

Reputation management & SEO

Use reviews to improve your search rankings



It's a fact

Search engine algorithms use reviews to determine how you show up in search results. Reviews create search signals that help you rank (or tank)!



Did you know?

Reviews account for **17%** of the ranking factor for the Google local map pack

What are search engines looking for?



QUANTITY

How many reviews do you have compared to competitors?



QUALITY

How authentic are your reviews? What is your star rating?



RECENCY

Are your reviews current or are most of them old?



RESPONSES

Are you responding to both positive and negative reviews?

What about renters?

Real people are looking for the same info as search engines

69%

of renters look at reviews when searching for apartments

79%

of them decided not to visit a community after reading reviews

3 tips to stand out in search



1

ASK FOR REVIEWS

You should have as many or more recent reviews than your competitors

2

MONITOR REVIEWS

Use sentiment analysis software to see how your communities stack up

3

RESPOND TO ALL REVIEWS

Show renters & search engines that you're engaged

SOURCES

<https://whitespark.ca/local-search-ranking-factors/>

<https://www.nmhc.org/research-insight/research-report/nmhc-grace-hill-renter-preferences-survey-report/>

REACH

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