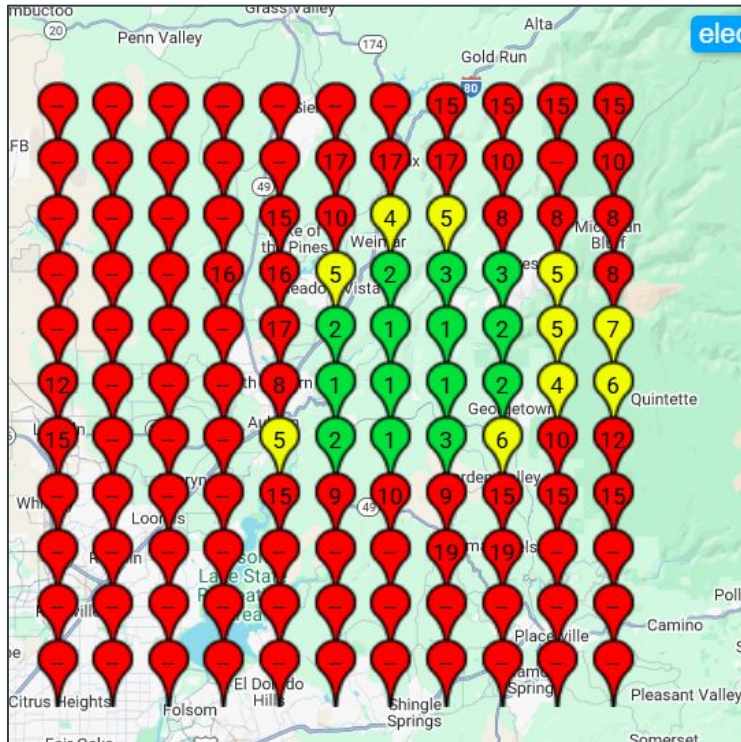
9 to 10 Reviews



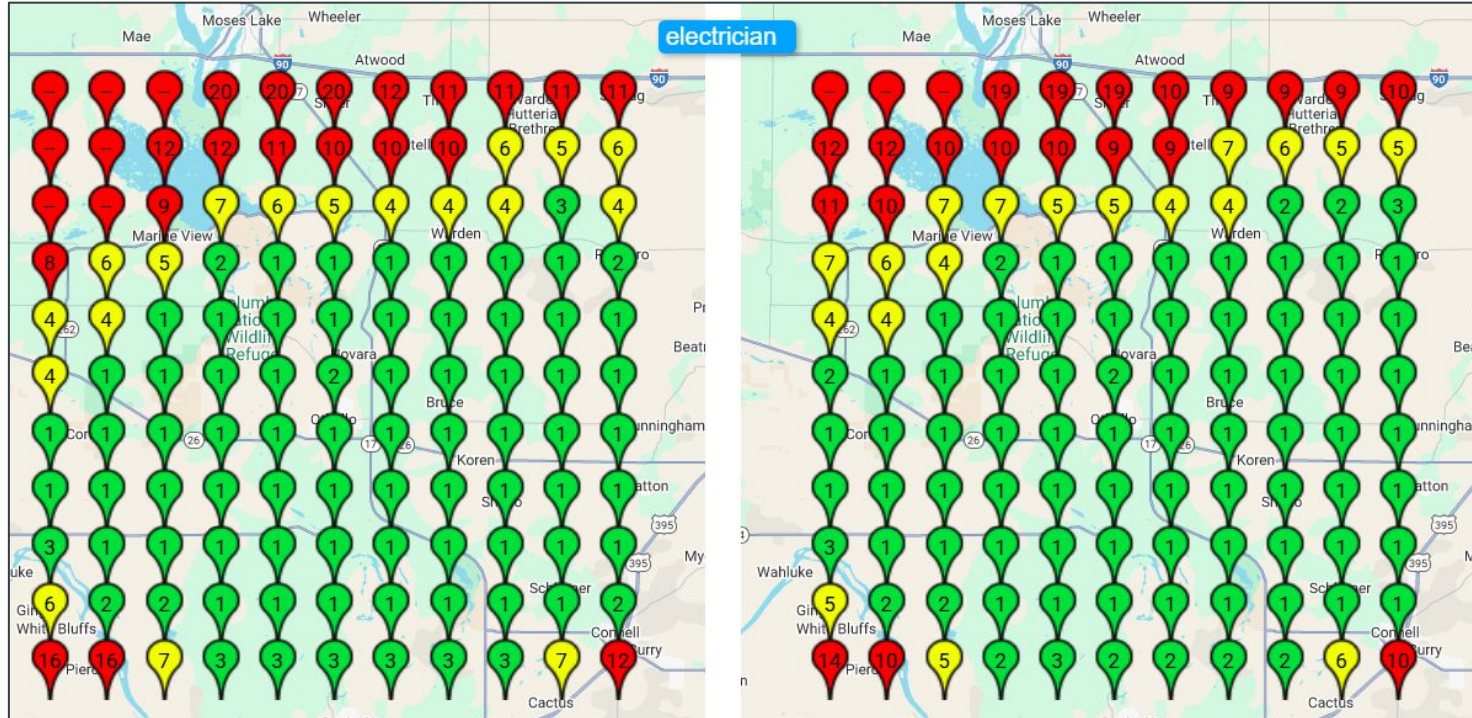
10 to 11 Reviews



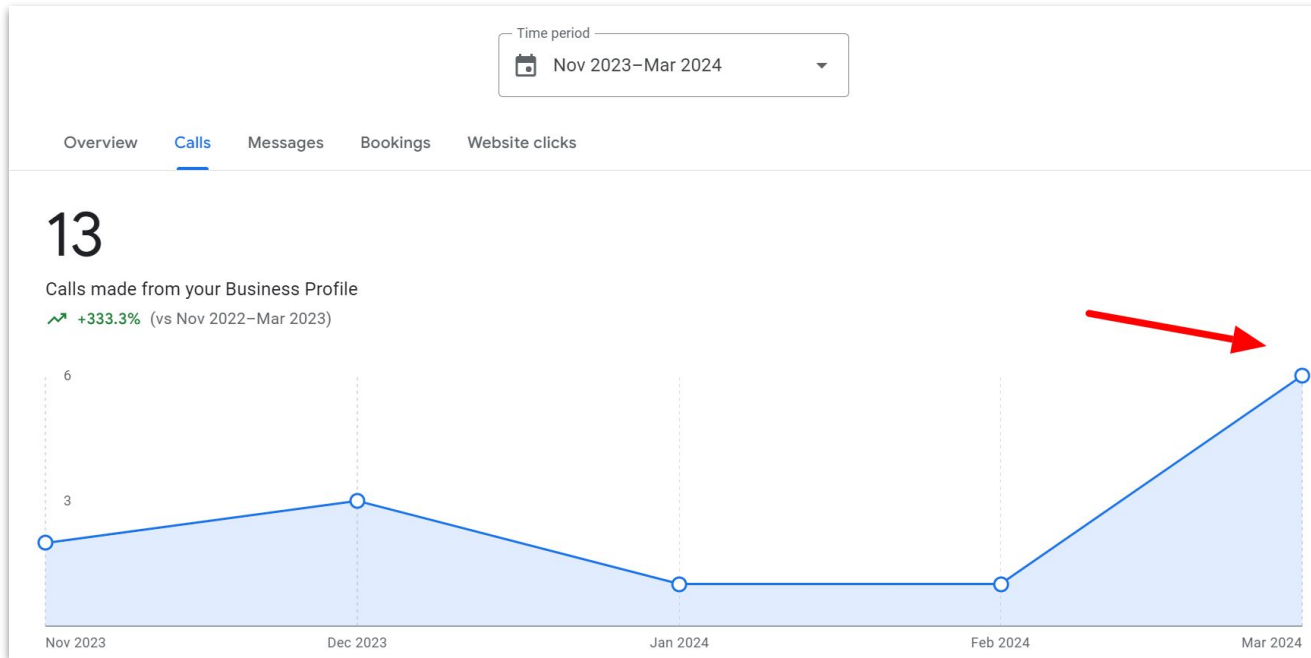
10 to 11 Reviews



10 to 11 Reviews



Got the 10th review

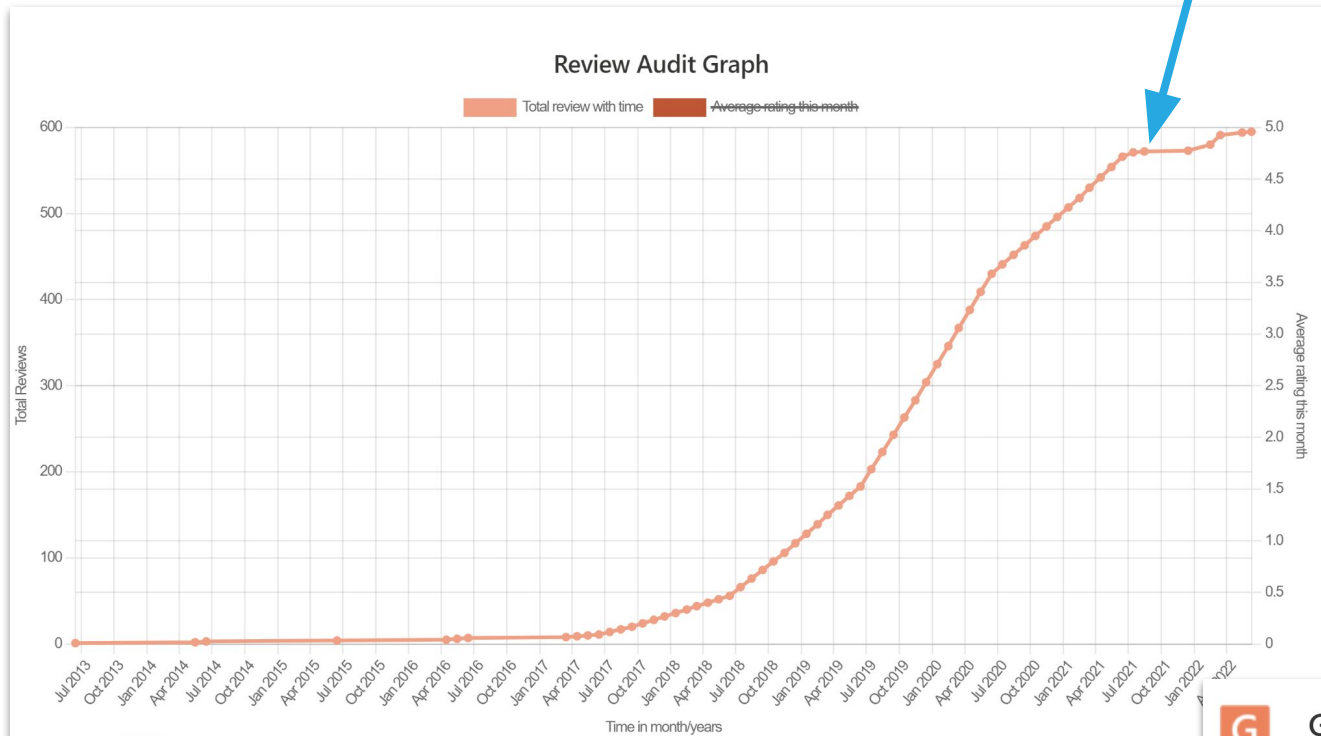


Aim to **get** at least
10 reviews on your
listings.

Review Recency

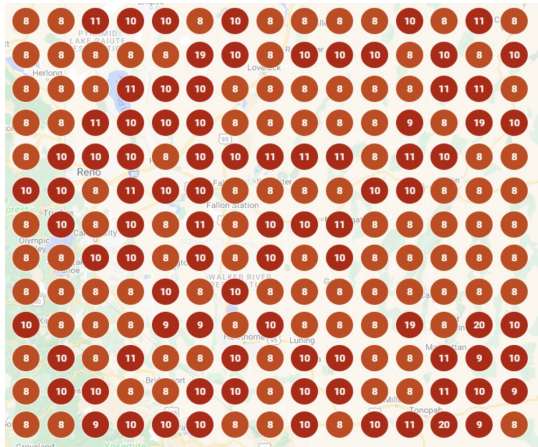
@joyannehawkins

STERLINGSKY

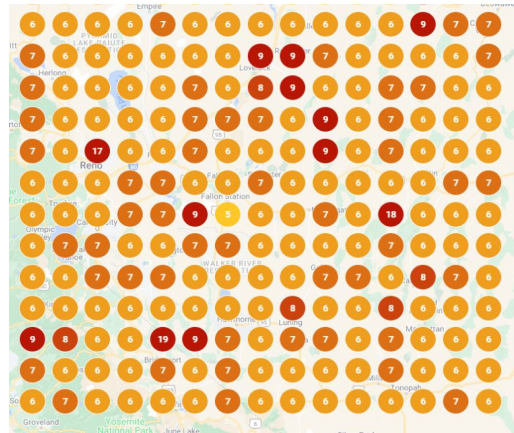


GMB Everywhere Audit

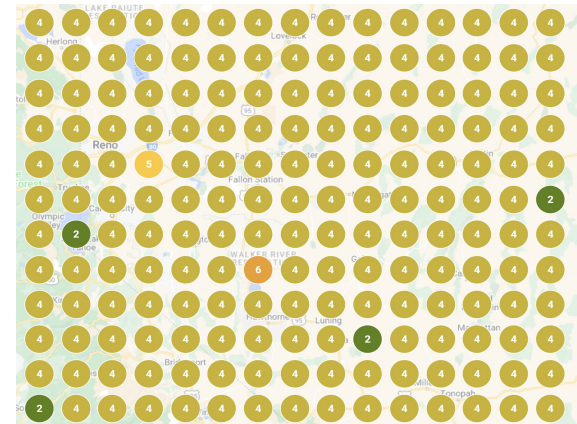
April 25



May 18



June 10



Incentivize staff
(not customers) for
reviews.

How can you better
control which reviews
Google shows?

New Jersey Motor Vehicle Commission

438 Summit Ave, Jersey City, NJ

 Write a review

2.9  902 reviews ⓘ



drevv hille (Kenobi)

10 reviews

 2 years ago

If you want to get your stuff done go at 4 AM!!! I arrived at about 4:40 and was 105 in line...they are cutting the lines off around 225 people so make sure you wake up early or else your just wasting your time. We received ticket for our ... [More](#)



Philip

Local Guide · 50 reviews · 4 photos

 2 years ago

ZERO stars! Worst MVC experience ever! STANDING in line for 5 hours for a license renewal, unacceptable. AND They don't provide the Real ID at this location! But they won't tell you till you reach the

How Recent the Review Is

Canada's Wonderland

1 Canada's Wonderland Drive, Vaughan, ON

Edit your review

4.5 ★★★★★ 43,121 reviews ⓘ



Local Guide · 82 reviews · 342 photos

★★★★★ 5 days ago **NEW**

Got the season passes and all day dining plans (with drink refills). Season pass lets you in to the park as early as 9am, while day admission's entry is at 10am. Arrived at 8:40am and there was already a moderate lineup. Outside food and ... [More](#)



Like



Alley Puddicombe
Local Guide · 88 reviews · 76 photos

★★★★★ 2 weeks ago **NEW**

I'm giving it a 5 star review because I've always loved wonderland since I was young buuut for the

Cookie Co. Redlands, CA.

100 W Stuart Ave, Redlands, CA

 Write a review

4.4  185 reviews 

 10 months ago

Update...we appreciate local businesses and have tried to give this place a chance. I really really wanted this to be my favorite cookie place but realized we haven't been back for a while. The last time we visited, our cookies were under ... [More](#)



 6



81artmonk

33 reviews · 7 photos

 4 months ago

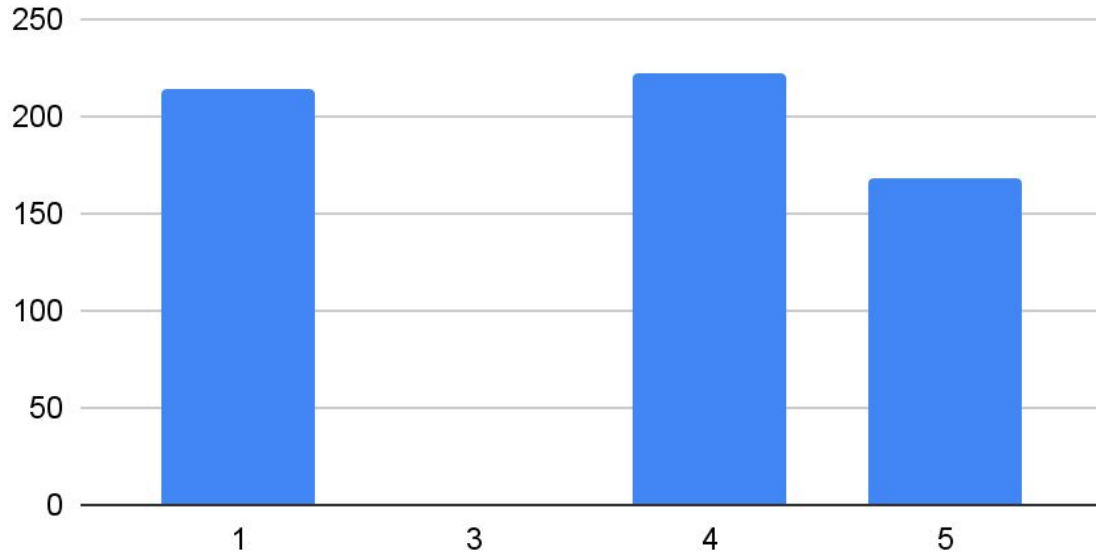
Stopped by one evening to give them a try. They suffer from what all the other cookie businesses locally suffer from.....undercooked cookies. We got home and every cookie we purchased was gooey and not cooked all the way through. I'm not ... [More](#)

Top 10-11 Reviews

Business Type	Time Period
Lawn Care*	1 Year
Jeweler	6 Months
Marketing Co.	5 Months
Handyman	4 Months

*Tracked top
11 spots

Days Live by Star Rating



Star Rating	# Of Reviews
★	4
★★	0
★★★	1
★★★★	3
★★★★★	19

Does Google highlight negative reviews?



ANON ANON


1 review

★ ★ ★ ★ ★ 4 months ago

Let me start by saying, the fact that I must make a fake google account in order to leave an honest review to avoid being posted to their YouTube channel already says enough. Called a day before to ask for prices of a part for my gun and was ...

[More](#)

 46

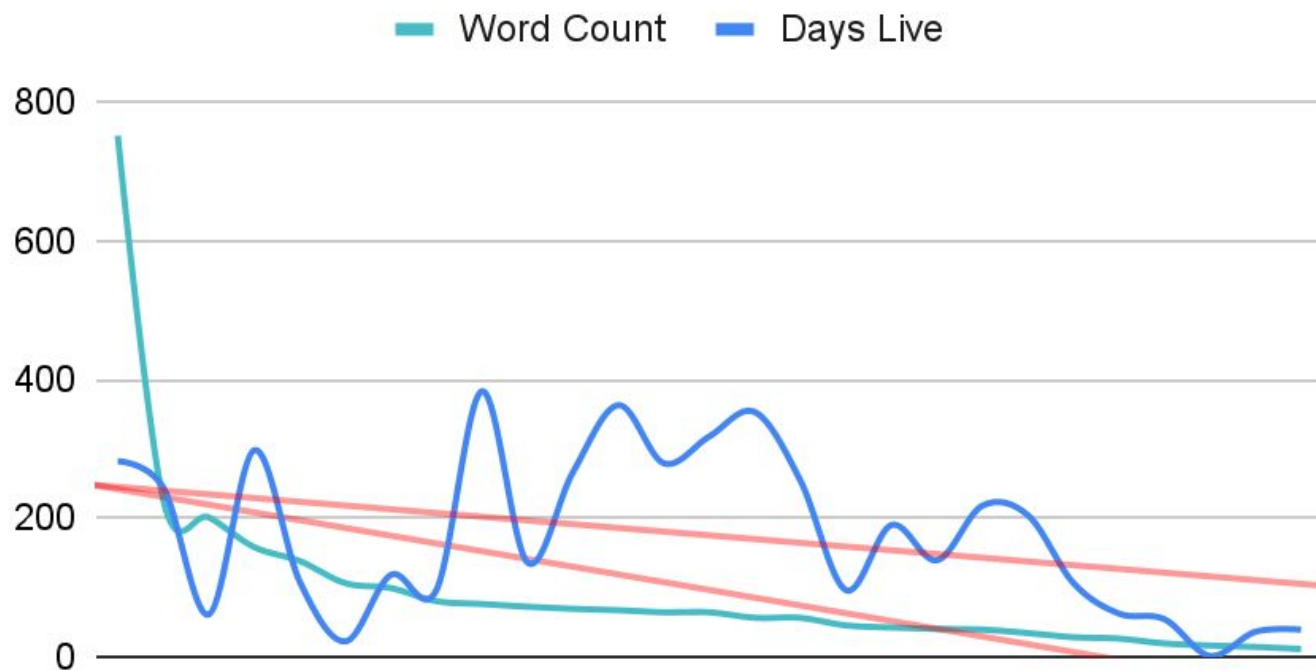
 Share

Response from the owner 4 months ago

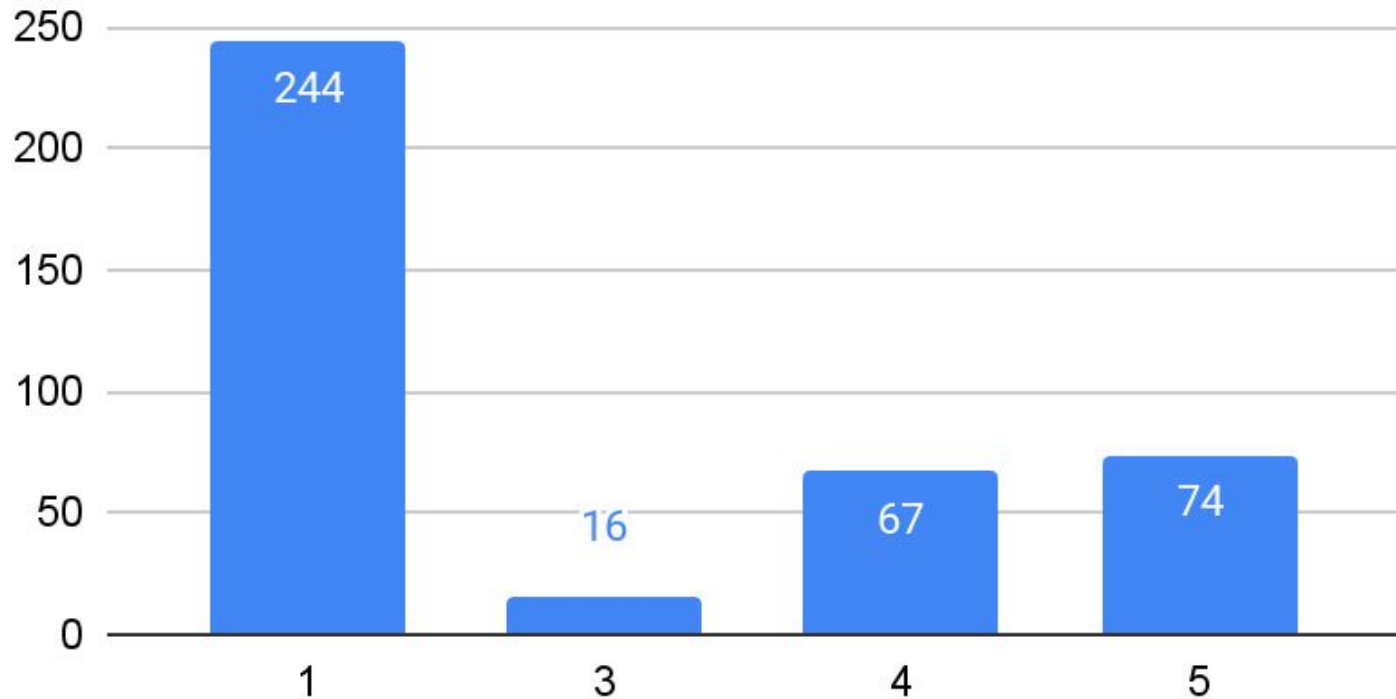
Thank you for admitting you're fake.

At least try to make your next fake review funny.

Word Count vs Days Live



Average Word Count vs. Rating



Encourage customers to **write longer reviews** (100+ words).



Joy Hawkins

Posting publicly ⓘ



What do you like about this business?

Good quality

Good value

Professional

Responsive

On time

Did you use this business?

No

Yes

★★★★★ a year ago

Positive: Professionalism, Punctuality, Quality, Responsiveness, Value

★☆☆☆☆ a year ago

Critical: Professionalism, Quality, Value

Rating Attribute	Days Live
Yes	159
No	208



Joy Hawkins

Posting publicly ⓘ



What do you like about this business?

Good quality

Good value

Professional

Responsive

On time

Did you use this business?

No

Yes

What services did they perform?

Add all applicable services

Mosquito extermination

Grass seeding

Flea & mite extermination

Ant extermination

Weed control

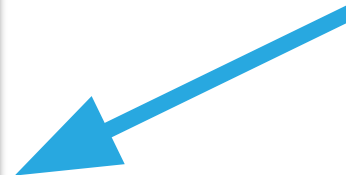
Spider extermination

Lawn pest control

Landscape design

Cancel

Post





Brian Korman

3 reviews · 2 photos



★★★★★ 8 months ago

Positive: Professionalism, Punctuality, Quality, Responsiveness

for many years and have been very satisfied with their technicians and their interest in our lawns. They identify if there are problems, suggest solutions and help implement solutions within the scope of their business. Our lawns look luxurious.

Services: Lawn pest control, Weed control, Grass seeding



1

Response from the owner 8 months ago

Thank you Brian, we really appreciate your positive feedback.

More importantly, we appreciate your loyalty and partnership all these years . Its a pleasure working together with you to create a green, thick and healthy lawn for you and your family to enjoy.

Service Attribute	Days Live
Yes	163
No	211

Don't bother asking clients to fill in the review attributes.

Local Guides

@joyannehawkins

STERLING**SKY**

New Jersey Division of Taxation

3 John Fitch Way, Trenton, NJ

 Write a review

1.5  117 reviews ⓘ

Local
Guide



Jae H. Lee

Local Guide · 13 reviews · 7 photos

 4 years ago

Awful. Website's dysfunctional with a broken link to a needed tax form and their main customer service number does not field questions from callers as of 3/27/2017. There are no other recourse to get them on the phone.

 4

Not a
Local
Guide



Samantha Hollins

5 reviews

 6 years ago

EVERYONE IN THAT DEPT. SHOULD BE FIREDI STILL DON'T KNOW WHY THE STATE TAKES OUR TAXES ON TIME, EVERY TIME BUT CAN'T NEVER SEEM TO SEND YOU YOUR REFUND!!!! THEN THEY WANT YOU TO PROVE YOUR KIDS ARE YOURS AS IF THEY DON'T HAVE THE ... [More](#)

 11

Average Days Review Stayed In Top 10

Local Guide	Lawn Care*	Marketing	Handyman	Jeweler
Yes	237	280	439	210
No	161	347	362	79

*Tracked top 11 spots

Average Word Count for Local Guides

Local Guide	Lawn Care*	Marketing	Handyman	Jeweler
Yes	186	157	70	53
No	76	202	87	114

*Tracked top 11 spots

Encourage
customers to join
the **Local Guides**
program.

Has
Profile
Photo




No
Profile
Photo



Rod Ponton, Attorney at Law - Big Bend Law

2301 TX-118, Alpine, TX

5.0 ★★★★★ 9 reviews ⓘ





Katrina Witt

3 reviews

★★★★★ 2 weeks ago NEW

He's the best kitty lawyer on the internet. A master at gaining the sympathy of the court. You want him on your side.

 2




Griffin Beam

2 reviews · 2 photos

★★★★★ a year ago

Positive: Professionalism

He surprisingly actually isn't a cat!

 9

@joyannehawkins

STERLINGSKY

Average Days Review Stayed In Top 10

Profile Photo	Lawn Care*	Marketing	Handyman	Jeweler
Yes	160	223	601	105
No	197	73	326	62

*Tracked top 11 spots

To-Do

**Encourage customers
to add profile photos.**

How Many Other Reviews They've Left

National Christmas Tree

15th St NW &, E St NW, Washington, DC

4.0 ★★★★★ 632 reviews ⓘ



Big Sexy

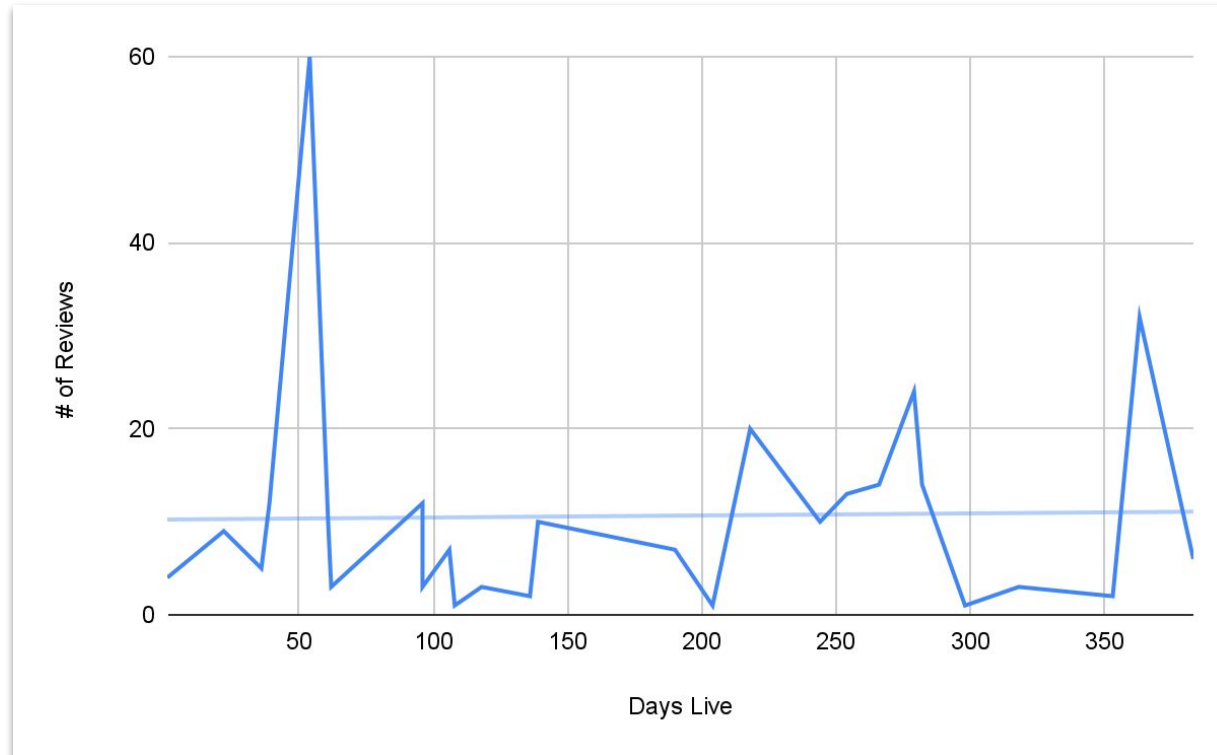
Local Guide · 24 reviews · 8 photos

★★★★★ 4 months ago

DO NOT VISIT THIS IN JUNE THE TREE WILL NOT BE THERE AND THE DECORATIONS WILL BE TAKEN DOWN ALREADY!!!! I wish I was told this before making the trip across the country... 🤔🤔🤔

👍 2

How Many Other Reviews They've Left



How Many Other Photos They've Left



Annex Wake County Detention

3400 Hammond Rd, Raleigh, NC

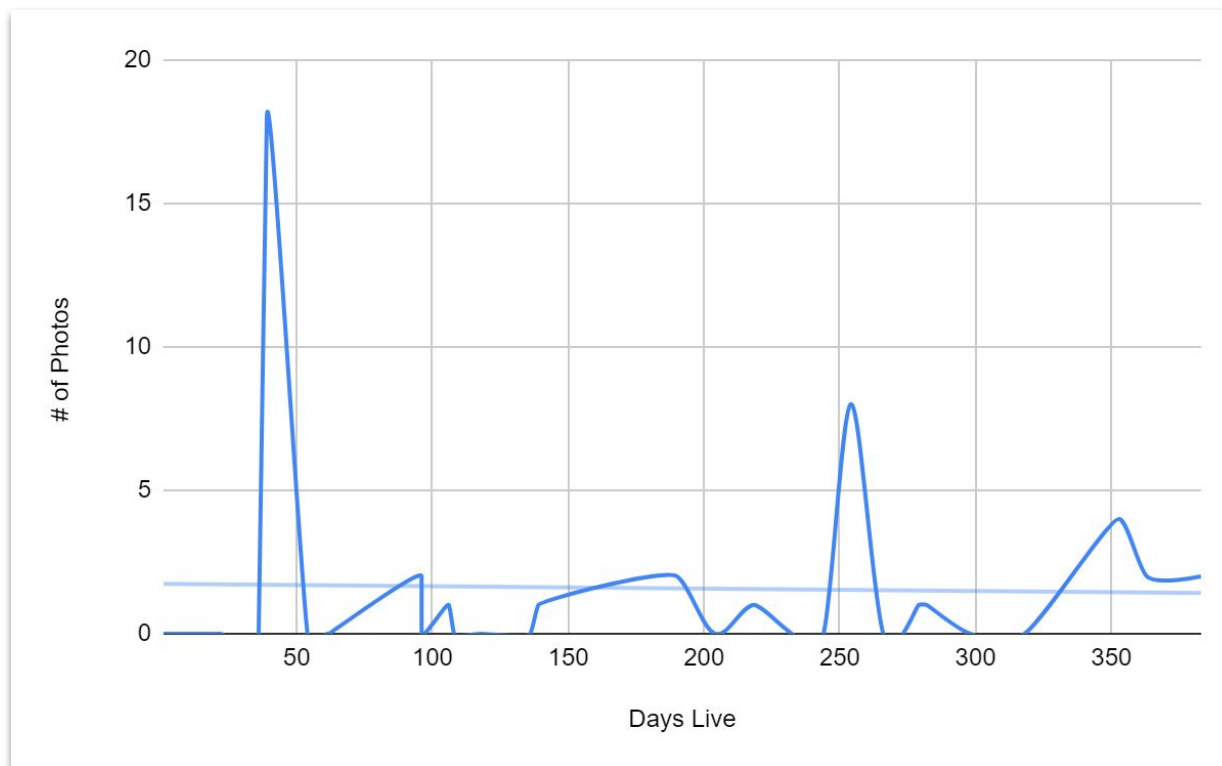
5.0 ★★★★★ 1 review ⓘ

Sort by

[Most relevant](#) [Newest](#) [Highest](#) [Lowest](#)

**SMC_SNIPER**
7 reviews · 4 photos
★★★★★ 2 years ago
Kids loved it-it was a fun time
 Like

How Many Photos They've Left



Don't spend effort trying to make sure the person is actively **reviewing** other **businesses**.

Upvotes



Luke Dolson

1 review

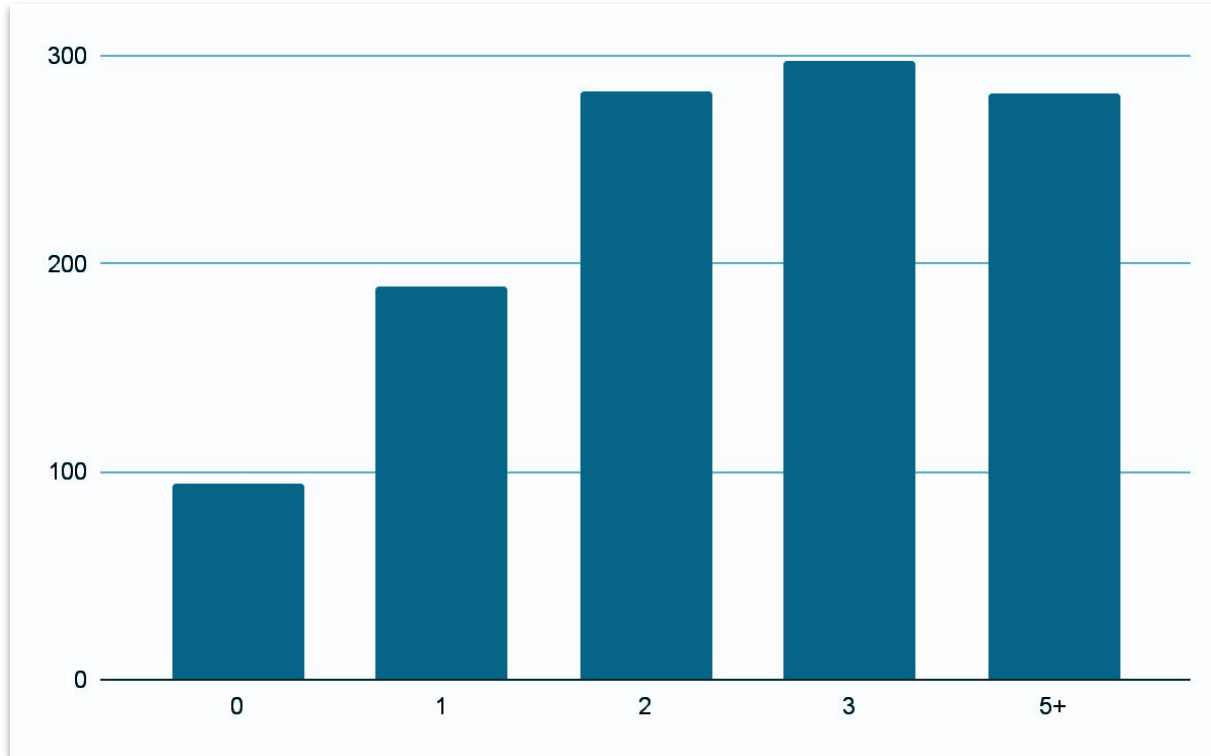
★☆☆☆☆ 2 years ago

Never seen one positive thing come out of this giant trash can.



16

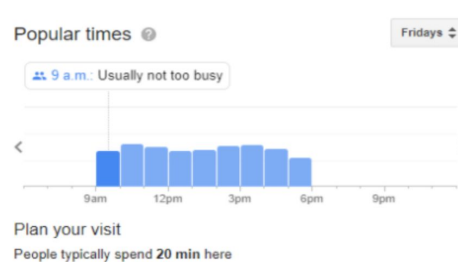
of Upvotes vs Days Live



Does Upvoting a Review Help it Show Up Higher on Google?

🕒 May 25, 2021 👤 Joy Hawkins 📁 Reviews 💬 6 Comments

People often want strategies to help them control which reviews Google highlights in the Knowledge Panel. One specific tactic that gets brought up a lot is the upvote feature that Google has beside each individual review. We wanted to see if upvoting a review on Google impacted where the review showed up so we did a test on this for a client of ours who had a negative review being highlighted in his knowledge panel.



<https://www.sterlingsky.ca/upvoting-reviews/>

Encourage customers
to **upvote** your other
reviews they find
helpful.

Photos in Reviews

Yes →

No →

Walt Disney World® Resort

Orlando, FL

4.7 ★★★★★ 234,772 reviews ⓘ

Customer service and cleanings have tanked. It is not clean like it used to be and none of the employees seem happy. Constant construction and you cannot even get on rides. Save your money and go on your dream trip. Unfortunately, the ... [More](#)



👍 4



Timmy Nutter

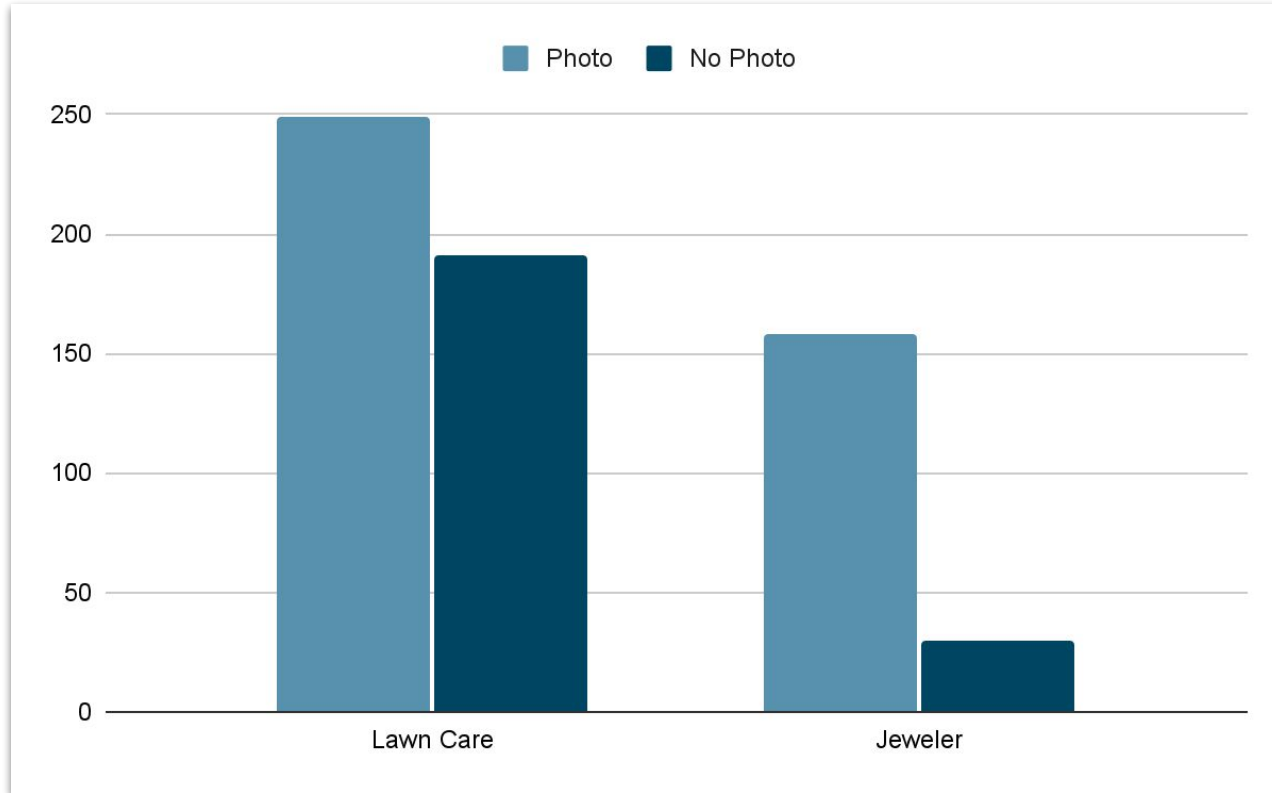
9 reviews · 1 photo

★☆☆☆☆ a month ago

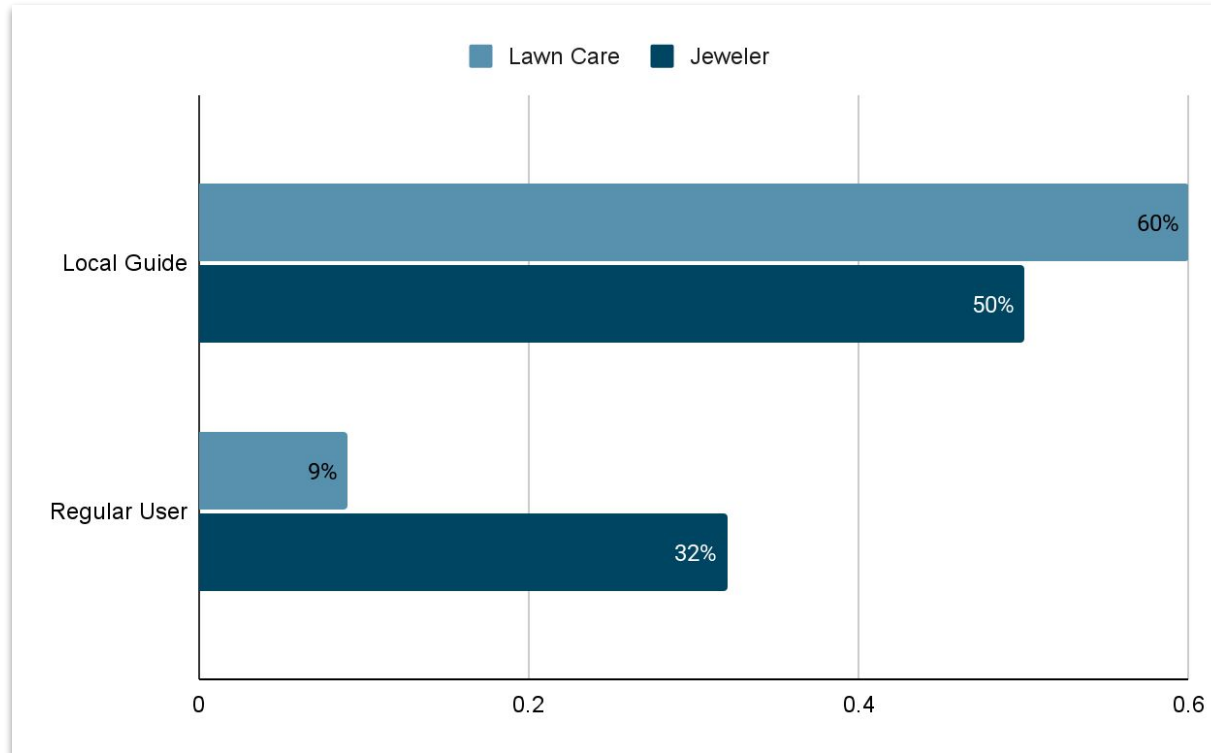
This will be my last trip to Disney World, Disney pretends to be big on equality but acts a completely different way. I noticed in stand by lines they would let around 10 people by and stop the line but if you bought a lightning lane they ... [More](#)


👍 2

Average Days Review Stayed In Top 10-11



% of Reviews that Also Left Photo





A map showing the location of Sterling Sky Inc in Mississauga, Ontario. The map highlights the city and surrounding areas like Brampton, Kitchener, and Peterborough, with major highways (401, 404, 407, 115, 7, 12, 21) and Lake Ontario visible.

Sterling Sky Inc

[Website](#) [Save](#)

4.9 ★★★★★ 63 Google reviews

Service options: Online appointments

Hours: [Open](#) · Closes 4 p.m. · [More hours](#)

Phone: [\(289\) 640-1877](#)

Appointments: [sterlingsky.ca](#)

Providers ⓘ



@joyannehawkins

STERLINGSKY

Name	Date Review Left	Star Rating
Henry Fernandez	Oct 15, 2021	1
John Armato	Oct 18, 2021	5
David White	Aug 9, 2021	5
W A	May 23, 2021	5
Ryan Lucia	Sep 23, 2021	5
Josh Gill	Oct 23, 2020	5
Anna Anderson	Oct 23, 2020	5
Anthony Kalka	Nov 23, 2020	5
Kayla Adam	Jan 23, 2021	5
Sherman Robinson	Nov 23, 2020	5

Name	Date Review Left	Star Rating
John Armato	Oct 18, 2021	5
Ryan Lucia	Sep 23, 2021	5
William Schroeder	Dec 19, 2020	5
David White	Aug 9, 2021	5
Josh Gill	Oct 23, 2020	5
David Sottimano	Jan 5, 2022	5
Michael Metres-Akbar	April 17, 2020	5
Kerry & Angelo Molinaro	May 22, 2018	5
Veronica Romney	Aug 2, 2019	5
Anna Anderson	Oct 23, 2020	5

5 Star Review

5 Star Review

1 Star Review

5 Star Review

5 Star Review

5 Star Review

5 Star Review

5 Star Review

1 Star Review

5 Star Review

5 Star Review

5 Star Review

5 Star Review

5 Star Review

5 Star Review

1 Star Review

5 Star Review

5 Star Review

Older
Review

Photo

1 Star Review

5 Star Review

5 Star Review

1 Star Review

1 Star Review

5 Star Review

1 Star Review

5 Star Review

5 Star Review

1 Star Review

1 Star Review

5 Star Review

5 Star Review

1 Star Review

1 Star Review

5 Star Review

1 Star Review

5 Star Review

5 Star Review

1 Star Review

1 Star Review

4 Star Review

5 Star Review

5 Star Review

5 Star Review

1 Star Review

5 Star Review

1 Star Review

5 Star Review

1 Star Review

New
Reviews

Photo

Ask customers to
leave photos with
their reviews.

When you get a **negative review***, ask old customers to **update their review**, and add a **photo** if possible.

*This won't do much if you get lots of negative reviews.

CTR: Does CTR alter the order of the reviews?

- 135 People
- 3 Months
- Review #11

Ryan Lucia

Local Guide · 13 reviews · 7 photos

★★★★★ a year ago

I've been in and around marketing my entire business career. I value great marketers. Joy and her team at Sterling Sky are AMAZING at their job. I think what I love most about them is they're genuine honest approach on marketing. So many ... [More](#)



Response from the owner a year ago

Thanks so much Ryan. I'm really glad to hear that your experience with us was different than with others in our industry. My goal is to continue to set the bar really high for myself + my team to make sure we can continue to deliver great strategies! - Joy



Edit



Delete

Don't bother with CTR
manipulation for
reviews.

<https://bit.ly/localudenver>

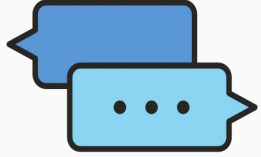
Your Text Here

Review us on Google

★★★★★ Your feedback matters

You have the power to help small businesses like us!
Follow these steps to help your review on Google
stand out more and get shown more often:

1. Add a photo with your review
2. Join Google's Local Guides program
([instructions](#))
3. Add a profile photo on Google
4. Make your reviews longer (100+ words)



Forum:

www.localsearchforum.com



LinkedIn:

<https://www.linkedin.com/in/joyhawkins/>



Twitter:

<https://twitter.com/JoyanneHawkins>



Facebook Group:

<https://www.facebook.com/groups/localsearchforum>



Email:

<https://www.sterlingsky.ca/newsletter>



Youtube:

<https://www.youtube.com/@SterlingSkyInc>



@joyannehawkins