ShopperApproved®

SPECIAL REPORT

★ ★ ★ ★ ★

HOW TO OPTIMIZE

SEO

with

UGC

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Forbes | Communications Council Member

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EXECUTIVE SUMMARY

User-Generated Content (UGC) is possibly one of the most powerful secret weapons for dramatic increases in organic traffic and conversion rate improvements for eCommerce websites, but it's also one of the most underutilized and misunderstood strategies - primarily due to the fact that most companies don't know how to effectively collect and leverage it.

In fact, it's our observation that less than 10% of eCommerce websites are properly collecting and leveraging UGC to grow their business. Yet day after day, Amazon is dominating the search engines and maximizing their sales thanks in large part to UGC.

The reality is, that 4X increases in highly qualified, high purchase-intent organic traffic that converts at 9X the average conversion rate on a product page, are both real and possible with UGC - if you have the right knowledge and tools.

What you'll learn in this special report on how UGC improves traffic and conversions:

1. How to increase your page rankings

2. How to increase your organic traffic up to 400%

3. How to convert up to 75% of your product page traffic (937% higher than the average product page CVR)

4. How to increase your CLV (Customer Lifetime Value) up to 200%

5. How to reduce return rates up to 20%

6. How to reduce customer support costs up to 60%

7. How to increase Average Order Value (AOV) up to 18%

8. How to lower cost per lead and CAC and increase ROAS

INTRODUCTION

In this special report, we are going to cover several aspects of UGC, the benefits of using UGC, and the various tools to generate and distribute UGC, as well as how it works to improve online visibility in search results, and how it drives traffic and conversions through the roof.

We will also address the underlying psychology behind UGC, why it matters, and how it works to influence both traffic and decision-making.

The primary areas of focus in this report will be the persuasive power of UGC as it relates to Seller Ratings and Reviews, Product Ratings and Reviews, and Product Questions and Answers (Q&A).

We take this approach, because we have data to support the results, and because this is the easiest and most persuasive UGC available. And ironically, the most misunderstood and underutilized throughout the buyer journey.

UGC - The Secret Weapon To More Traffic and Conversions

UGC is the secret weapon when it comes to creating a solid SEO, SEM, and conversion strategy. Here's why:

- UGC leverages psychology and behavioral economics using the persuasive power of Herd Behavior and Popularity to create trust and demand
- It's free
- It's generated automatically and consistently, giving you fresh SEO content daily
- It's often the most trusted and credible content by both Google and consumers, because it comes from third parties
- It's packed with keywords and keyword variations - most of which you would never think of yourself

- It validates your branded content and value props for both the consumer and the search engines

- It provides valuable and actionable user feedback and business intelligence to help you make better decisions

- It gives you solid ideas on what additional content you should create yourself

- It gives you a larger online footprint and search visibility off and on-page

- It gives you the best SEO ROI

- It builds continuously - giving you better search and conversion benefits over time

Keep reading to learn exactly how this hidden gem can completely change the way you look at SEO and CRO (Conversion Rate Optimization).

DOMINATE SEARCH RESULTS

By strategically leveraging UGC, even a small eCommerce brand can own the revered Featured Snippets section, and most, if not the entire page 1 search results for your product questions and brand reviews (seller, product and video reviews).

This is done through strategically collecting, managing, and displaying ratings and reviews in organic search results for both your brand and your individual product pages, and then combining your review search strategy with a search-optimized Q&A strategy, that allows you to own thousands of long-tail, high purchase intent search results with Featured Snippets, and prominent listings that can outrank even Amazon!

And not only that, but the same trusted reviews and Q&A, will also dramatically increase your conversion rates, AOV, LTV, and reduce return rates directly on your website.

LEVERAGING UGC AS 'CUSTOMER RATINGS AND REVIEWS', TO MANAGE YOUR REPUTATION AND DOMINATE SEARCH RESULTS

When you know how to leverage customer Ratings and Reviews to strategically manage your reputation, you can create more positive reviews in more places, display higher average star ratings, and build a more trusted brand across the web.

At Shopper Approved, we do this using a special tool called **'Survey Destinations'**.
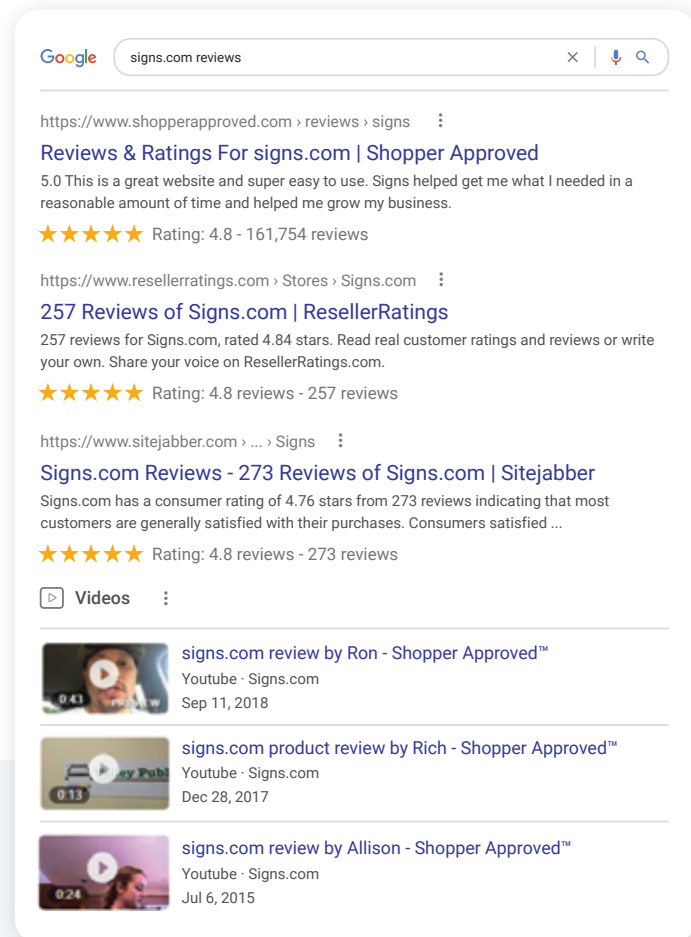
Above is an example of a UGC-leveraging strategy, where signs.com - an eCommerce brand, is using Survey Destinations by Shopper Approved to send a portion of their reviews, to multiple review sites across the web, resulting in both page 1 domination, and a high average star rating, with hundreds of positive reviews across multiple sites. This is what a trusted brand reputation looks like.

Next, let's look at Example A below (a site that uses Survey Destinations to ethically and effectively manage their reviews across the web), and compare those results to Example B - a company who does not use Survey Destinations.

A

Shopper Approved	4.8	126,929
Facebook	4.6	353
Sitejabber	4.7	184
Trustpilot	4.7	248
BBB	4.6	107
Reseller Ratings	4.2	195

Customer's Perceived Average Rating:	4.6
Customer's Confidence in the Brand:	High
Customer's Probability of Buying:	High

B

Shopper Approved	4.6	1,545,153
Consumer Affairs	2.2	1,441
Trustpilot	2.9	13,902
BBB	3.0	1,045
Sitejabber	2.5	810
Influenster	4.1	4,745

Customer's Perceived Average Rating:	3.2
Customer's Confidence in the Brand:	Mixed
Customer's Probability of Buying:	Lower

As you can see, Example A has a very consistent, unified online reputation - creating a high level of confidence and trust in their brand, which significantly increases the likelihood of a customer making a purchase. Compare this to Example B, where the company's online reputation is very inconsistent, creating cognitive dissonance, which lowers trust and the likelihood of making a purchase.

LEVERAGING REVIEWS AND Q&A TO CREATE EXPONENTIALLY MORE TRAFFIC, AND 'PRE-CONVERT' MORE VISITORS INTO BUYERS

Pre-conversion is the strategic process of predisposing consumers to buy from you before they even visit your website.

There are two primary ways to pre-convert visitors into high-potential buyers.

The first is to have naturally high, organic search rankings, and the second is to have a strong and consistent online reputation with social proof to establish trust. When these two things are combined, pre-conversion happens.

Both high organic rankings and a high degree of trust indicate to the shopper that you are a trusted brand, both by Google and other consumers.

For example, in the Google screenshot on the following page, you will see RVUpgrades. com - a Shopper Approved client, is at the very top of the organic search results, even beating out Amazon for the coveted Position 0 Featured Snippet.

Imagine 1000s of long-tail,
high purchase-intent
organic search results in
Position 0... Above Amazon!

Google

How long will an Olympian heater run on a....

About 4,020,000 results (0.62 seconds)

Any time ▾   All results ▾

around 160 hours

Beat Amazon!

According to the manufacturer, on the Olympian Wave 6 heaters maximum heat setting the Wave 3 uses 1/8 lb of propane per hour. A 20 lb tank would last around 160 hours. On it's low setting it uses approximately 1/15 lb per hour so it should run around 300 hours.

https://answers.rvupgradestore.com › How-long-will-this-...
How long will this Olympian heater run on a 20 lb propane tank?

❓ About Featured Snippets   📢 Feedback

https://www.amazon.com › ask › questions
Customer Questions & Answers - Amazon.com

On it's maximum heat setting the Wave 3 uses 1/8 lb of propane per hour. A 20 lb tank would last around 160 hours. On it's low setting it uses approximately 1/15 ...

If Google did not trust RVUpgrades' response as being the most appropriate answer to the question, it would not rank them at the top of the search results.

The average consumer inherently knows this, and puts a lot of weight into the answers that are more prominently displayed at the top of search results, ultimately resulting in more traffic.
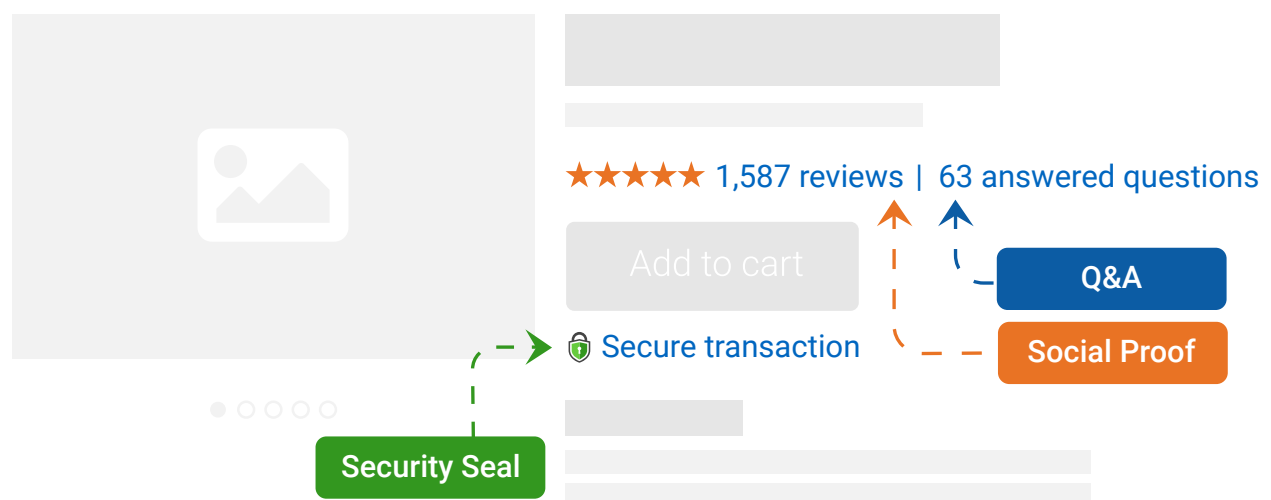
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THE 'TRAFFIC & CONVERSION STACK' - AMAZON'S MAGIC FORMULA TO DRIVE MASSIVE CONVERSIONS

Over the years, as a result of meticulously testing hundreds of millions of transactions, Amazon has perfected something we call the 'Traffic and Conversion Stack', which includes three things: product ratings and reviews, product Q&A, and website security - all prominently displayed at the very top of each Amazon product page to quickly establish trust and credibility with every single customer.

The reason the Traffic & Conversion Stack is so powerful, is because **it answers the three critical conversion questions:**

- Do I trust this website or seller?
- Do I trust this product?
- Do I trust this transaction? Is this website safe and secure?

At Shopper Approved, we have created tools that allow you to effectively level the playing field with the Amazons of the world, by providing you with the same proven tools that have helped Amazon achieve such stellar results.

★★★★★ 1,587 reviews | 63 answered questions

Add to cart

Q&A

Social Proof

🛡 Secure transaction

Security Seal

The Amazon Traffic & Conversion Stack

Duracell Optimum AAA Batteries | 22 Count Pack | Alkaline AAA

Visit the Duracell Store

★★★★★ ⌄   17,049 ratings | 15 answered questions

Social Proof

Price $18.19   ✓prime

Get $125 off, Pay $0.00 upon approval for the Amazon Business Prime Card. Terms apply.

Size: 22 Count

Q&A

Security Seal

$18.19
✓prime

FREE delivery Thursday, Feb18
Order within 8 hrs and 24 mins
Details

In Stock.

Qty: 1 ⌄

🛒   Add to Cart

▷   Buy Now

🔒 Secure transaction

Here's an example of what a Shopper Approved Traffic & Conversion Stack looks like...

CHARCOAL SUNSHADES™
$48.00

★★★★★   1,587 reviews | 63 answered questions

Social Proof   **Q&A**

Add to cart 🛒

🛡 Secure transaction

Security Seal

FEATURES

Our EXTREME Edition maintains the same frame shape with added enhancements including silver logo, increased frame durability, thicker lenses, optimum lens visibility, anti-reflective lens coating, and hydrophobic lens coating to repel liquid.

○ ○ ○ ○ ○

With the combined winning strategy of ratings and reviews, Q&A, and a security seal from Trust Guard (another popular Trust Brands product), you have the ability to actively display your very own Traffic and Conversion stack, which has been proven to help websites get up up to a **400% increase in high-quality organic traffic, and a 75% conversion rate**, which is over 9x the average conversion rate!

THE TRAFFIC & CONVERSION STACK = REAL, BIG RESULTS

Even the best, most aggressive SEO strategies, costing tens of thousands of dollars a month, rarely ever see a 4x increase in organic search results with high-purchase intent traffic.

400% Year-Over-Year Organic Traffic Growth to Q&A Landing Pages Only
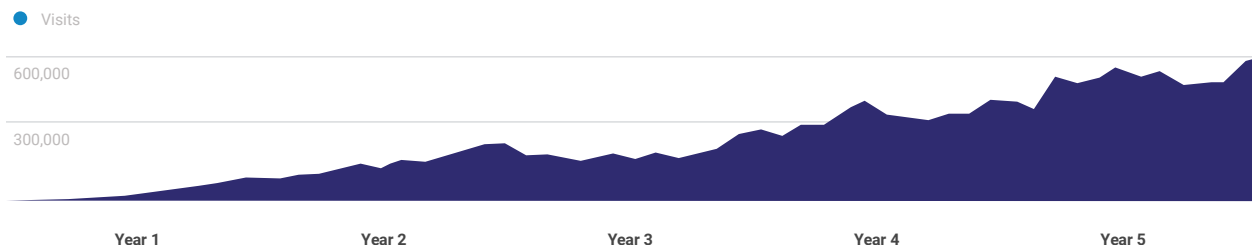
And even the most sophisticated conversion rate optimization (CRO) experts on the planet would find it nearly impossible to reach a 75% conversion rate on a product page.

With a 75% Conversion Rate
on Product Pages Where Shoppers Engaged with Q&A

> **We find that after answering a customer question with an answer that confirms the product is a good fit we generally see an order approximately 75% of the time."**
>
> RVupgrades.com

HERD BEHAVIOR AND CUSTOMER REVIEWS

Before diving into the benefits and mechanics of UGC on SEO, let's start with establishing a baseline of understanding around the power or herd behavior as a purchasing and decision making motivator. This is an important point, because without persuasion and conversions, driving more site traffic is far less beneficial.

The principle of herd behavior and why it works so well is rooted in basic psychology and behavioral economics. When making a purchase decision about a new product that shoppers are unfamiliar with, they typically look for signs of a product's popularity as a primary trust signal.
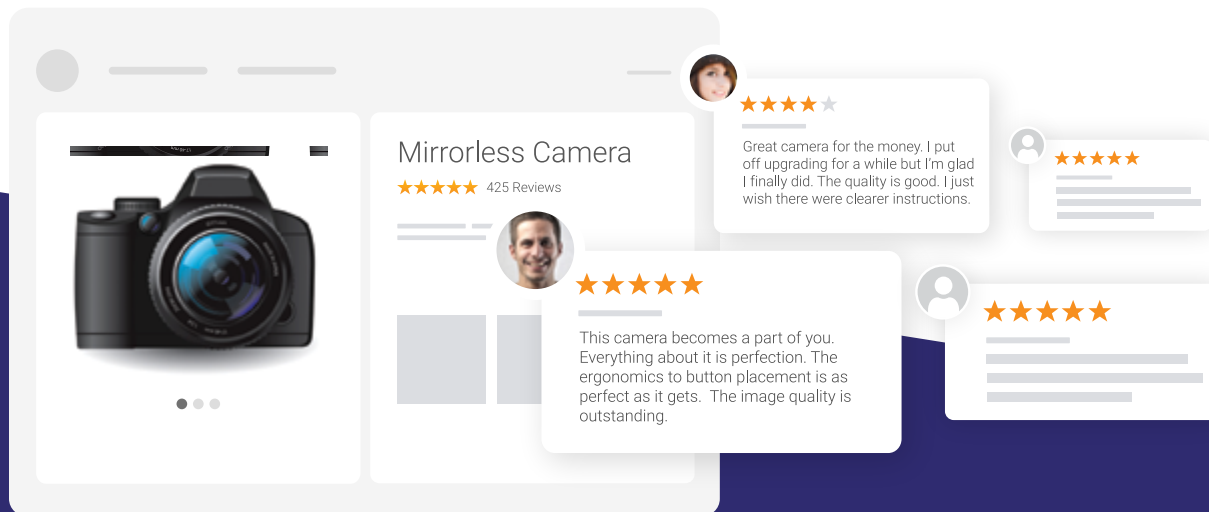
Social proof, especially in mass quantities, is pivotal at the critical moment when shoppers ask themselves these common questions before making a final purchase decision: "Who else has purchased this?", "How popular is this product?" and "How do I know that I can trust this product or brand?"

Without trustworthy evidence or social proof to adequately satisfy these uncertainties, shoppers are much less likely to trust both your products and your brand, and significantly fewer buyers will make it to the checkout page.

Let's break these pre-purchase questions down, and look at how customer reviews can effectively address them.

THE POWER OF REVIEWS ON BEHAVIORAL ECONOMICS

The most common pre-purchase questions above can be quickly and easily answered by looking at the sheer number of reviews left by previous customers, with a large number of reviews acting like votes of confidence that creates a preference for the product.

Behavioral Economists have coined this concept "herd behavior" or "herd mentality", which falls under the broader concept of "herd theory" to predict future preference and purchase behavior based on popularity.

Herd behavioral theory essentially means that when in doubt, and lacking evidence to the contrary, people tend to do what others are doing. And the more people that are doing it, the more likely others are to follow. Just like busy restaurants with long waiting lists create even more demand and longer wait times. It's herd behaviour at its finest.

This social behaviour works, because in general, people tend to doubt their own decisions, their own taste, and even their own capacity to make the best decision - especially if they are new to a brand, product, or category - so they rely on the opinions, reviews, and actions of the herd, or the population at large, as well as real or perceived "experts".

The influential power of herd behaviour is supported by a recent study that found: "Given two products with similar ratings, consumers are more likely to buy the product with more reviews." (Psychological Science, 2017).

In the psychological sciences, reviews also play a role in the decision making model of "heuristics", which is an efficient mental process or "mental shortcut" to help humans solve problems, make decisions or learn new concepts, while avoiding analysis paralysis.

So having a lot of reviews to create trust and popularity, facilitates decision making in both the mental shortcut model of psychology, and the herd behaviour model of behavioral economics.

There is also an "accelerator effect" of how existing reviews impact future reviews. According to the American Marketing Association: "Although herding exists in online ratings, the source matters. Consumers rely heavily on both their friends' and the overall crowd's opinions when rating products online. On average, crowds exert a stronger herding influence on the average rater." In other words, if raters see a large number of positive ratings and reviews for the product they are reviewing, they are more likely to do the same. So a lot of positive reviews create more positive reviews, which creates more positive herd behaviour, and more sales.

But there's more layers to the influential power of having a lot of reviews. There's also the impact of review recency and review frequency to create even more trust and value in the reviews.
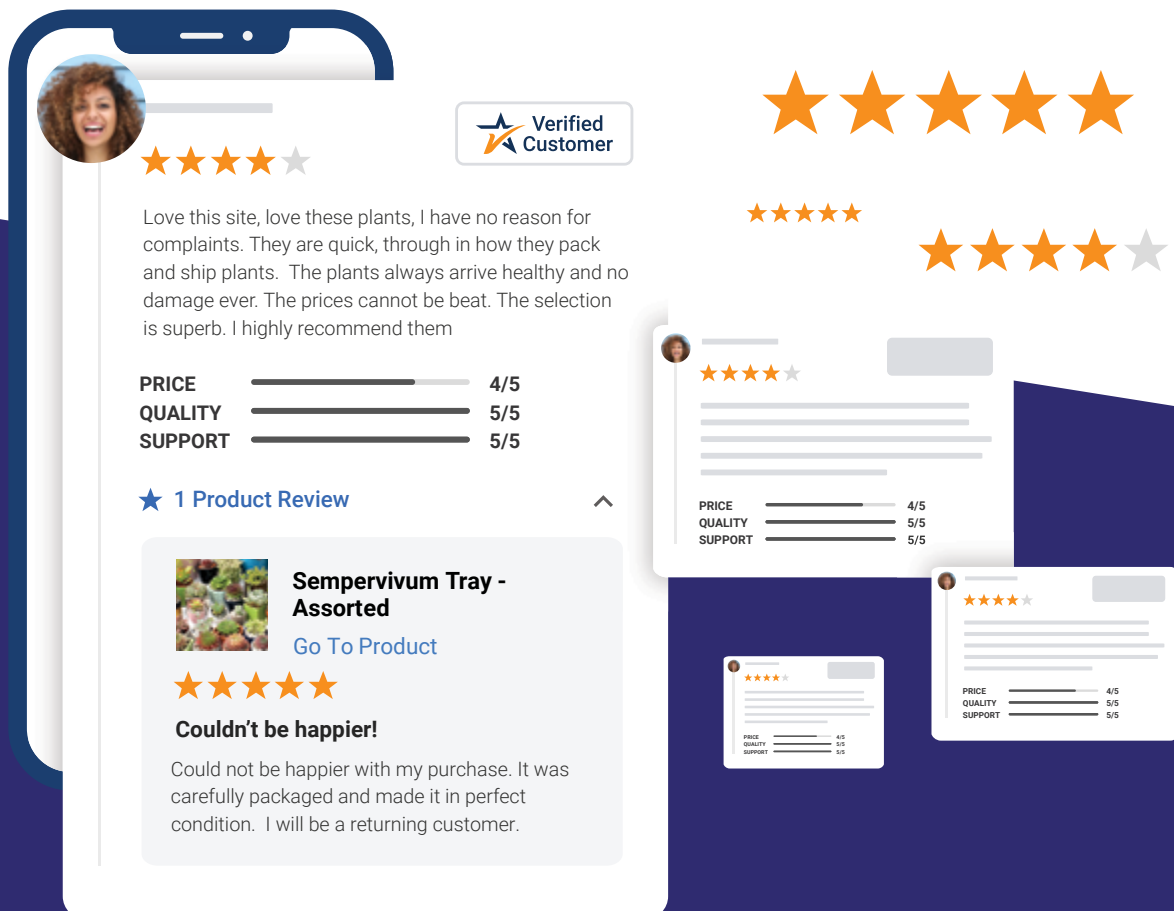
REVIEW RECENCY

An article on [Wharton Online](#) states that

> ## "40% of consumers only consider reviews written within the past 2 weeks." Wharton
> UNIVERSITY of PENNSYLVANIA

This makes sense, because people know that a product's quality, features and attributes can change over time - especially in relation to new options in the market. This means that how a product performed two-years ago may not be nearly as relevant as how it performed two-weeks ago.

REVIEW FREQUENCY

In order to make sure that you have a lot of reviews, and recent reviews, you also need frequent reviews, and a high volume of reviews, or a high rate of review conversion.

In other words, all things being equal, if product "A" collects reviews at the typical review conversion rate of 5%, and Product "B" collects reviews at a conversion rate of 30%, and they both sell 500 products per month, at the end of the first year, product "A" will have amassed only 300 reviews, vs product "B" with 1,800 reviews. Making product "A" essentially non-competitive because they do not have the benefit of the mass social proof and herd behaviour.

Ultimately, the higher the review frequency of a product or service, the higher the review volume or total number of reviews, which is also a highly influential factor in the decision making process - especially when compared against similar competing products. If a review platform is not effective at converting a high percentage of customers to leave reviews, then the review recency, frequency and volume will all suffer.

MORE 5-STAR REVIEWS GENERATE MORE 5-STAR REVIEWS

At Shopper Approved, We have found that our clients not only collect up to 10x more reviews, but they also generate a higher average star rating than their counterparts. It's a statistical fact, that the more customers who leave reviews, the more positive reviews you will receive, which, as we have already substantiated above, will generate even more positive reviews.

Also, once someone leaves a positive review, they have essentially endorsed the product, and become an advocate, which means that in order to avoid the mental discomfort of cognitive dissonance, they will often continue to be an advocate, and a repeat customer.

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THE BOTTOM LINE IMPACT OF REVIEWS AS UGC ON CUSTOMER LIFETIME VALUE

Customer Lifetime Value (CLV), is typically calculated by the average value of the average customer's total purchases over their lifetime, plus the value of their referrals over a lifetime.

Because ratings and reviews improve trust by conveying popularity and driving herd behavior, reviews directly improve CLV in the following ways:

- Off-site reviews in organic search results and PPC ads significantly increase traffic and visibility, and predispose potential customers to trust you, making them more likely to buy.
- On-site ratings and reviews - especially product reviews prominently displayed on product pages - are highly influential in the decision making process, further increasing the likelihood to buy.
- The increased trust and credibility from ratings and reviews, also improves the likelihood that customers will increase their average order value, and leave a postive review.
- Once a customer has made a successful purchase, and has left a positive review, they are more likely to make repeat purchases and recommend your brand to others, and are less likely to return their purchases.

In essence, CLV cannot be maximized without first creating trust, and trust is most often established through the voice of the masses in the form of UGC, and high-quality, verified customer ratings and reviews.

HOW IT WORKS

Keyword rich UGC in a variety of search friendly media formats (text, images and video) is automatically created and distributed throughout the web.

This powerful social proof, in the form of Ratings, Reviews, Videos and Q&A is strategically placed at the optimal touch point within the Buyer's Journey.

Each touch point that is enhanced with product answers, details and reviews, improves consumer trust, and drives further engagement and conversions.

Google Search

Google Shopping

YouTube

BBB

Bing

Google Ads

yahoo!

Visibility

Traffic

Sales

IMPROVE YOUR KPIs

The impact of UGC on all your marketing KPIs can be extraordinary. Of course, everyone's results vary, but here are some of the typical results that can be realized from a comprehensive UGC driven SEO strategy:

- ✔ Increased organic traffic up to 4x
- ✔ Increased conversion rates up to 75%
- ✔ Increased customer Lifetime Value (CLV) up to 2x
- ✔ Increased Google Ads Click-Through Rate (CTR) by an average of 17%

- ✔ Reduced return rates up to 20%
- ✔ Increased Average Order Value (AOV) up to 18%
- ✔ Reduced customer support costs up to 60%
- ✔ Lower cost per lead, and increased Return on Ad Spend (ROAS)

GOOGLE LOVES REVIEWS

Shoppers love reviews, and so do the search engines, because the search engines love what the shoppers love. That's what keeps them in business.

So, by generating more Seller and Product Reviews, and and making them available across the web, and on your website, you are essentially giving Google and your future customers exactly what they are looking for.

SELLER RATINGS AND REVIEWS ⬈ Learn more

Seller Reviews provide keyword-rich UGC both on and off-page. At Shopper Approved, we typically generate 3 reviews for every 10 transactions (30% average Seller Rating and Review conversion rate), that's a lot of UGC. For example, 5,000 transactions = 1,500 Seller Ratings alone. If the average Seller Rating includes 3 keywords, that's 4,500 valuable keywords, in the context of a customer review, which can be even more valuable than your own copy. Keep reading to learn why.

Seller Ratings are what we refer to as 'Top of the Sales Funnel' content, meaning that it's main benefit is creating more visibility and traffic to your website. Seller Ratings, when collected and syndicated by a trusted 3rd party review platform, show up in a variety of strategic locations online, including; Google Ads, Google Shopping, your Google Seller Ratings page, and Google Organic Search Listings.

▶ Watch Seller Ratings Video

PRODUCT RATINGS AND REVIEWS

Product Reviews are unique in the fact that they can directly influence every stage of the sales funnel. They can be displayed in a variety of strategic locations in Google to increase brand visibility and traffic - just like Seller Ratings. Plus, they they can be actively displayed on your category and individual product pages, to educate and influence more potential customers to buy.

In addition, Product Reviews have a huge impact on your on-page SEO, because they have product-specific descriptions and keywords, that are critical for direct, target searches. These are your highest converting searches and site visitors.

Google Shopping Search Results

Joseph Ribkoff Tunic Style 161066
$118.00 1ère Avenue
★★★★★ 6 Product Reviews
Style: 201437 Color: Black "The wonder fit capris" These pull on comfort stretch cropped pant with the detailed large hem are...
Other options: Black - 2 - Regular - More

Joseph Ribkoff Tunic Style 161066
$118.00 1ère Avenue
★★★★★ 23 Product Reviews
97% Polyester, 3% Spandex - Made in Canada Featuring bloused draping at the natural waist and hooded rear, this zip-up Joseph ...
Other options: 14 - 18

Google Organic Search Listings

www.1ereavenue.com › Pants › Black/White Pants ▾
Joseph Ribkoff Pant style 19166 - Black/white | 1ère Avenue
An interesting high-contrast graphic print covers this Joseph Ribkoff pixie pant with its fitted legs and cropped hem above the ankle.
★★★★★ Rating: 4.8 - 33 reviews - $105.00 - In stock

www.1ereavenue.com › Pants › Black Pants ▾
Joseph Ribkoff Pant style 201437 - Black | 1ère Avenue
Cropped pant by Joseph Ribkoff has an extra wide waistband, features a wide crochet bottom at the hemlines and is simplistic without buttons or pockets.
★★★★★ Rating: 4.9 - 9 reviews - $118.00 - In stock

Write a Review
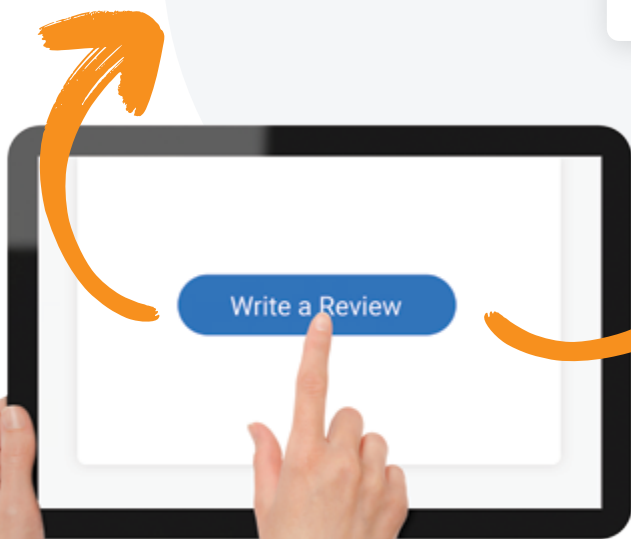
▶ **Watch Product Review Video**

VIDEO REVIEWS

Shoppers LOVE watching video reviews

Video Reviews on your website, YouTube, Google search, and social media channels are often the most powerful and influential marketing tools you can have, because customers often see them as the most helpful, authentic and trustworthy type of recommendations and product info online.

Google loves video reviews too!

Video reviews on YouTube optimize incredibly well in a Google search and are often prominently displayed on the page 1 search results. By adding customer-generated product review videos to your own branded YouTube channel, you will significantly improve your search results and your conversions.

★★★★★

I love this watch! Great quality being super expensive. It keep accurately

PRICE	5/5
QUALITY	5/5
SUPPORT	4/5

FIT

Large

1:21

▶ YouTube

Google

Your Website

"There's no doubt that YouTube videos are given preferential treatment in the SERPs."
-Brian Dean, Backlinko

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TOP 5 REASONS WHY YOU NEED VIDEO REVIEWS

There are at least 5 reasons why video reviews are a 'must-have' tool in your overall review, SEO, and conversion strategy. Let's count them down...

1. It's 50x easier to achieve a page 1 ranking on Google with video. Making video the simplest SEO tool available. (Source: Forrester Research)

2. Video attracts 2 to 3x as many monthly visitors, doubles their time spent on the site, and has a 157% increase in organic traffic from search engines. (Source: MarketingSherpa)

3. When you have a mix of video and text-based reviews, you create content variety, which attracts more and different types of people, and significantly improves your social proof and overall search results.

4. Video Reviews can be displayed in several strategic locations (ie. your website, emails, YouTube, Google, Shopper Approved, and social media sites), creating a very large and positive brand presence.

5. Video Reviews create an emotional connection and have a high level of trust with potential buyers - making them more likely to buy.
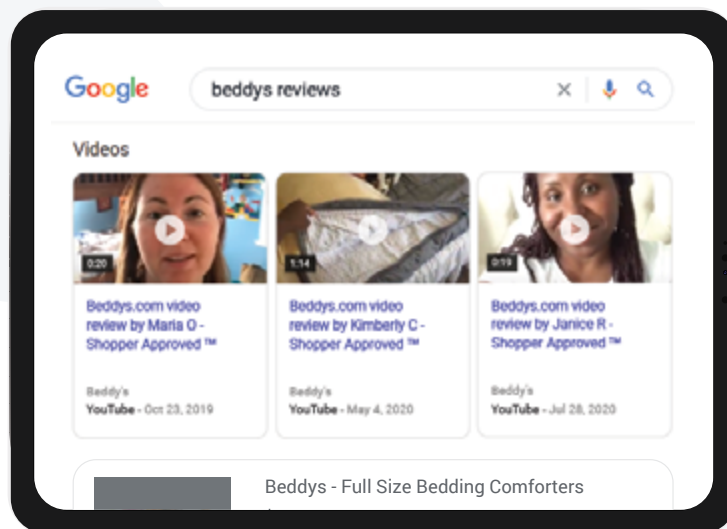
REPUTATION MANAGEMENT ALSO STARTS WITH REVIEWS ⎋ Learn more

Serious shoppers who are further down the buyer's journey, are going to do a search for your brand, website or product reviews sooner or later. And these days, shoppers are "triangulating" their review searches to get a quick average of your rating across multiple review sites. So, having a relatively consistent rating across the web is more important today than ever.

Shopper Approved solves this problem with their unique and powerful 'Survey Destinations' tool, that collects reviews from verified customers, and then sends a predetermined percentage of those reviews to whatever open review platforms you desire.

This not only gives you more reviews and more content in more places, but it also helps you to establish a much larger online footprint, while giving you naturally higher and more consistent average star ratings across the web, making your brand more trustworthy.

Distribute your UGC everywhere it needs to be, and control your reputation.

▶ **Watch Survey Destinations Video**

2x More User
Generated Content

Increased Traffic
& Sales

USE Q&A TO INCREASE UGC AND IMPROVE GOOGLE PAGE RANKINGS

Historically, to create content and backlinks, online merchants have had to wade through the mire of having to hire people to constantly write articles and do tedious link campaigns. No longer.

With Q&A, you simply answer questions that customers have about your products, and when done correctly and marked up with the proper code, these answers help to naturally improve your individual product page rankings in Google, and become prime content for Google to use in Featured Snippets, which content is prominently displayed at the top of search results, and is directly attributed and linked to your individual product pages.

Q&A DONE RIGHT, MAKES ALL THE DIFFERENCE

⎘ **Learn more**

There are 6 Ways the Right Q&A Will Improve Your SEO and Profits

1. Improve SEO and Traffic up to 4x

Content is king, and there are several ways that Shopper Approved Q&A can create more search optimized copy in more places to drive better traffic. As well as provide built-in SEO best practices to improve your sites authority and visibility.

- Depending on what they want, each client is given the tools to implement either a dedicated subdirectory (subfolder) or subdomain for each and every question and answer, giving the search engines a clear and focused target to index and serve.

- Each subfolder or subdomain is optimized for search and indexing, with the ideal schema markup for Google Featured Snippets.

- Product Documents and Descriptions can also be included for a better UX and optimal google indexing in your Q&A search tool, adding additional SEO content.

- Product Articles or blog posts can be automatically suggested and created based on the most common product questions searched and answered. This creates an additional and significant content strategy and SEO lift to ensure that your product searches are highly visible in the search results.

- Each Q&A creates an additional deep link on your website, creating a pathway for the search bots to index more content, and give your site more authority.

- Q&A resides on both the product pages, and dedicated subfolders or subdomains.Giving you two different search results, and more search domination.

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- Q&A increases time on page, and reduces bounce rates, which then improves SEO.

- When you combine Q&A with Product Reviews and Product Review Videos from Shopper Approved, you generate even more User-Generated Content and Social Proof in a variety of formats to improve both your SEO and conversion rates even further.

Q Does this cordless vacuum come with any additional accessories?

A Yes. it comes with a crevice tool, a round brush tool, and a mini power nozzle for stairs.

4x Traffic

600,000

300,000

Year 1   Year 2   Year 3   Year 4   Year 5
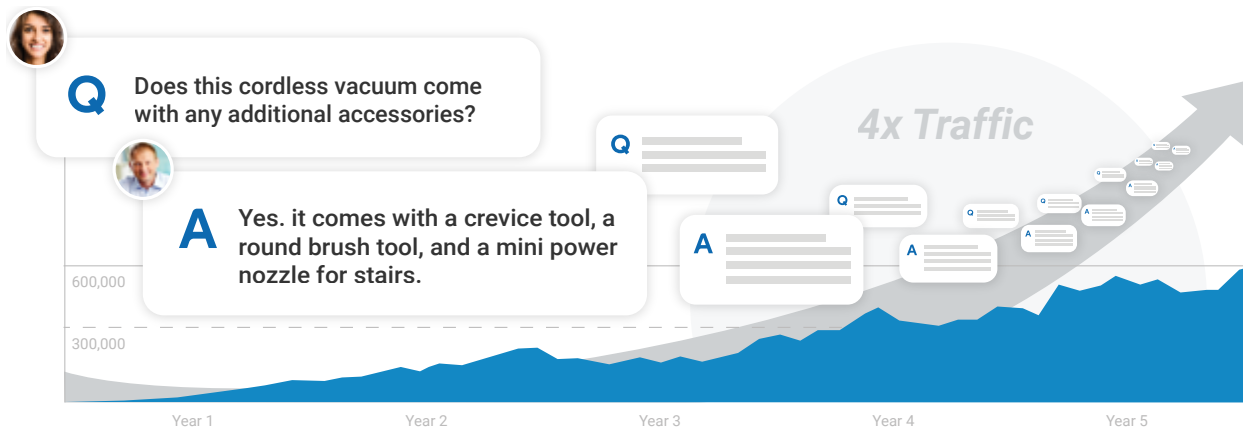
Sustained Organic Traffic Average Monthly Growth Rate of 19.7% (Actual Results)

2x **With** Q&A

Without Q&A
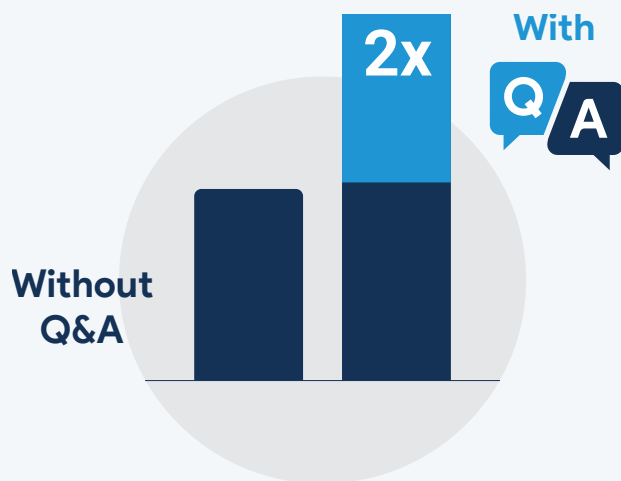
2. Increase Customer Lifetime Value (CLV)

Content is king, and there are several ways that Shopper Approved Q&A can create more search optimized copy in more places to drive better traffic. As well as provide built-in SEO best practices to improve your sites authority and visibility.

3. Reduce Return Rates

As you answer more of your potential customer's questions before they buy, you effectively help to eliminate concerns and set proper expectations once they receive their order. This means that they will be more likely to be satisfied with their purchase and less likely to return it, which effectively lowers your return rate, and also increases the likelihood of a positive review.

4. Reduce Support Costs

Eliminate duplicate tickets and Reduce Support by up to 60% Every time you, your existing customers, or your support team answers a question in Q&A, it creates less work for support in the future, because new potential customers can simply look up the answer right on the product page before they buy.

More Q&A = 60% Less Support

By answering each question once, and making your answers easy to see on your product pages, every future customer directly benefits by getting immediate resolution when they have the same question, leading to happier customers and more sales. As your number of answers increase, your support needs decrease by as much as 60%.

5. Get More Leads

Shopper Approved Q&A will help you collect more leads, because every new question that is asked requires a form, giving you all the information you need to follow up and increase your sales.

6. Improve Sales and Conversions

Not only does Q&A help you create a constant stream of high-quality content directly to your product pages, but it also predisposes visitors to buy, based either on your answer to their question, or your answer to a previous customer's question, which means that your sales will also increase. In fact, up to 75% of visitors who get an answer to their product question via Shopper Approved Q&A, end up buying.

▶ **Watch Q&A Video**

Shopper Approved Q&A turns your customer's product-related questions into valuable SEO content that Google uses to funnel laser-targeted traffic - with a high purchase intent - directly to your website and product pages.

A VISUAL EXAMPLE OF HOW UGC CAN WORK TOGETHER TO DOMINATE SEARCH & DRIVE MORE TRAFFIC

IT STARTS WITH US COLLECTING VERIFIED CUSTOMER REVIEWS AS AN OFFICIAL GOOGLE REVIEW PARTNER.

Once Seller Ratings, Product Reviews and Video Reviews are collected, they are posted on the Shopper Approved Certificate page for your website and product being reviewed, which also contains unduplicated and unique copy about your website and offerings, as well as a high quality, and high Domain Authority (DA) "Do-Follow" link to your site, which improves your website domain authority, and generates more unique traffic linking directly from the Certificate.

Think of the dedicated review Certificate as a specialized microsite, dedicated to and optimized for a brand "review" search. This is a critical search term to own.

Having a dedicated Shopper Approved Certificate shows consumers that you are a trusted brand, and will **Increase Traffic to YOUR WEBSITE**

Our job is to get your ratings and reviews to display in as many strategic locations as possible
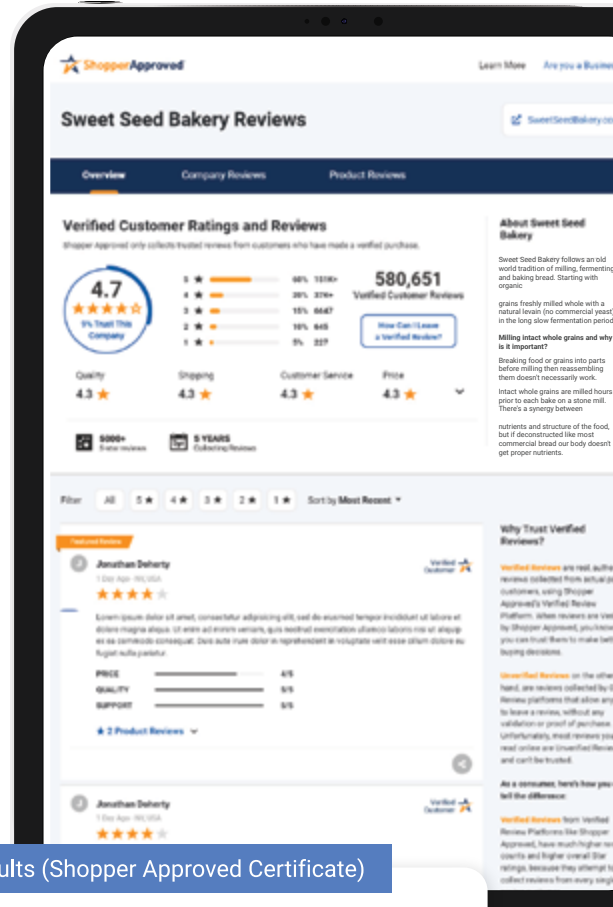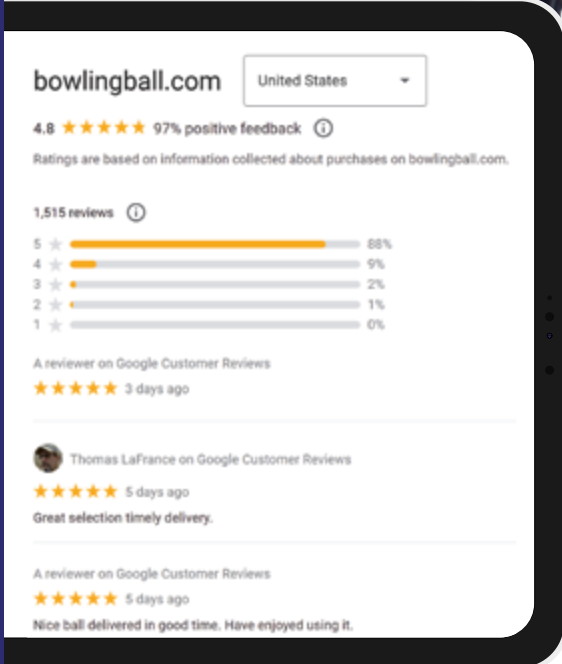
Google Organic Search Results (Shopper Approved Certificate)

Google | bowlingball.com reviews

shopperapproved.com › reviews › BowlingBall
Reviews & Ratings For BowlingBall.com | Shopper Approved
Overall Satisfaction Rating. I like the bowling ball options you offer. Was this review helpful?
★★★★★ Rating: 4.7 - 198,180 reviews

Google PPC Ads (Adwords)

Google | bowlingball.com

Ad · www.bowlingball.com/
Bowlingball.com - Bowlingball.com
Trusted on the Internet Since 1997. Always Free Shipping, No Hidden Fee. Fast, Free Shipping On Every Item. Discover a Large Bowling Selection ...
★★★★★ Rating: 4.8 - 3,399 reviews

A larger online footprint with higher rankings and more backlinks will
Increase Traffic to YOUR WEBSITE

33

Seller Ratings Drive Visibility and Traffic from the 'Top of the Funnel'

Google PPC Ads (Adwords)

Google | bowlingball.com

Ad · www.bowlingball.com/

Bowlingball.com - Bowlingball.com

Trusted on the Internet Since 1997. Always Free Shipping, No Hidden Fee. Fast, Free Shipping On Every Item. Discover a Large Bowling Selection ...

★★★★★ Rating: 4.8 - 3,399 reviews

Google Organic Search Results (Shopper Approved Certificate)

Google | bowlingball.com reviews

shopperapproved.com › reviews › BowlingBall

Reviews & Ratings For BowlingBall.com | Shopper Approved

Overall Satisfaction Rating. I like the bowling ball options you offer. Was this review helpful?

★★★★★ Rating: 4.7 - 198,180 reviews

Stars in ads and search results increase clicks and

Increase Traffic to YOUR WEBSITE

Seller Ratings provide the stars and reviews that power the stars in Google Ads, as well as brand "review" searches.

Product Reviews Play Double Duty, and are Highly Influential

Joseph Ribkoff Jeans Style 191981
$202.00
1ère Avenue
★★★★★ (6)

Joseph Ribkoff Legging Style ...
$94.00
1ère Avenue
★★★★★ (4)

Google Organic Search Listings

www.1ereavenue.com › Pants › Black/White ... ▾

Joseph Ribkoff Pant style 19166 - Black/white | 1ère Avenue

An interesting high-contrast graphic print covers this Joseph Ribkoff pixie pant with its fitted legs and ...

Rating
4.8 ★★★★★ (33)

Google Shopping Search Results
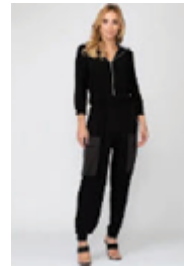
Joseph Ribkoff Tunic Style 161066

$118.00 1ère Avenue

★★★★★ (23)

97% Polyester, 3% Spandex - Made in Canada Featuring bloused draping at the ...

Google Shopping Product Pages

≡ **Google** Shopping

Brunswick TZone Patriot Blaze Bowling ...
★★★★⯪ (120)

$44.99 Bowling.com

97% positive (3,439)

Visit site

Video Reviews

Google | beddys reviews | ✕ 🎤 🔍

Videos

0:20
Beddys.com video review by Maria O - Shopper Approved ™
Beddy's
YouTube - Oct 23, 2019
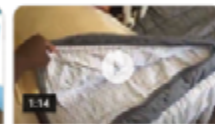
1:14
Beddys.com video review by Kimberly C - Shopper Approved ™
Beddy's
YouTube - May 4, 2020

0:19
Beddys.com video review by Janice R - Shopper Approved ™
Beddy's
YouTube - Jul 28, 2020

Beddys - Full Size Bedding Comforters

Stars in Product Reviews
Increase Traffic to YOUR WEBSITE

35

Video Reviews Dominate Search Results and add Visual Social Proof

YouTube

Honest Beddy's Review
646 views Aug 24,2020

Katelyn Johnson
20 subscribers
Beddy's suggests that their bedding fits best on an 8 inch mattress.... we have 5 inch mat..

Google

Beddys reviews

Videos

CanvasChamp.com video review by Barry C - Shopper Approved ™
Canvas Champ
YouTube - Jul 6, 2017
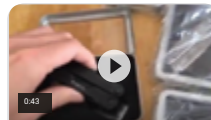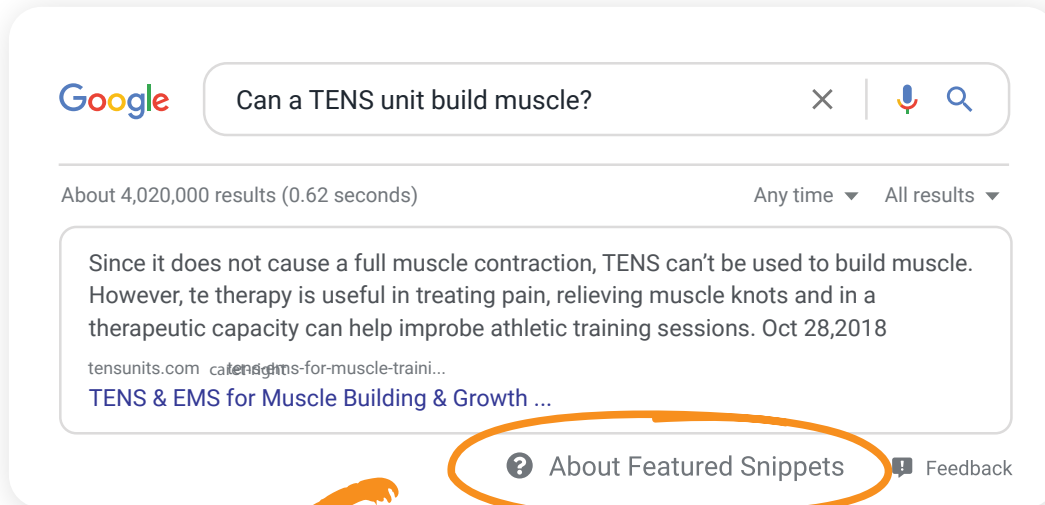
LazerDesigns.com video review by Brandon - Shopper Approved ™
LazerDesigns.com
YouTube - Sep 29, 2016

Your Website

LazerDesigns.com video review by Brandon - Approved ™
s.com
Sep 29, 2016

CanvasChamp.com video review by Barry C - Shopper Approved ™
Canvas C
YouTube

BigCitySportswear.com video review by Alicia L - Shopper Approved ™
Big City Sportswear
YouTube - Dec 27, 2018

Q&A Also Plays Double Duty, and Establishes Your Brand As The Expert
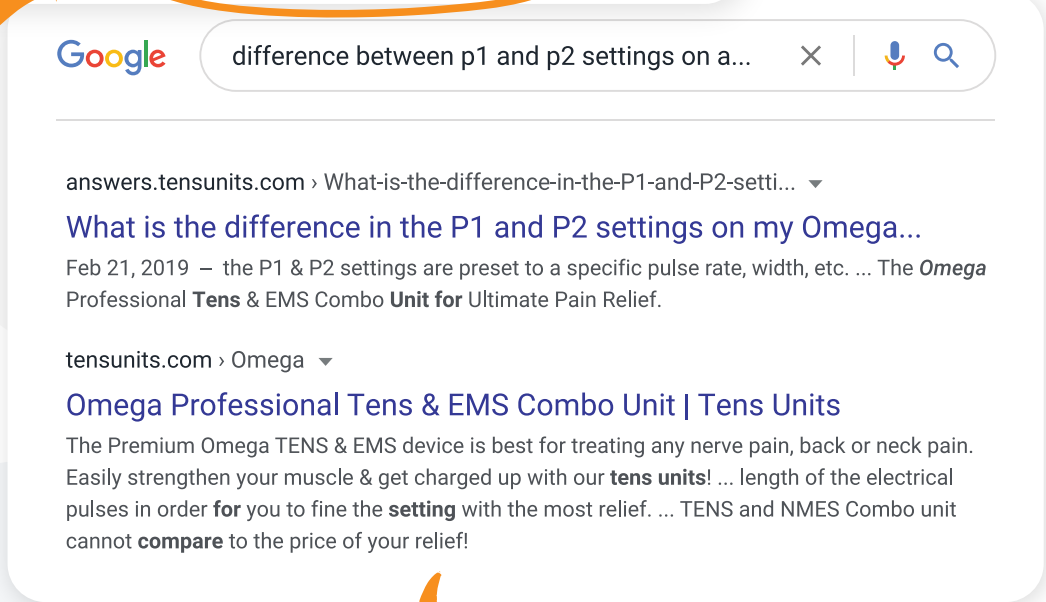
Google | Can a TENS unit build muscle? | ✕ | 🎤 | 🔍

About 4,020,000 results (0.62 seconds)   Any time ▼   All results ▼

Since it does not cause a full muscle contraction, TENS can't be used to build muscle. However, te therapy is useful in treating pain, relieving muscle knots and in a therapeutic capacity can help improbe athletic training sessions. Oct 28,2018

tensunits.com carecams-for-muscle-traini...

TENS & EMS for Muscle Building & Growth ...

❓ About Featured Snippets   ⚠ Feedback

Google | difference between p1 and p2 settings on a... | ✕ | 🎤 | 🔍

answers.tensunits.com › What-is-the-difference-in-the-P1-and-P2-setti... ▼

What is the difference in the P1 and P2 settings on my Omega...

Feb 21, 2019 — the P1 & P2 settings are preset to a specific pulse rate, width, etc. ... The *Omega* Professional **Tens** & EMS Combo **Unit for** Ultimate Pain Relief.

tensunits.com › Omega ▼

Omega Professional Tens & EMS Combo Unit | Tens Units

The Premium Omega TENS & EMS device is best for treating any nerve pain, back or neck pain. Easily strengthen your muscle & get charged up with our **tens units**! ... length of the electrical pulses in order **for** you to fine the **setting** with the most relief. ... TENS and NMES Combo unit cannot **compare** to the price of your relief!

Complete answers to customer's questions are optimized in search to
Increase Traffic
to YOUR WEBSITE

User-generated Questions and Answers are ideally suited for Featured Snippets and top of page organic search results, because every search begins with a question, and Q&A answers those questions with the optimal text and schema markup.

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ADDITIONAL WAYS THAT YOU CAN LEVERAGE RATINGS AND REVIEWS TO EFFECTIVELY PROMOTE YOUR BRAND

REVIEWS SEALS & WIDGETS IMPROVE SEO AND CONVERSIONS

Social Proof on your website makes the difference.

Your Seller Ratings, Product Reviews, Video Reviews and Product Q&A should all appear on your website in strategic locations to drive engagement and conversions at the optimal time. They also provide both deep internal linking opportunities, and additional page content, recent content and content diversity.

Reviews can be displayed in a variety of customizable Review Widgets or as featured elements, and your overall rating and total reviews collected can be displayed in customizable Review Seals.

★★★★★
552K Reviews | Shopper Approved

★★★★☆
4.5 Overall

4.8 ★★★★★
ShopperApproved
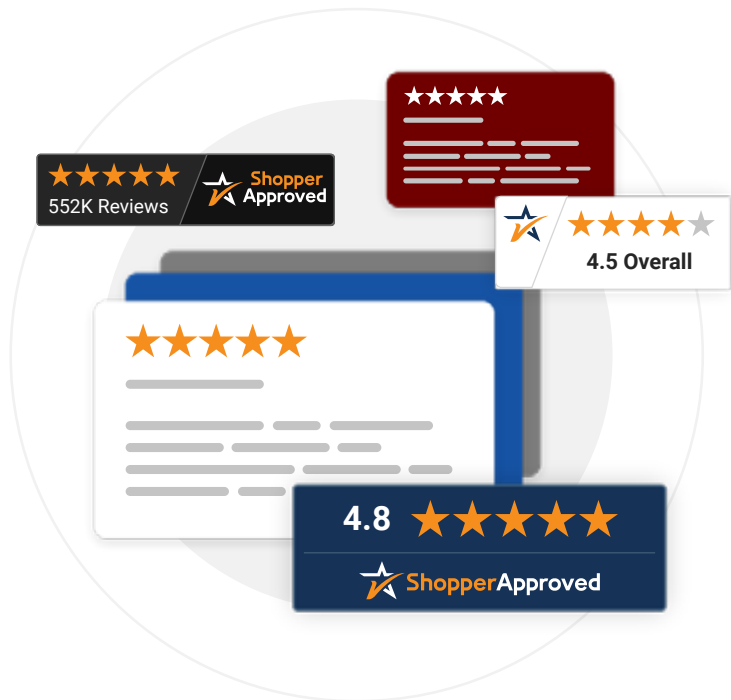
Review Seals and Widgets come in a variety of shapes, colors and sizes to best match your website.

★★★★★
Malinda M. 11/19/2020
Been shopping here for years, and have never had an issue.

★★★★★
Brittany H. 10/12/2020
I never leave reviews, but this time I couldn't resist. Amazing!

★★★★★
Ally R. 11/12/2020
Price is a little steep, but you get what you pay for.

There are almost endless ways to incorporate powerful social proof into your website to improve SEO and conversions. For example, you can customize our review widgets, and add your overall review stats next to your widgets like this...
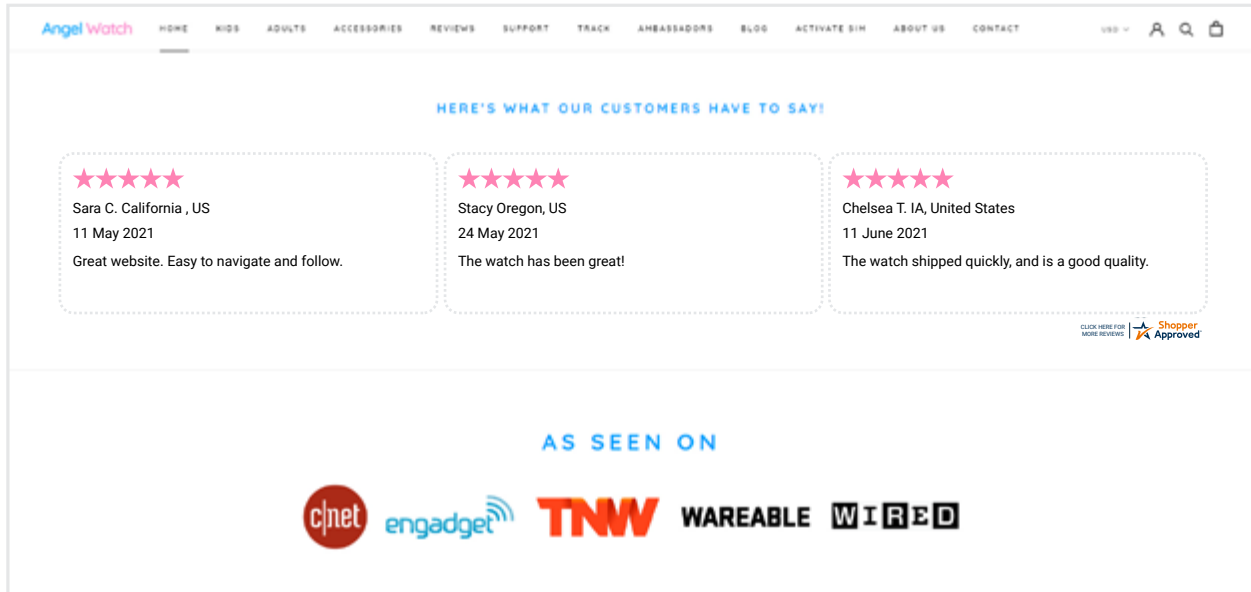
Or, you can add our category widget on your product pages next to the Buy Now button at the top of the page...
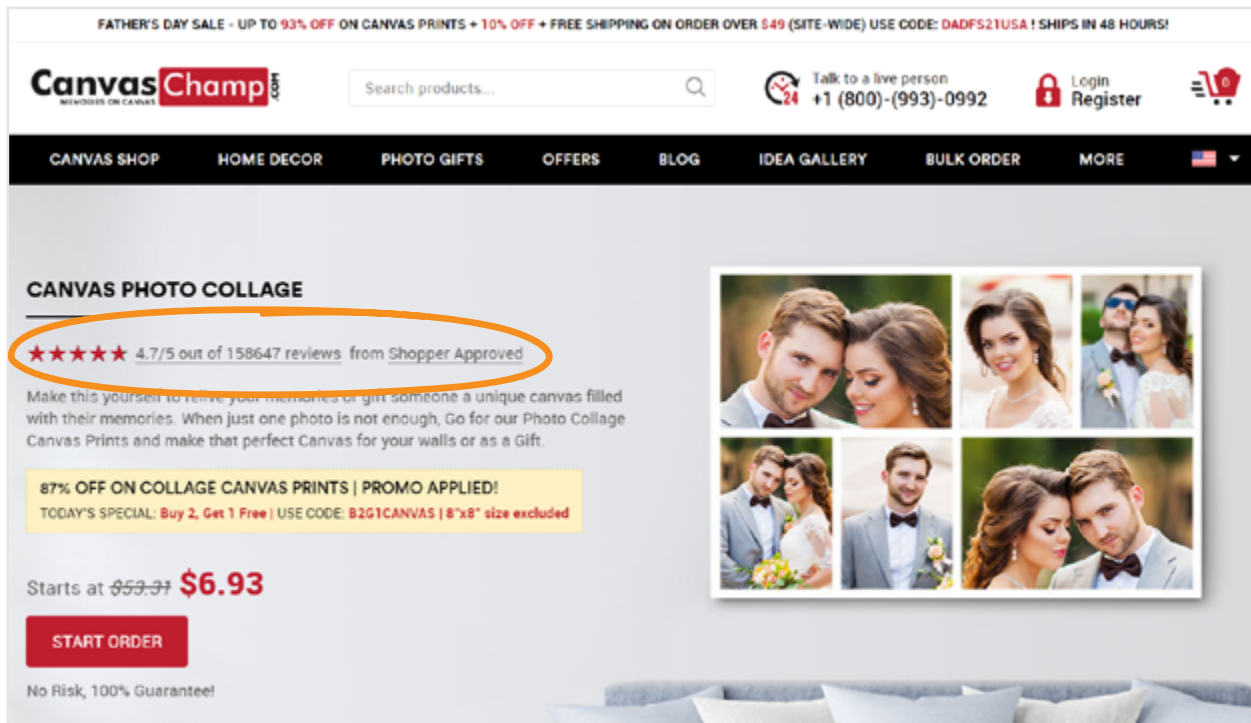
VIDEO REVIEWS ON YOUR WEBSITE IMPROVE SEO AND CONVERSIONS

0:37
CanvasChamp.com video review by Barry C - Shopper Approved ™

Canvas Champ
YouTube - Jul 6, 2017

0:43
LazerDesigns.com video review by Brandon - Shopper Approved ™

LazerDesigns.com
YouTube - Sep 29, 2016

0:28
BigCitySportswear.com video review by Alicia L - Shopper Approved ™

Big City Sportswear
YouTube - Dec 27, 2018

Video Reviews on your website improve SEO, as well as time on page, and conversions. You can even use an excerpt from a video review as a written testimonial (see the example below).

"
We now have more and better reviews than any of our larger rivals. We owe our success and Inc. 500 Fastest-Growing Company award in large part to Shopper Approved."

Signs.com

Watch our interview with Nelson James, CO-founder and CEO of Signs.com

(▶) **Watch Interview Video**

BILLBOARDS, BANNERS AND BROCHURES, OH MY!

You can also feature your Reviews on your website, in your print collateral, emails and ads. The more you use your Reviews in more places, the better your messaging converts.
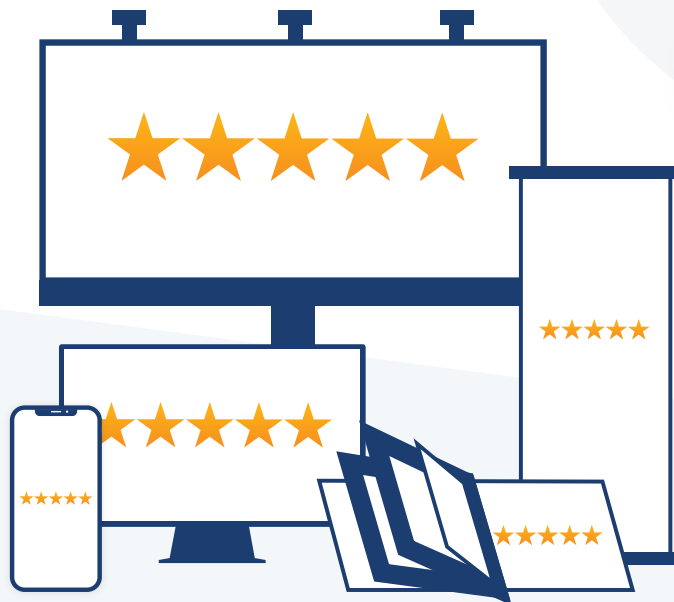
ADD A REVIEW PAGE ON YOUR SITE, TO CREATE A BONUS LISTING IN GOOGLE

You can improve your domain authority, organic search results, and reputation management with a simple branded "reviews" subfolder on your main domain such as: https://www.signs.com/customer-reviews/

This will optimize well for a "your company name reviews" search, which is a very high purchase intent, low funnel longtail search.

If you don't own the top organic search results for your own brand name, your core products or product category, and your brand reviews, you are missing out on most of your sales opportunities. UGC, as it has been laid out here, is one more way to improve your results in all of these searches.

The fact that these are "Verified Buyers" also helps to improve trust, credibility and conversions. A Verified Buyer actually completed a purchase, which means that these are much more difficult to fake, and the process virtually eliminates fake negative reviews from competitors.

THE SCIENCE OF SOCIAL EVIDENCE

SOCIAL EVIDENCE 'ANIMATES' YOUR SOCIAL PROOF

We have been talking a lot about how UGC improves SEO by creating keyword rich content, backlinks, and credibility in the eyes of Google, as well as how UGC improves clicks and conversions through the power of social proof, perceived popularity and tacit endorsements, which then in turn trigger herd behavior.
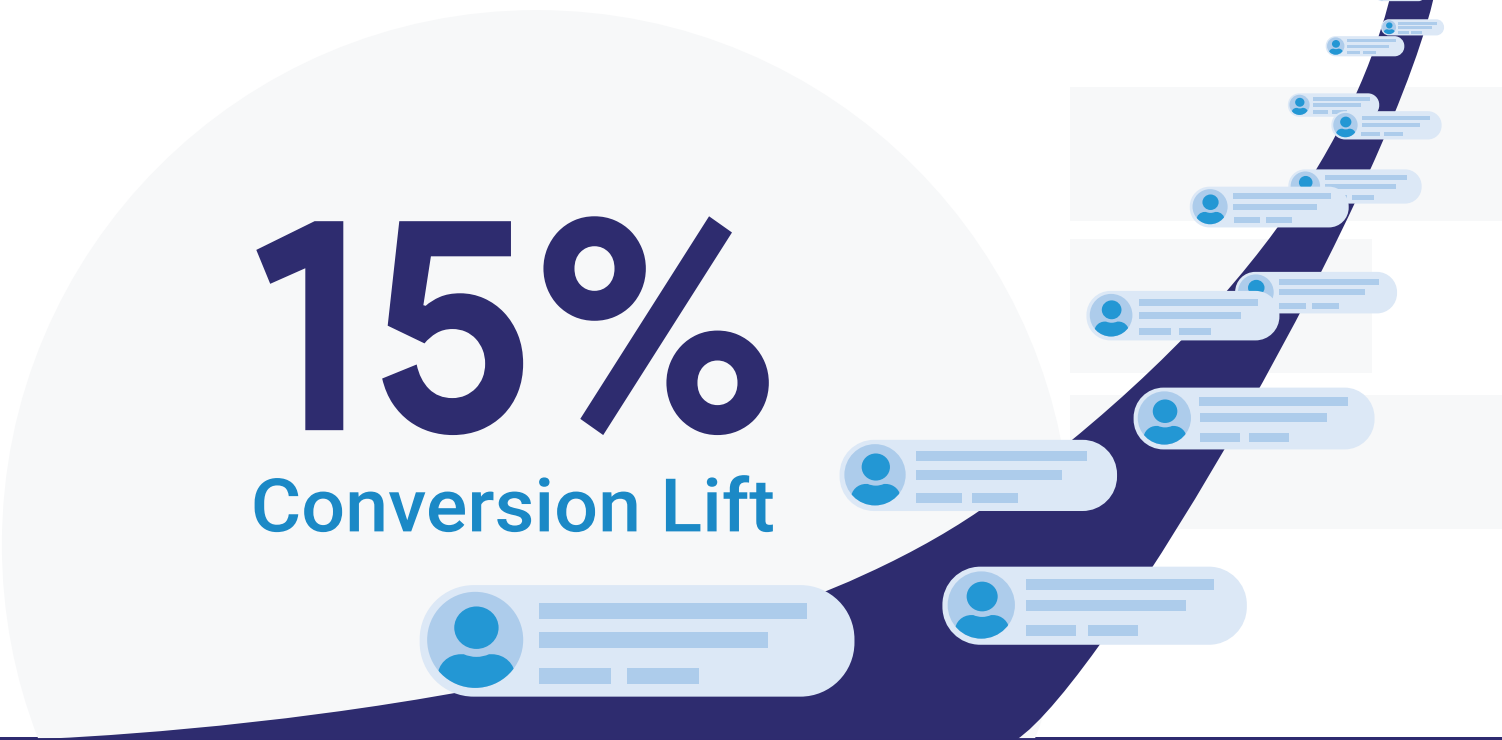
But, there is one more piece of the social proof puzzle that needs mentioning. If you think of ratings and reviews, and product Q&A as top and mid-funnel SEO enablers and traffic drivers that create online search visibility and initial clicks to your site, think of Social Evidence as the decisive piece at the bottom of the funnel that helps get that final click to purchase.

Although Social Evidence as we will define it here does not impact SEO, it certainly makes all your SEO and UGC efforts pay dividends by driving even more trust, herd behavior and conversions at the moment of truth.

Social Evidence physically displays what others have done, purchased, and downloaded, as well as gives visibility into those who are visiting your site, and what they have said about their experience, in real time. It's like crowdsourcing confidence into your site and products.

With Social Evidence, you can use the power of crowdsourcing to build confidence in real-time, adding a data-driven dynamic layer to your social proof strategy.

It adds more life, motion and relevance to your reviews and customer interactions at the most critical moments of decision making. Giving shoppers that extra nudge, which has translated into an average conversion lift of 15%.

15%
Conversion Lift

"

Trust is the biggest hurdle. And trust largely comes from social proof. Social proof is the story we end up believing. Your job as a marketer, then, is to take the threads of social proof and weave them together into something powerful."
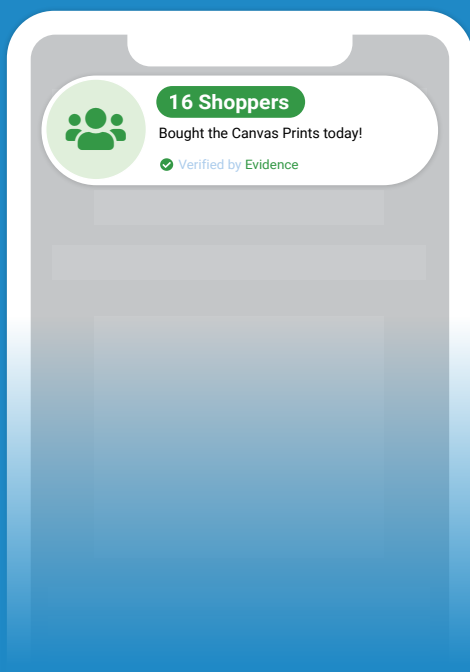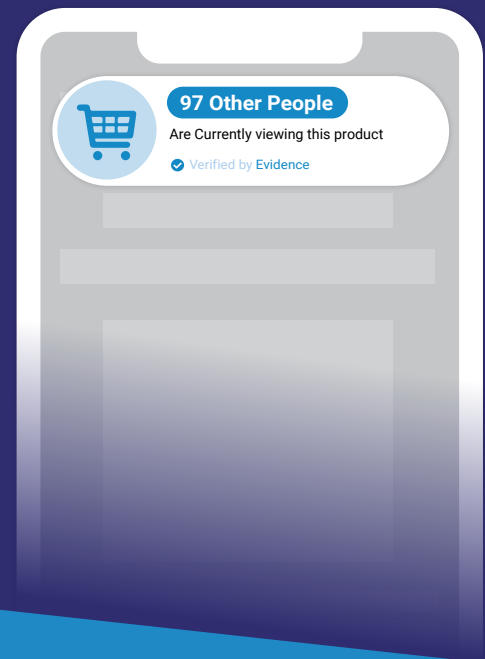
Seth Godin
Expert Marketer & Best-Selling Author

When shoppers see the number of others who are visiting your site right now, or how many have recently viewed a product or offer, or how many have recently added it to their cart, it creates a sense of demand, popularity and legitimacy by leveraging the influence of herd behavior.

Display How Many People Are Visiting Your Site in
Real Time

97 Other People
Are Currently viewing this product
✓ Verified by Evidence

16 Shoppers
Bought the Canvas Prints today!
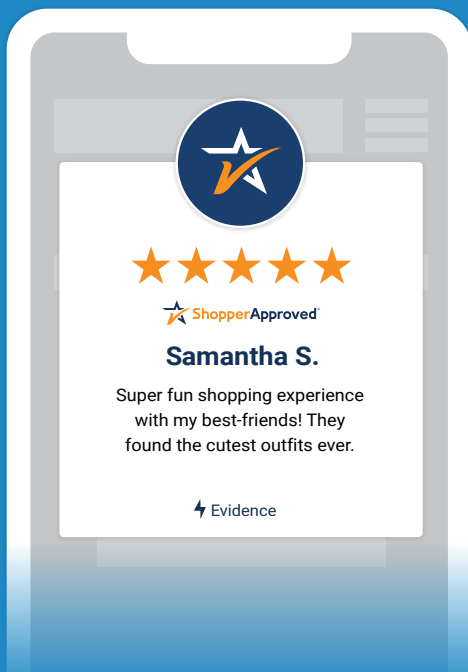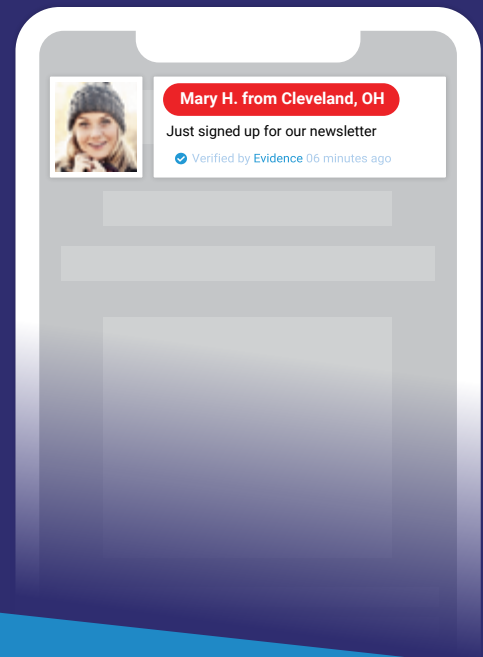✓ Verified by Evidence

Show Actions Taken
By Others

When site visitors see that others in their local area have recently purchased, registered or downloaded your content, it builds confidence in your offer.

Conversions

Display Evidence of Sales

Mary H. from Cleveland, OH
Just signed up for our newsletter
✓ Verified by Evidence 06 minutes ago

★★★★★
ShopperApproved
Samantha S.
Super fun shopping experience with my best-friends! They found the cutest outfits ever.

⚡ Evidence

Seller Ratings

You can also leverage social proof by dynamically displaying select reviews as a pop-up at key decision points.

Conversions can also be increased with triggered notifications that convey urgent messaging, such as a flash sale, a special limited-time offer, or any announcement or incentive you can think of.

Purchase any watch, half off. This limited offer ends tonight!

BUY NOW

FLASH SALE Limited Time
Save 50% on all Trust Guard Plans. Offer Ends Soon - Click Here

BOGO **Buy 1, Get 1 FREE**
Purchase any pair or shoes and get the second pair for Free! Click Here

New Feature **Video Reviews**
Automatically collect Video Reviews from your customers - Learn More

Only 5 Days Till Christmas!
Order now to ensure that your gifts will arrive in time.

TRANSFORM YOUR BUSINESS TODAY

Choose an option below

Watch a 3 Min. Demo

Watch a quick, high-level overview of how we deliver such amazing results.

Request More Info

Ask us any questions, or request more info on our products and solutions.

Free 45-Day Trial

Start collecting amazing customer ratings and reviews right now.

Contact Shopper Approved:

1-888-951-7467 ext. 1

sales@ShopperApproved.com

YOU'RE IN GOOD HANDS

As a two-time Inc. 500 award winner with over 10 years in the review industry, we know how to get our clients 'real' transformational results.

Google ★★★★★ Review Partner

Inc. 500

BBB ACCREDITED BUSINESS A+

G2 4.8

Capterra 4.8

Forbes | Communications Council Member

UGC RESOURCES - HERE'S HOW YOU DO IT

- [Google Seller Ratings and Reviews](#)

- [Product Ratings and Reviews](#)

- [Survey Destinations/Reputation Management](#)

- [Video Reviews](#)

- [Product Q&A](#)

- [Free Trial - Really, No Credit Card Required!](#)

- [Schedule a Demo](#)