

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

and seals on the home page and site navigation

more attention, create more trust, and generate more clicks and traffic c. Establish even more instant credibility by displaying the Shopper Approved review widget

b. Display star ratings in the rich snippets within the online search results page to capture

2. Collect Product Reviews from Shopper Approved and display those on the website and the Shopper Approved online Review Certificate and in Paid Ads



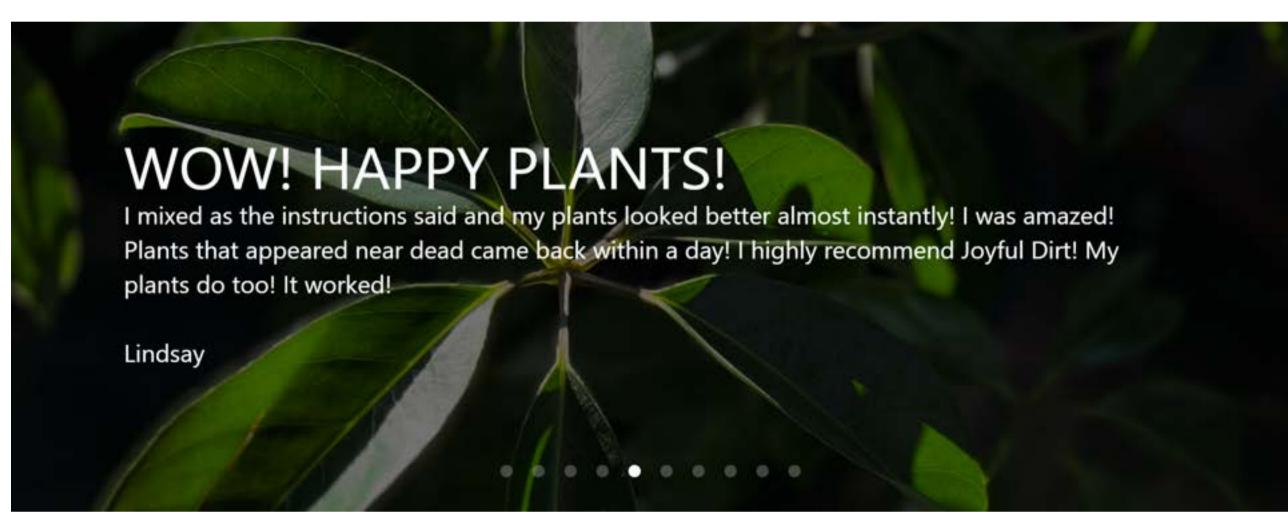
Seller Ratings



Execution

where possible.

Reviews featured on the Home Page:



Shopper Approved Review Certificate:

SERP (Search Engine Review Page) with Seller Rating on

https://www.shopperapproved.com > reviews > product joyfuldirt.com Reviews - Shopper Approved Read verified reviews and ratings for joyfuldirt.com. We collect only real reviews from verified customers so that you can compare brands safely. ★★★★ Rating: 5 · 3 reviews

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

432 Customer Ratings and Reviews

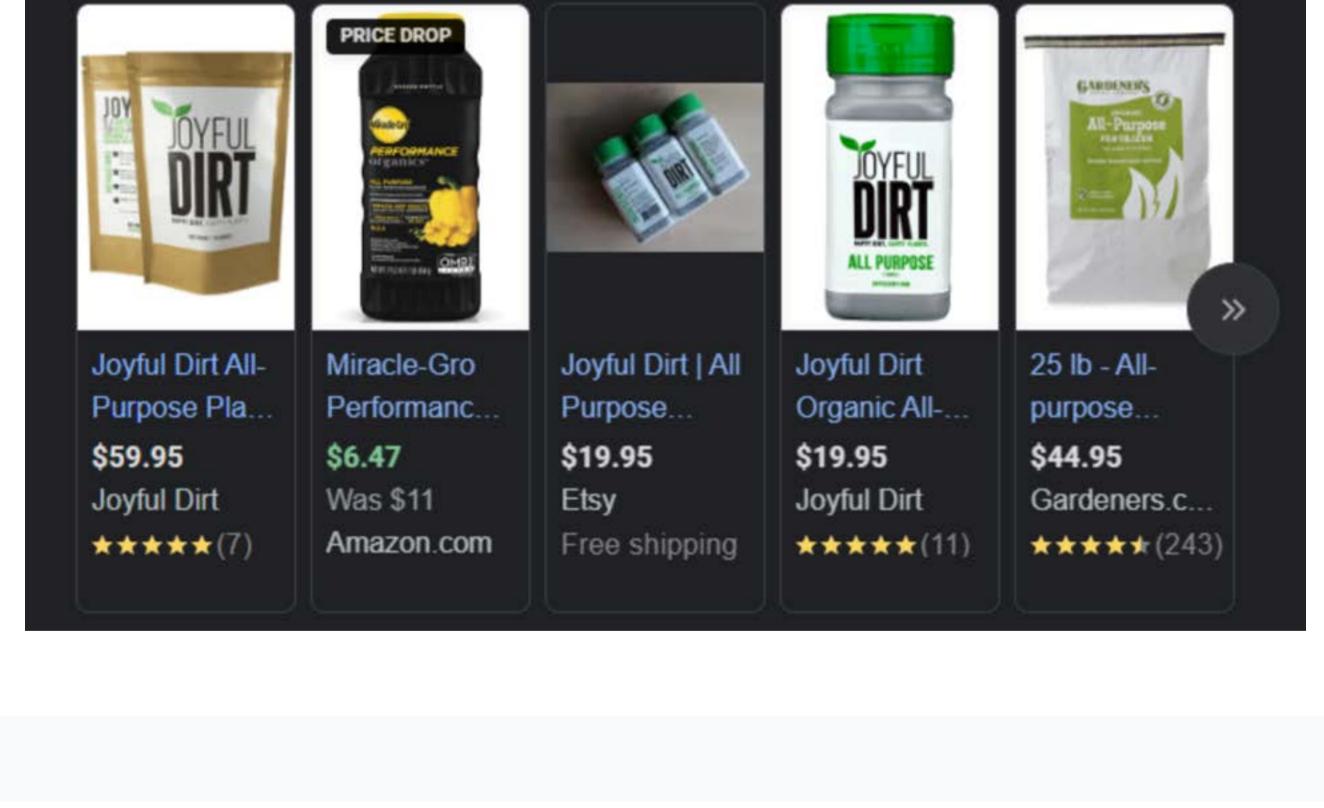




(95.4%)

Ads · Shop Organic All-Purpose Fertilizer & Plant Food 1 I...

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

ShopperApproved®

The highest rated review platform online As rated on the following platforms:

G² 4.9 **▼**Capterra 4.9



Trustpilot 4.8

♦>> GetApp

4.8