

The Importance of Stars in Google Search Results

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Leading review company, TRUSTist, has just released a case study which shows that getting stars in Google's natural search results can have a massive impact on the traffic that the search giant sends to your website.

TRUSTist aggregates reviews from a number of websites around the web including Google, Trustpilot, Facebook and hundreds of others. They then give their clients a code snippet to go on their website which tells Google to display stars in its search results. TRUSTist's client put the code on 65 of their 130 location pages and within a week they could see that the pages with the TRUSTist code on were getting 98% more clicks from Google than the pages without the code on. Most of the franchise owners who trialled just one franchise location in the first month have now gone on to sign up their other franchise locations.

About TRUSTist

www.trustist.com

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