

Data-Driven Strategies to Outperform Competitors

Fact: 89% of consumers check Google reviews before visiting a business—yet most companies ignore **two free tactics** that can steal their competitors' customers (BrightLocal, 2024).

This week, we reveal:

How to ethically "hijack" competitor review gaps (+42 reviews in 30 days) Why your GBP "Photos" tab is costing you leads (and how to fix it)

1. The Ethical "Review Hijacking" Strategy

The Problem:

- 72% of businesses never respond to reviews
- Competitors' negative reviews are untapped lead sources

Step-by-Step Fix:

Step 1: Identify "Review Gaps"

- Use **Google Alerts** for "[competitor name] reviews"
- Look for common complaints you can solve

Step 2: Craft Helpful Responses

• Example:

"Sorry to hear about your experience! At [Your Biz], we guarantee [solution] within [timeframe]. Here if you need help: [phone]."



Step 3: Track Results

• Use Google Analytics 4 to monitor "How did you hear about us?"

Case Study:

- Tampa HVAC company responded to 15+ competitor reviews
- Result: 42 new 5-star reviews + 28% more calls

Free Tool: Birdeye Review Response Templates

2. Fix Your "Photos" Tab

Why It Matters:

• Listings with 10+ photos get 200% more clicks (LocalViking, 2024)

What to Upload:

- 1. Before/After Shots
- 2. **Customer Action Shots** (with permission)
- 3. Local Landmark Photos

Pro Tip: Use <u>Canva</u> to add text overlays like: "Serving [neighborhood] since [year]"



Real-World Impact:

• Austin bakery added kitchen process photos

• Result: 31% more foot traffic

Free Tool: LocalViking Photo Analyzer

3. Free Download: "Review & Photo Audit Checklist"

Get our 1-page cheat sheet at:

Download Here

Key Takeaways

- 1. Respond to competitor reviews(ethically)
- 2. Show problem-solving photos
- 3. **Use free tools** to track results

Next Step: Try **one tactic** today.

Up Next: "The \$0 LinkedIn Lead Hack" Preview





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