

CASE STUDY

# Joyful Dirt

Products:

Organic, Eco-Friendly Plant Food



### Challenge

As a small and new-to-market brand, the client needed a high-performing review collection platform to collect and display as much social proof as possible, to establish trust, and make an immediate impact in their market.

### Goal

Get as many seller and product reviews as possible to build trust and earn sales by showing stars in Google text and product ads and by showing them on their website.

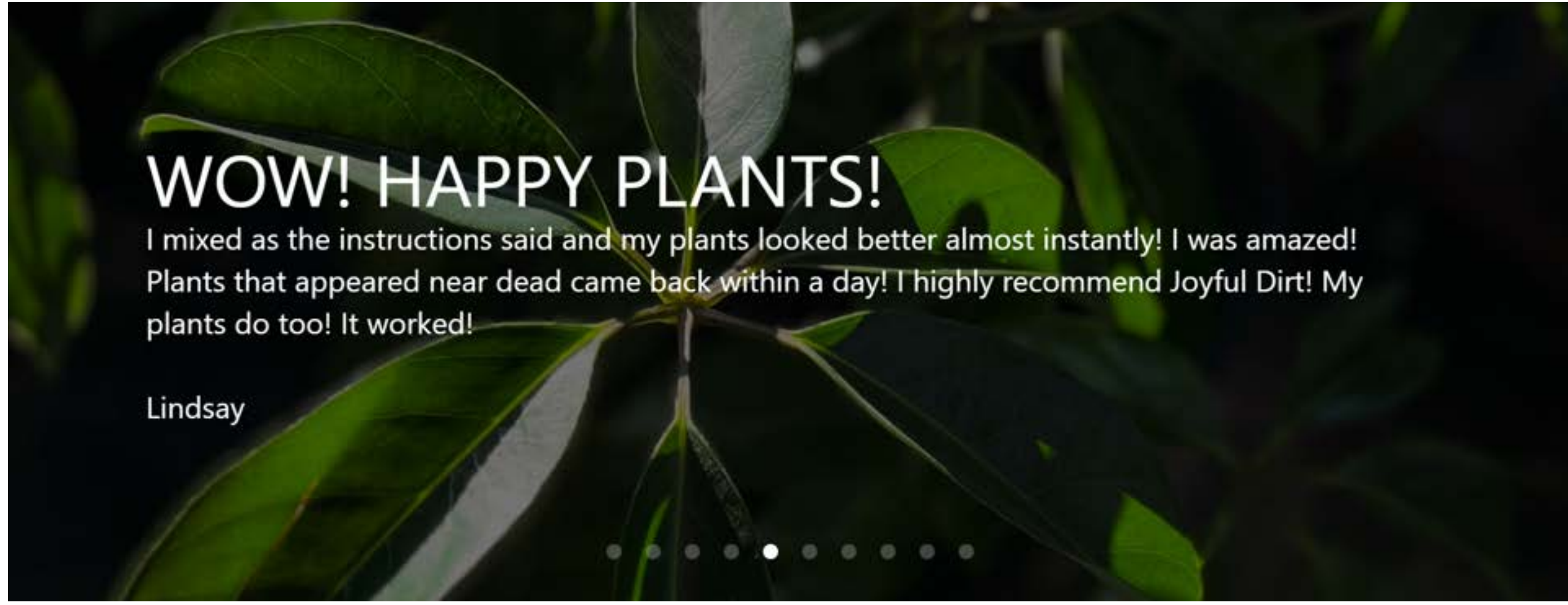
### Strategy

1. Install Google **Seller Ratings** from Shopper Approved to capture reviews about the website and the buying experience.
  - a. Display those reviews and social proof on the Shopper Approved online Review Certificate
  - b. Display star ratings in the rich snippets within the online search results page to capture more attention, create more trust, and generate more clicks and traffic
  - c. Establish even more instant credibility by displaying the Shopper Approved review widget and seals on the home page and site navigation
2. Collect **Product Reviews** from Shopper Approved and display those on the website and the Shopper Approved online Review Certificate and in Paid Ads where possible.

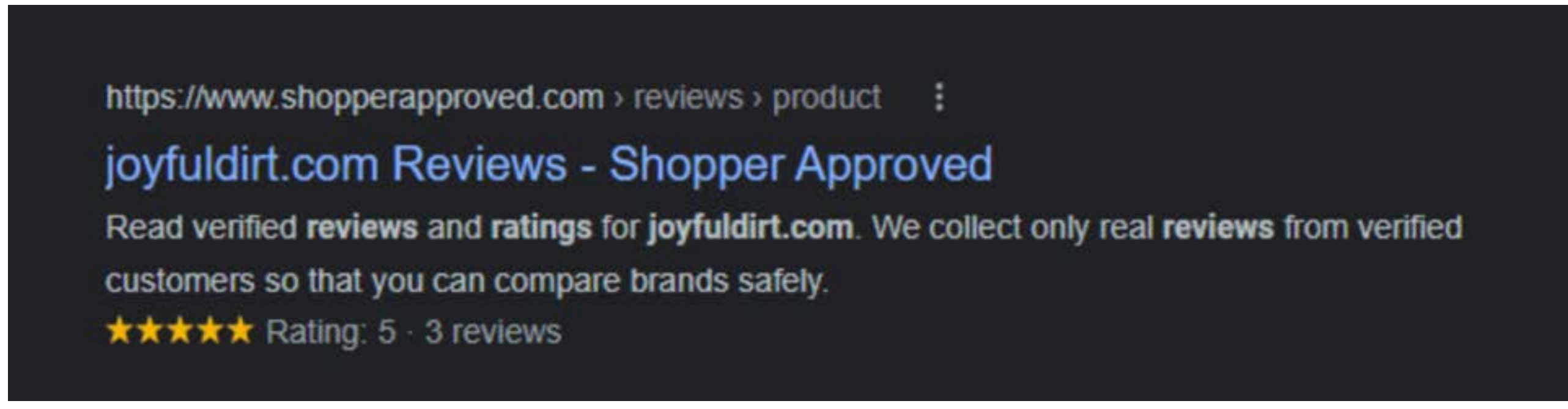


### Execution

Reviews featured on the Home Page:

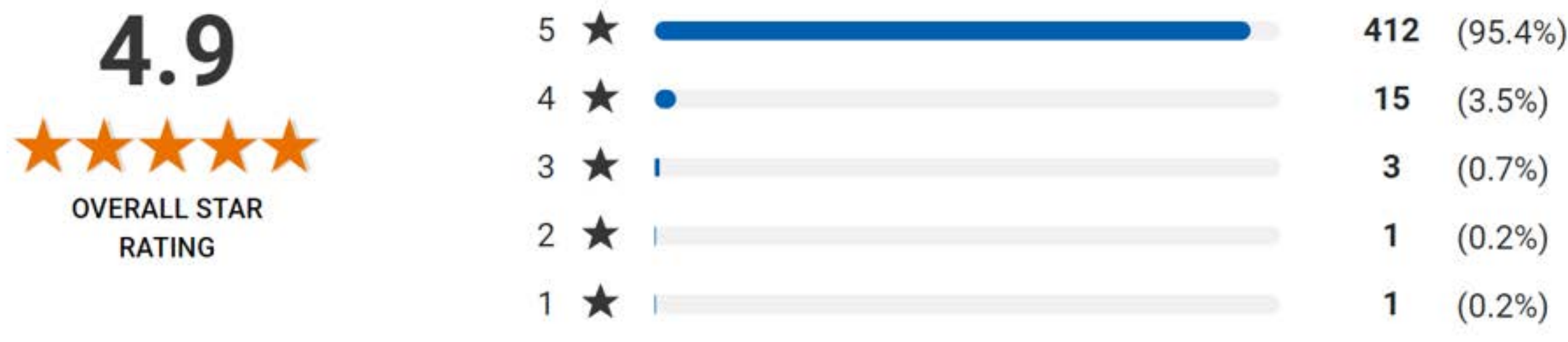


SERP (Search Engine Review Page) with Seller Rating on Shopper Approved Review Certificate:



### 432 Customer Ratings and Reviews

Shopper Approved collects trusted reviews from customers who have made a verified purchase.



Product Listing Ad Showing Stars:



### Results



“I needed reviews to show star ratings in my Google search and shopping ads because we’re a new-to-market brand. My site isn’t the highest volume of sales, so I need a larger percentage of my orders to get a review. **Shopper Approved gets [Seller] and Product Reviews at a rate that more than makes sense.**”

Ryan G.  
Owner