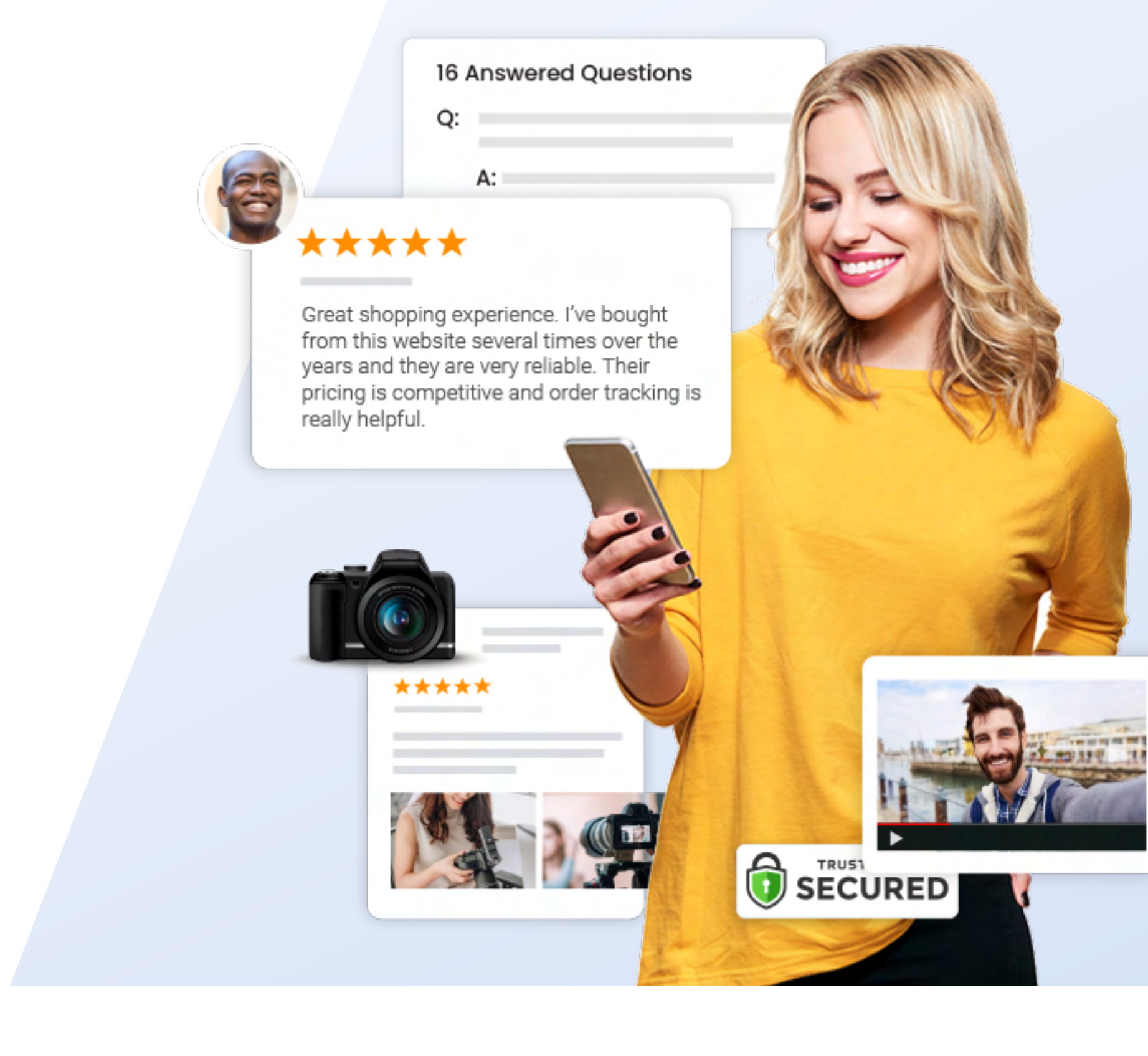


# Our best tools working together for your success

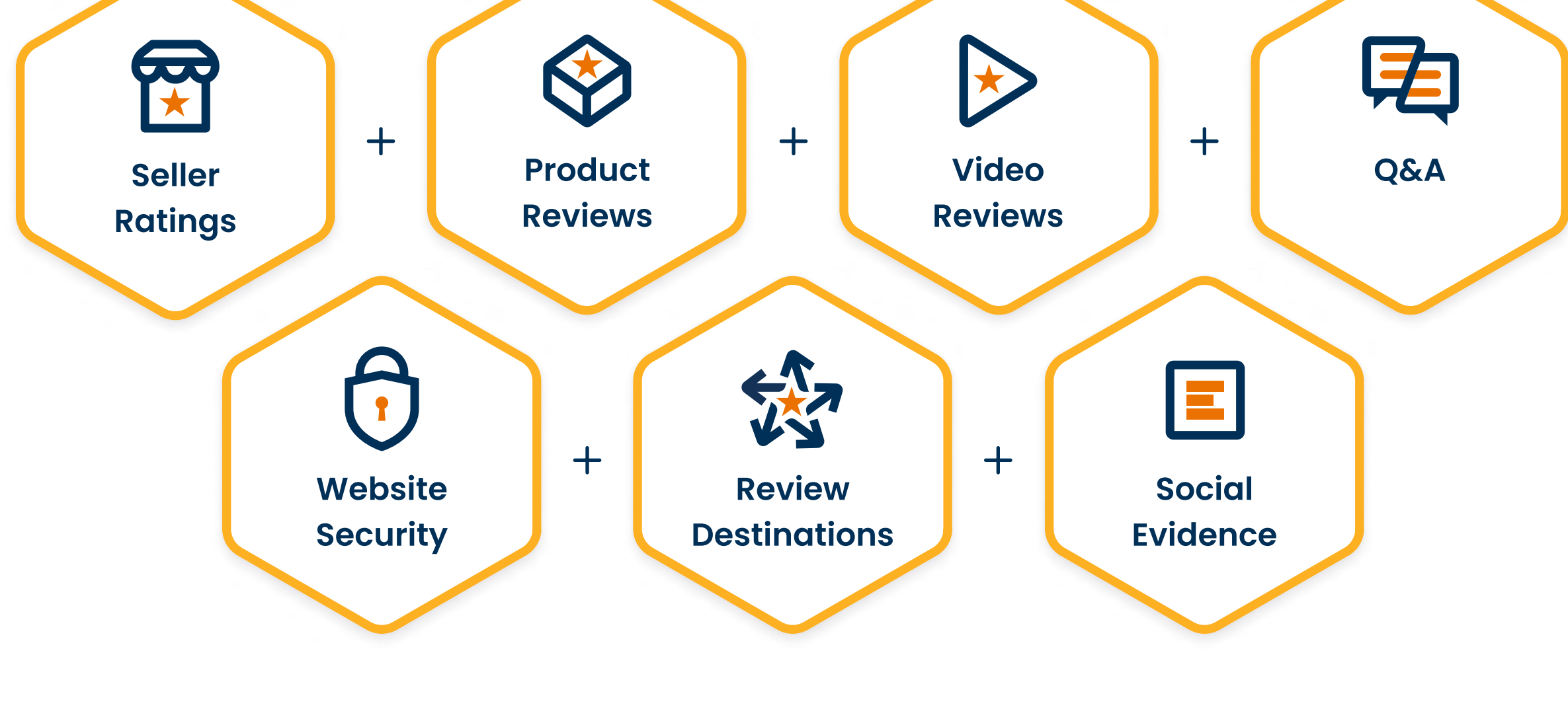
With Shopper Approved you can:

- ✓ Maximize your traffic and conversions
- ✓ Improve your online reputation
- ✓ Build more trust and social proof



## Win in search and on your website

Build massive 'off-site' traffic in Google, while simultaneously creating the most 'on-site' conversions



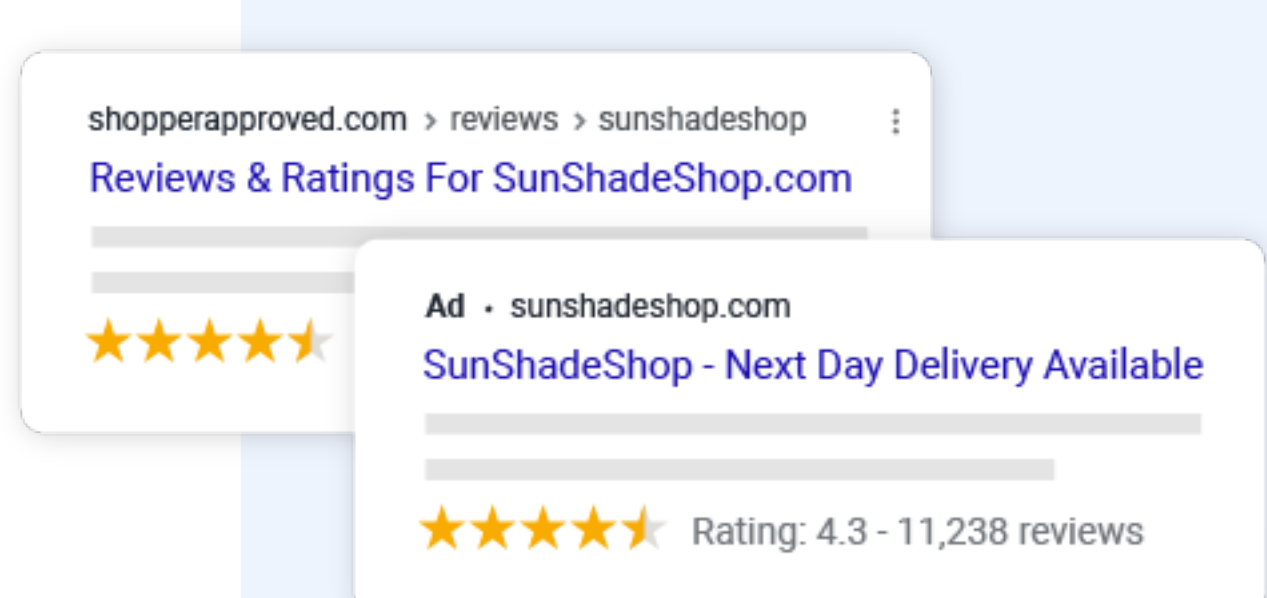
## Strategically guide your customers through the Conversion Path

From search to checkout, the Traffic & Conversion Suite builds trust

### How Shopper Approved improves your search traffic & pre-conversion:

#### Seller Ratings

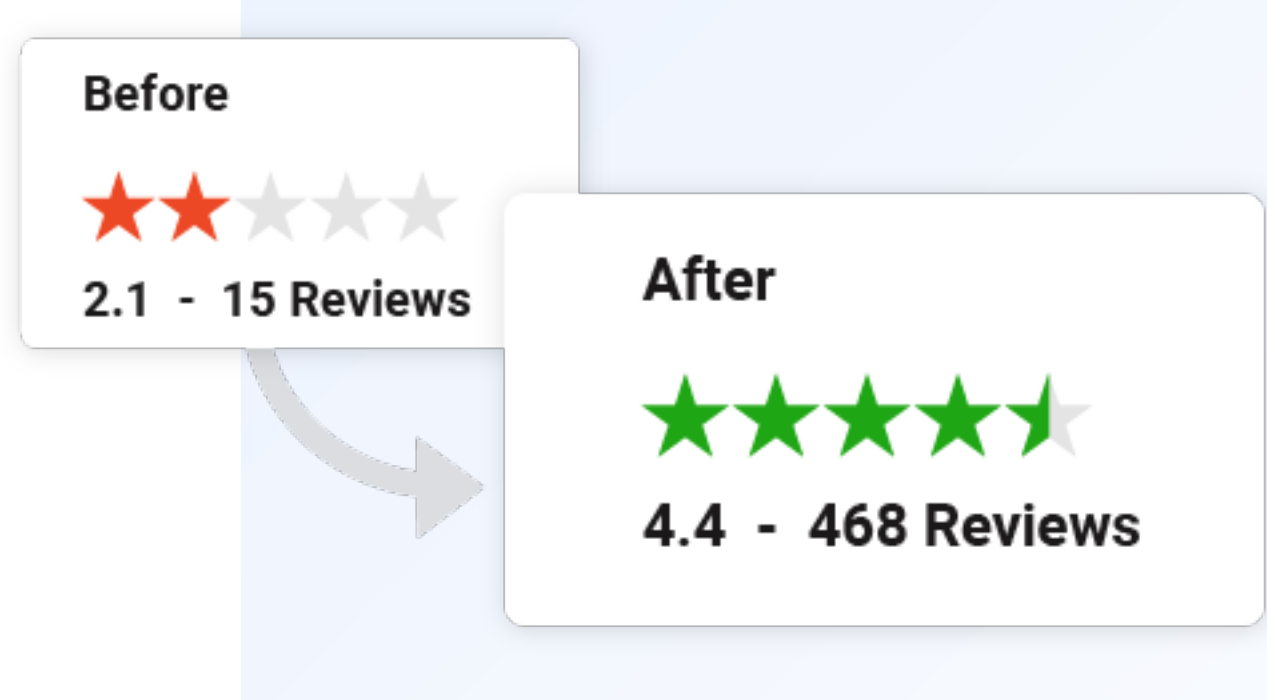
When star ratings appear in the rich snippets of your Google Ads and organic search results your listings are more attractive, eye-catching, and trustworthy, which translates to a higher Click-Through Rate (CTR) and more traffic. A higher level of trustworthiness in search results also helps "Pre-Convert" your traffic.



#### Reputation Management

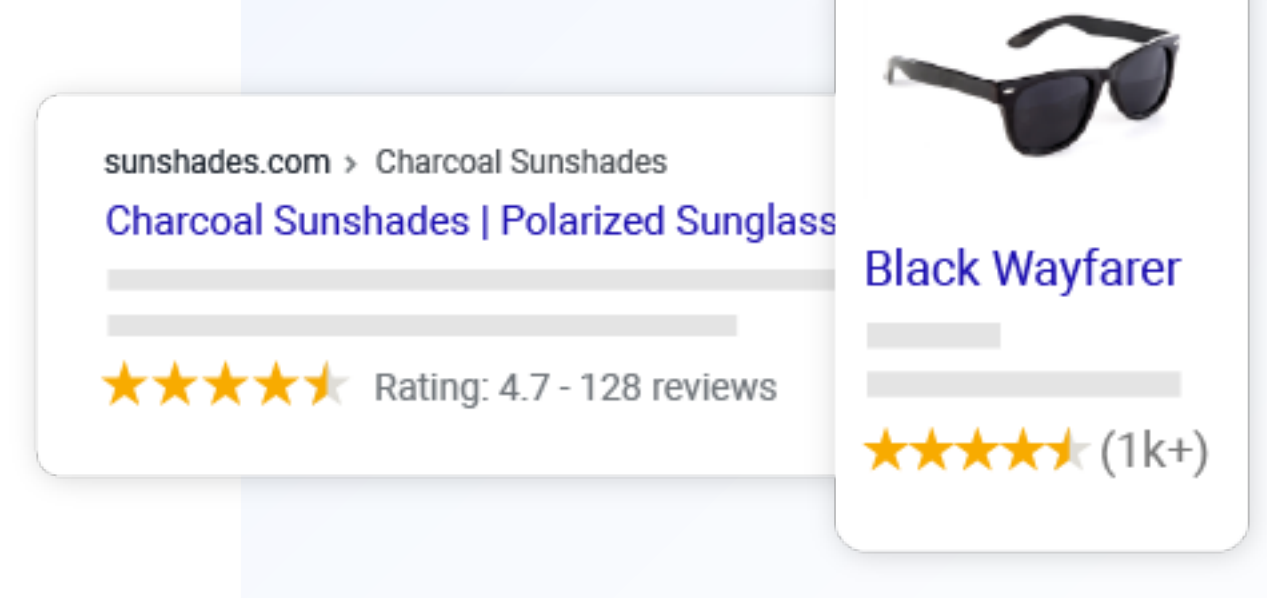
Your online reputation and visibility is critical to your sustained success and growth. And having the ability to improve your reviews across the web, while improving your overall organic search results is key to optimizing what your shoppers see and think about your brand.

With our proactive Reputation Management tool (we call it Review Destinations), you can send more positive reviews to more places and create more trust and higher conversion rates.



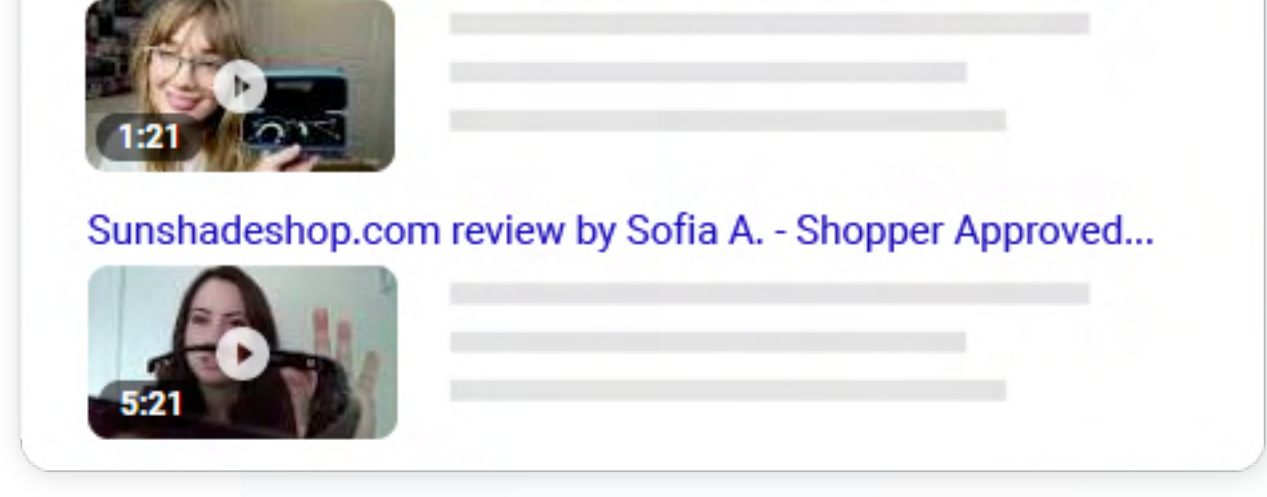
#### Product Reviews

Online shoppers love product reviews. In fact, 80% of consumers say that product ratings and reviews are important when searching for products online. Without star ratings in your paid and organic search results, your CTR and traffic will not reach their full potential.



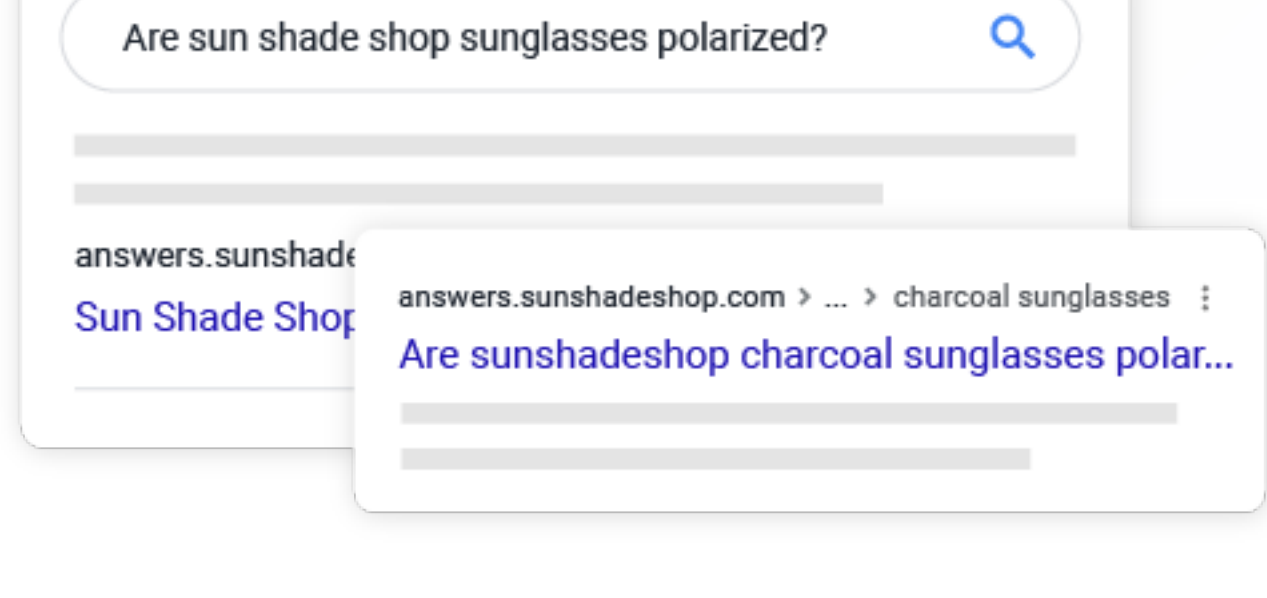
#### Video Reviews

Video is the preferred media by 67% of your site visitors who are visual learners and would prefer to watch than read. Video is also extremely persuasive because it's more credible, and packs the extra punch of sight and sound.

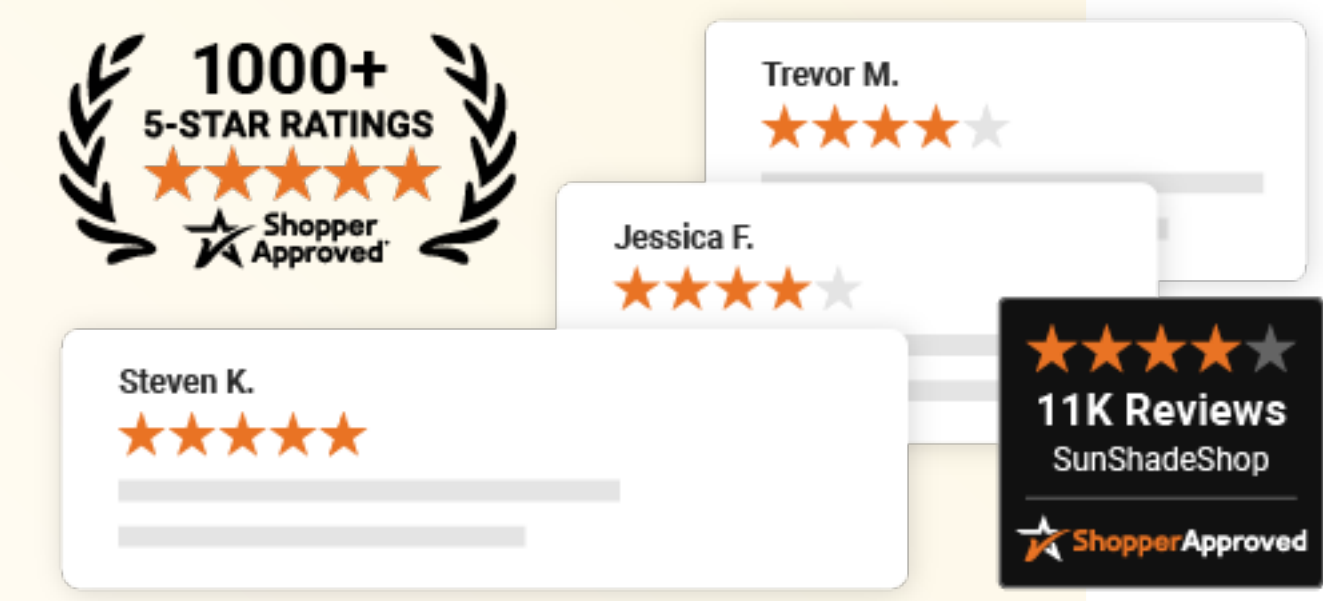


#### Q&A

Featured snippets are THE coveted and most valuable listings on page one, because featured snippets earn 43% of page one clicks - more than any other search result...hands down! The best way to increase your chances of standing out in featured snippets is by using our search optimized Q&A tool.

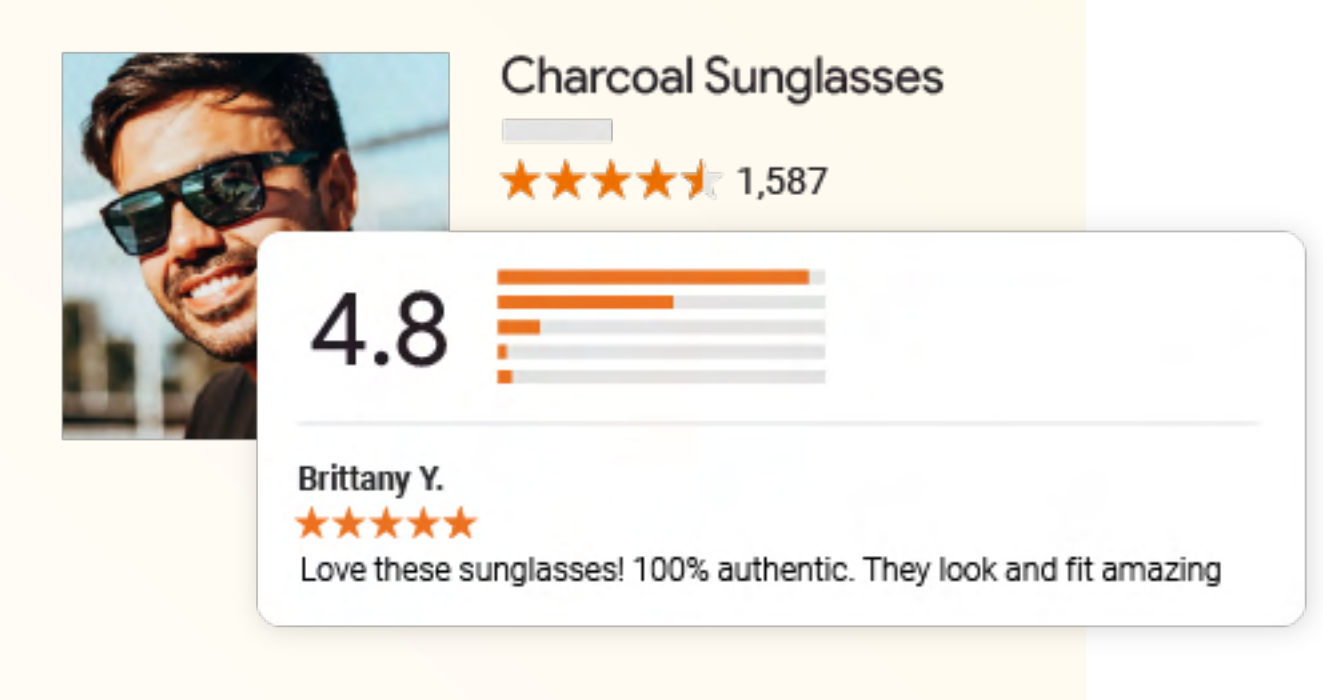


### How Shopper Approved increases your website conversions:



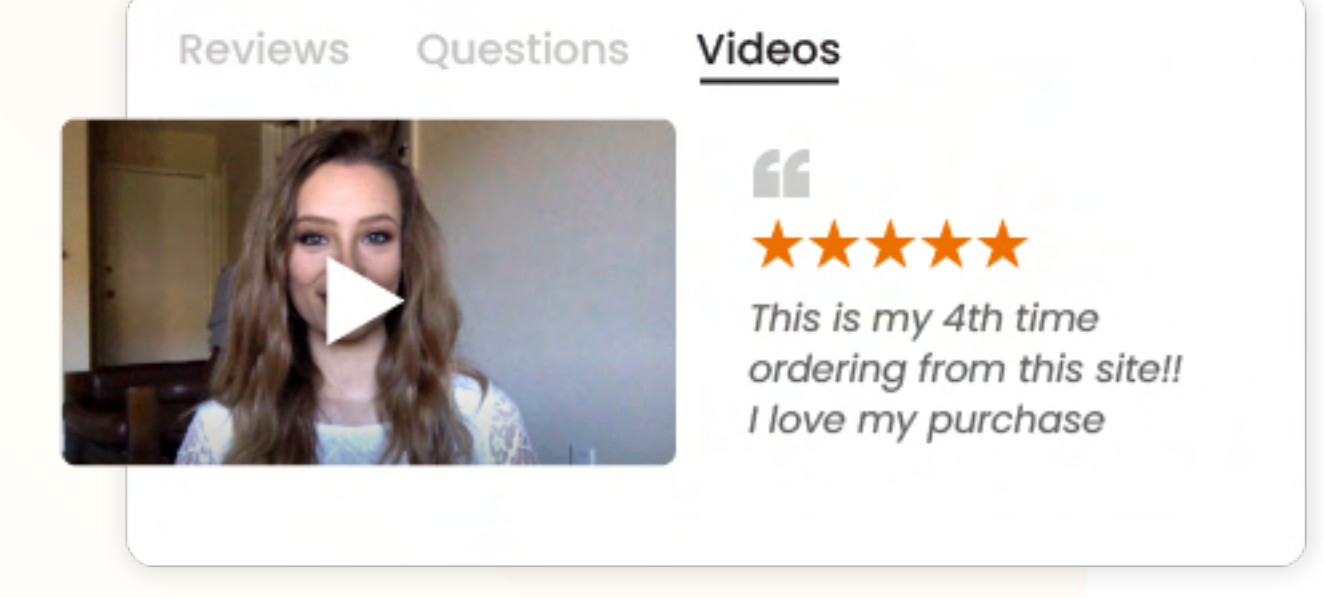
#### Seller Ratings

Seller Ratings use social proof to tell your shoppers that your online store is trustworthy, and answers the critical conversion question "Do I trust this website?"



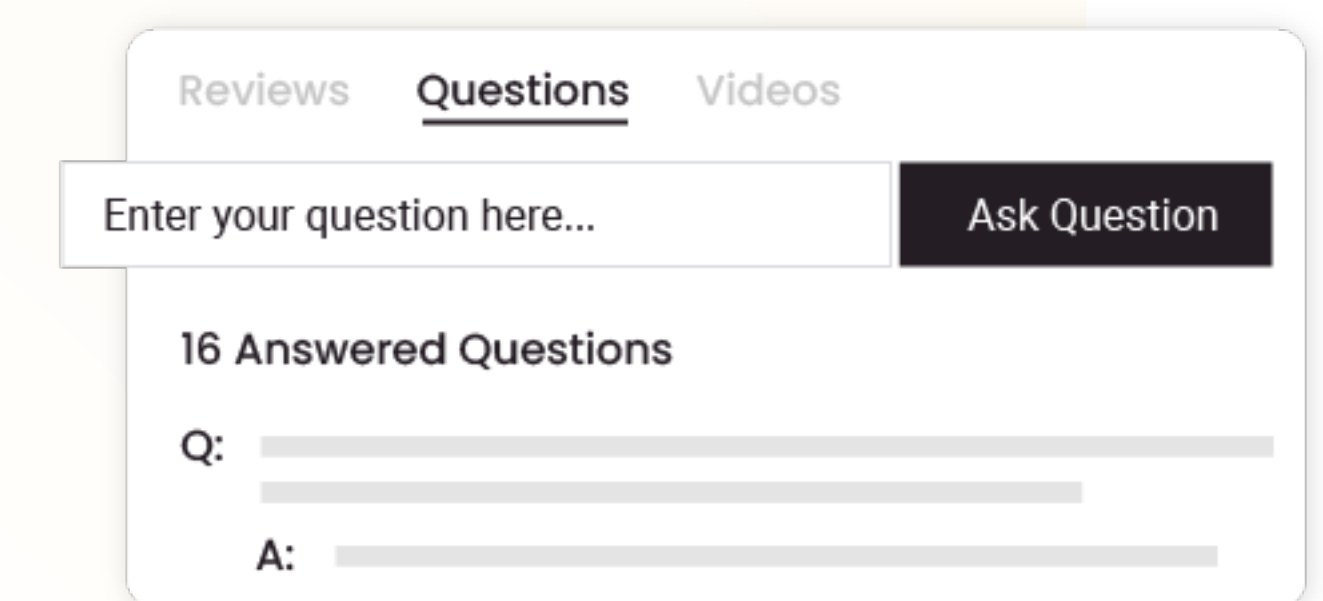
#### Product Reviews

Product Reviews are like endorsements from an army of influencers that tell your visitors your product is a safe buy and answers the critical conversion question "Do I trust this product?"



#### Video Reviews

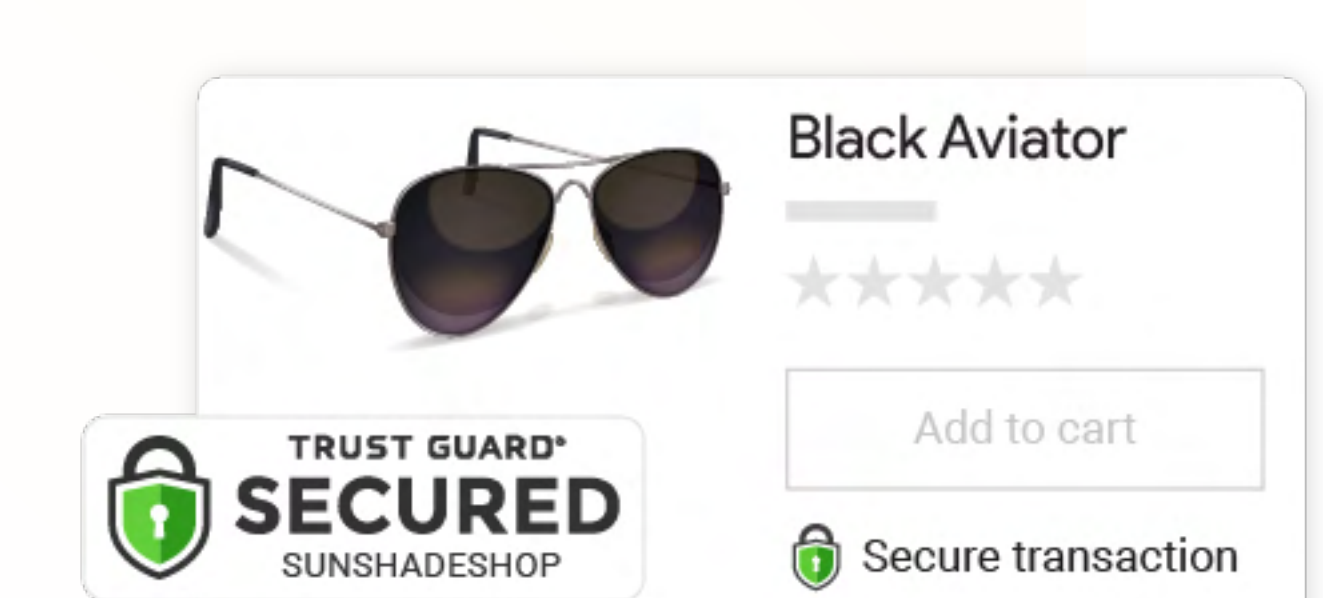
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#### Q&A

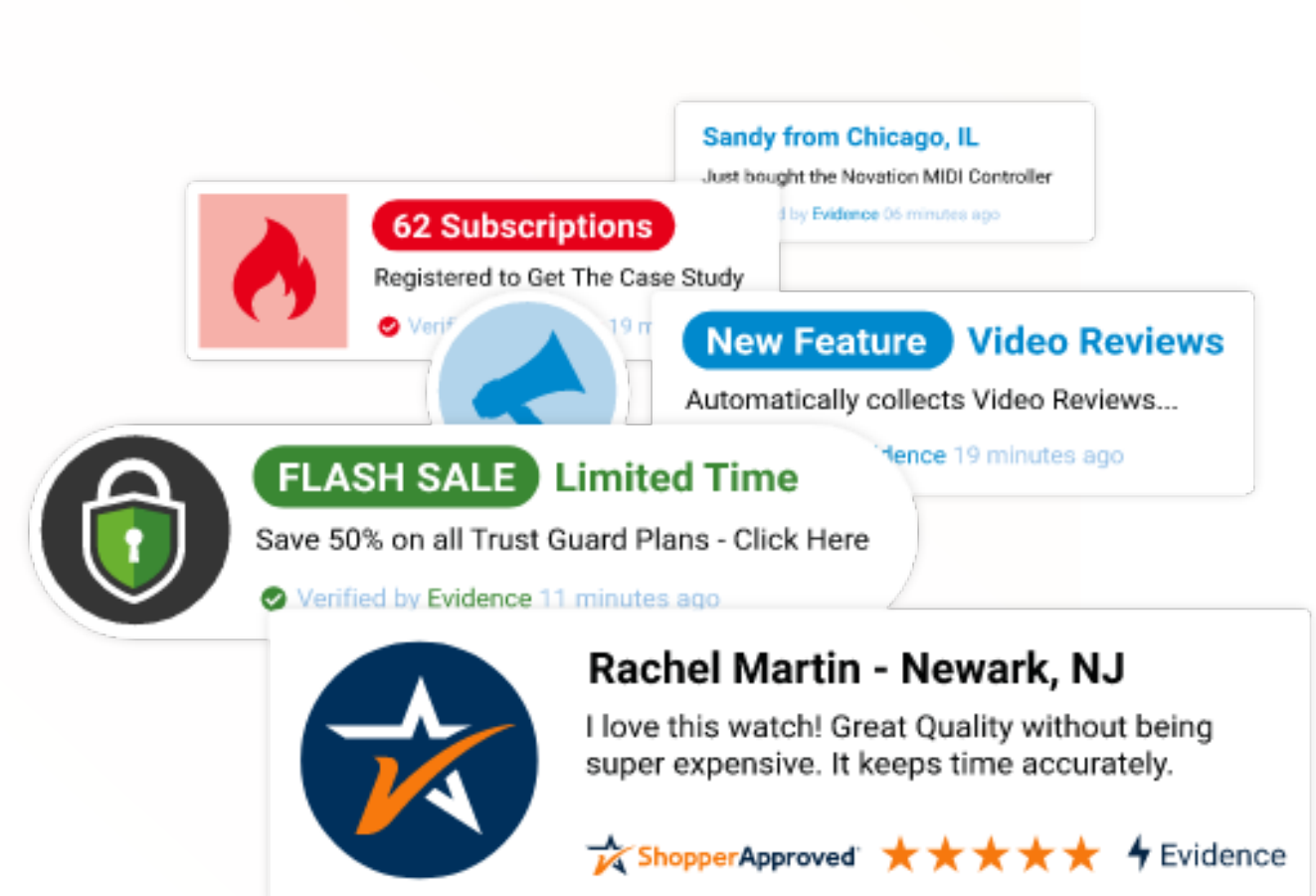
Searchable Q&A on your product pages is like having 24/7 customer support, without the cost and complexity! On average, 90% of your customer support questions are the same repetitive questions that you can now have answered directly and instantly, without the time lag and low engagement of AI driven chat.

PLUS, your Q&A is now search optimized to drive lots of high-converting organic traffic, while helping answer the critical conversion question "Do I trust this product?"



#### Website Security

It's a proven fact that people don't buy if they don't trust the security of the website or the transaction. In fact, research shows that 75% of consumers won't buy your product if they don't trust you to protect their data. That's why our security seals are a powerful conversion tool that help answer the critical conversion question "can I trust this transaction?"



#### Social Evidence

Social Evidence is a favorite conversion tool in the world of online persuasion. Social Evidence is a tool that further leverages this asset with pop-ups to help create more urgency, FOMO, and real-time social proof, helping to increase your conversion rate by up to 15%.

## Increasing your sales is all about having the right tools and strategy

The Traffic & Conversion Suite is the strategic combination of our tools to most effectively generate more search traffic AND more conversions for your website.



## Here's what some of our 1,000's of client's are saying...

★★★★★  
"Generates the most reviews"  
Dave, CA

★★★★★  
"Fabulous vendor support"  
V. Brown, US

★★★★★  
"We absolutely LOVE Shopper Approved"  
Karen J, US

★★★★★  
"The best review company I have worked with"  
Wayne S, US



The review partner you can trust

