

Reputable
Academy

7 Brutal Truths

A laptop screen is shown in the background, displaying the Google logo in its multi-colored font. Below the logo, the word "Reviews" is written in a smaller font, followed by five gold stars. The entire scene is overlaid with a semi-transparent blue filter. The laptop keyboard and a person's hands typing are visible in the lower portion of the image.

Google
Reviews ★★★★★

Hello, I'm Karl Schwantes and after over two decades of working in sales and marketing, I know there's one thing that drives success for any business, every time. Your Reputation.

I love to work collaboratively to deliver win-win outcomes and am regularly engaged by businesses to help them get started on their Google review journey and build a portfolio of reviews that deliver them 1 -3 warm leads every week.

Since setting up my global marketing consultancy Reputable in 2020, I've used Google Reviews as my signature magic bullet—to help clients get to #1 on Google in their industry, create remarkable experiences with their team and clients and dominate the competition with evergreen lead flow.

Specifically, I have used reputation marketing to:

- Generate over a million dollars each year from our Google review portfolio
- Increase our average dollar sale
- Increase our conversion rate
- Position my business internationally

I want to help you embrace reputation marketing in your business as I believe that it is the fastest, low-cost way to grow your business.

Karl Schwantes





7 Brutal Truths

1

If you don't ask, you won't get

Instead of waiting for customers to volunteer a review, you can ask customers if they would like to leave a review on Google - one study discovered that around 72% of the people who said they had been asked for feedback from a business also provided a review.

2

Doing the right thing at the wrong time is still the wrong thing

Timing is everything. Asking for a review at the wrong time can see all your hard work wasted and ruin your Google Review conversion ratio. Look for the moment when your client is at their happiest to ask for a review. If in person is not possible, organise a post purchase follow up to check in with the client.

3

Having less than 74 Google Reviews, means you are below average

In an analysis of 2.4 million local listings in over 30 business categories, the average Google Business Profile had 73 reviews, 45 photos, 5 Posts and a star rating of 4.08. Consumers read an average of 10 reviews before they feel they can trust a business. So, if you only have a handful of reviews, you are unlikely to come across as trustworthy.

4

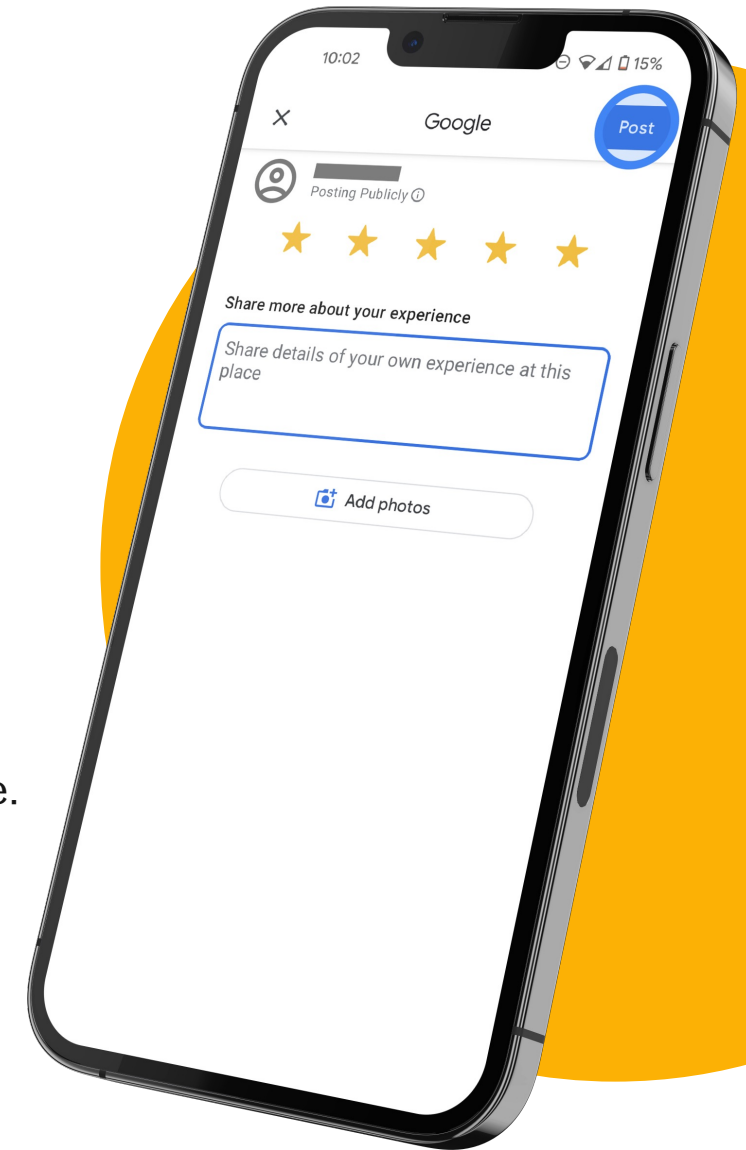
Not all Google Reviews are created equal

There are actually 5 different levels of a Google Review, and most business owners are only hitting the bottom two. Having 50 level 5 reviews would be better than 75 of a level 2 review. Reviews with Geo-tagged photos, keywords and a detailed experience carry more weight in the rankings and allow more traffic to go to your Google Business Profile.

5

Having the most Google Reviews doesn't mean you will take the No.1 spot

Getting to the number one spot in the local map search is more than the total number of reviews. Google takes in a number of factors more than just your Google Reputation Score. It takes an optimised Google Business Profile, and regular relevant high quality Google Reviews to be the number one on Google.





6 Having Google Reviews older than 3 months makes them irrelevant.

85% of consumers believe online reviews older than three months are irrelevant. As many as 40% of those surveyed said they only look at reviews that are two weeks old or less. The gold standard is to aim for 1-3 Google Reviews every week. Not only will it build up trust with your potential clients, but it will also boost your SEO as well.

7 That your most recent review shows up first

Google Reviews are set to show in the Most Relevant order by default. This means that your most recent review is unlikely to show up first. In some cases, the most relevant reviews may be months or more older which reduces their effectiveness. Even worse still your most relevant review might be a less than 5-star review which can have a damaging effect on your brand.

Believe me, when it's done right, building a stellar online reputation can provide far more benefits than just having an impressive profile: **it can lead to boosted profits, higher visibility on Google, and attracting top talent to your business.**

They're the fastest, low cost way to grow your business, so that you can focus more on doing what you love doing with more clients.



Need Help?

My Google Reputation Builder program is the ultimate 'How To' for you to harness the power of Google Reviews. In this program I guide you through my Million Dollar Google Lead Machine framework and the 9 business accelerators. Using this system I have successfully generated an influx of leads, easily converted these leads into clients with remarkable experiences and scaled my business with an engaged team.



Reputable ★★★★★
5.0 rating from 214 reviews

Ready to take the next steps?



BEGIN HERE

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Reputation Builder Program



MASTERCLASS

Over a period of 13 weeks, you will learn my Million Dollar Google Lead Machine Framework. This is my step-by-step framework I have used for years to successfully generate a 7-figure income from my Google reviews for my own business and other people's. There is more than 31/2 hours of helpful and actionable tutorials.



ASK ME ANYTHING

You're never on your own, I am available to you during the program in our weekly implementation calls for any questions you might have. I will answer all your Google Review questions and give feedback on your homework (Yes, I set homework as I'm all about practical implementation). This is something my private coaching clients pay big bucks for.



TEMPLATES & SCRIPTS

This program is designed as an interactive video workbook. You'll receive countless done for you templates and scripts which you can use to start gathering Google Reviews. Just change my name for yours and start getting the results.



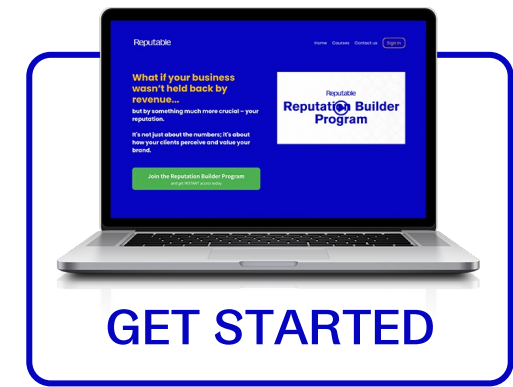
COMMUNITY

Feel supported by like-minded business owners in our Reputation Builder private Facebook group. This community has a diverse range of small business owners, entrepreneurs and course participants, so it's an excellent place to get peer feedback and ask questions.



MENTORING SUPPORT

Your journey to creating your very own Million Dollar Google Lead Machine asset, is based on actual real-world success. You can be assured that everything that you learn is tried and tested, by myself in my business. There is no roadblock that you will encounter that I haven't seen before and have a workable solution to.



Client Success Story



“ After doing the Google Review Mastery Program, we moved to #1 on Google, and extended our reach to attract 20km - 30km away, passing 6-8 other vets to see us, purely because of our Google Reviews. The program has paid for itself three fold.”

Sarah Hemming

▶ [Check out Ripley Vets' Google Reviews](#)

▶ [Watch Her Testimonial](#)