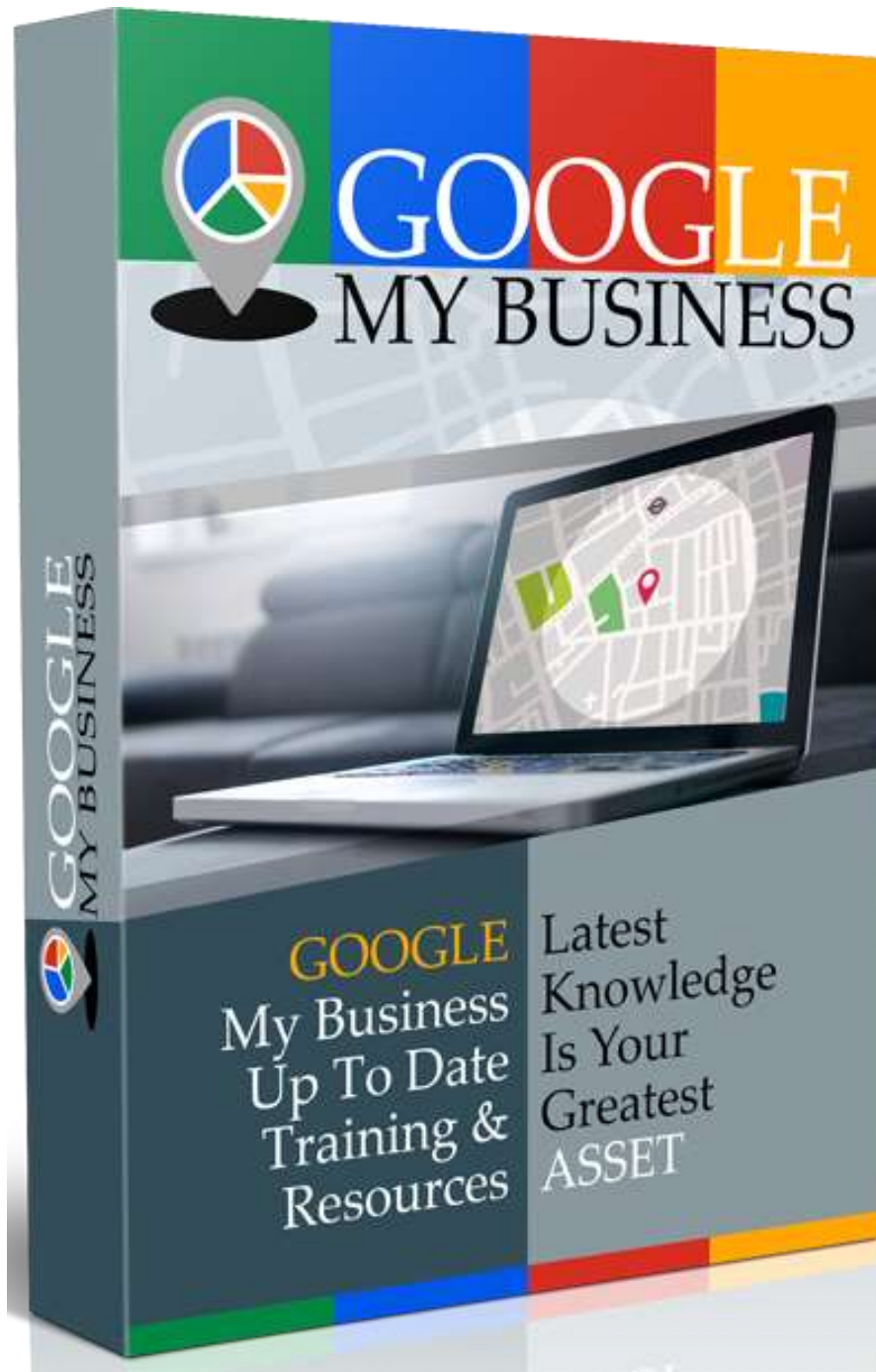


# GOOGLE MY BUSINESS

Google Reviews Need a Yelp Check



## **Bad Reviews - Google Should Learn From Yelp**

With so many fake Google Reviews and bad reviews by disgruntled former employees, etc., business owners are complaining – but Google doesn't seem to be keeping up with the complaints.

Millions of reviews are posted daily. Even though a business owner may “[flag an inappropriate review](#)”, chances of getting satisfaction are very small.

What happens with businesses that are in the news, or high-profile businesses? Surely Google can control their reviews, right? You would certainly think so.

### **Google Has Apparently Lost Control of Reviews**

Do you recall reading about Cecil the Lion being killed by a dentist, Dr. Walter Palmer, in June 2015?

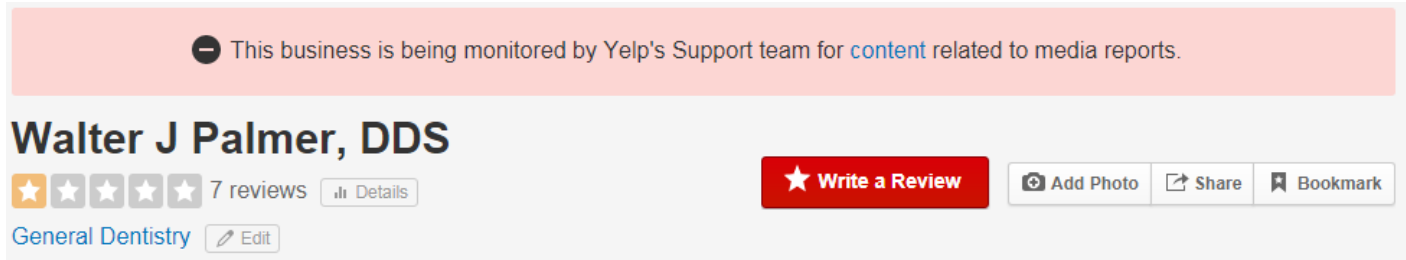
When the story broke in the news, so did the negative reviews on both the business and practitioner business listings of Dr. Palmer. These reviews were reported to Google, and [Google My Business](#) was also made aware of the fake reviews being posted.

You'd think that Google could take the time to check on the high-profile listings. Apparently not.

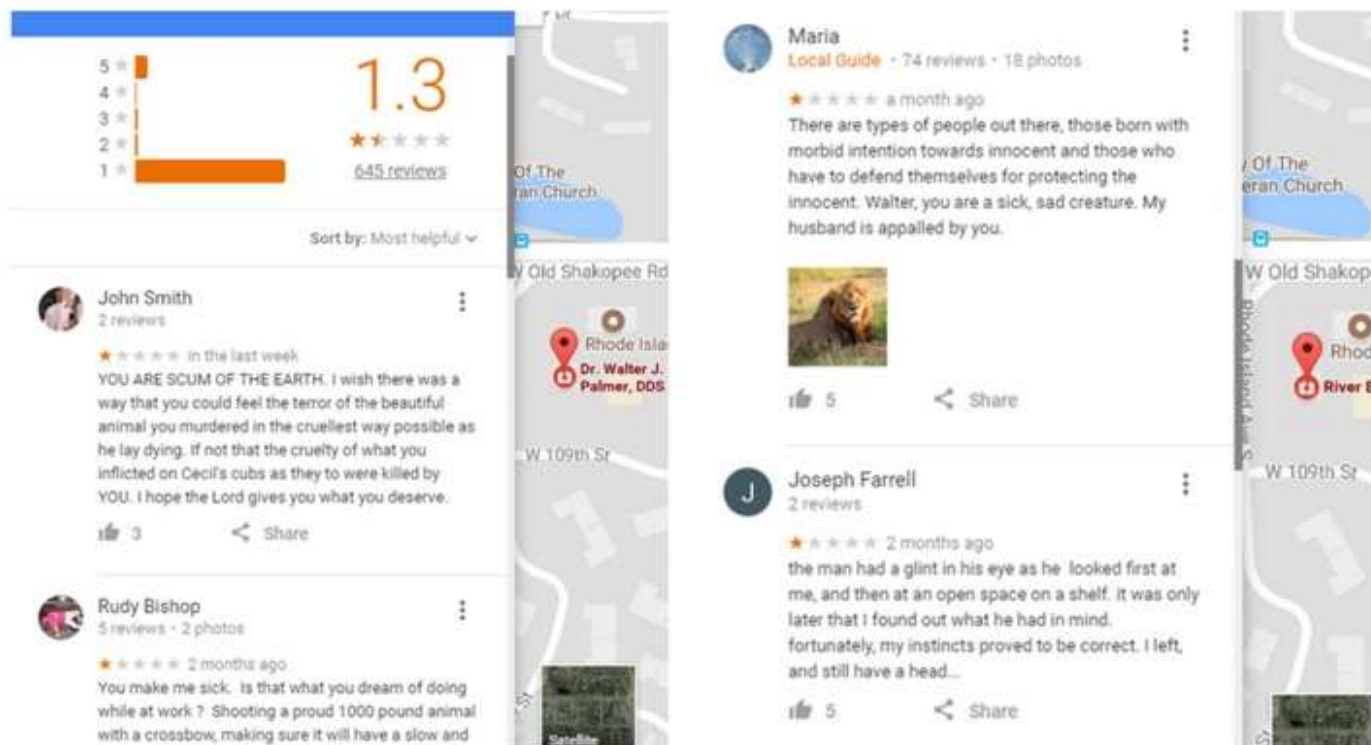
Yelp, on the other hand, has a system set up to deal with listings such as this. They are marked: “This business is

being monitored by Yelp's Support team for content related to media reports".

Here is how Dr. Palmer's Yelp listing appears:



Yelp helps the user to understand that the reviews they are reading may be plants or fake/biased. Yelp also manages to clean up these reviews, on occasion.



It would be great if Google would do something similar to what Yelp is doing (above).

But, in contrast, here is an obviously fake review that appears on Dr. Palmer's Google listing:

**Dr. Walter J. Palmer, DDS** ★  
1.3 ★★★★★ 645 Google reviews  
Dentist in Bloomington, Minnesota

**Address:** 10851 Rhode Island Ave S, Bloomington, MN 55438, USA  
**Hours:** Open today · 7am–4:30pm  
**Phone:** +1 952-884-5361  
[Suggest an edit](#) · [Own this business?](#)

**Lou M.**  
Boston, MA  
7 friends  
2 reviews

★★★★★ 7/28/2015

Had a tooth extraction done by Dr. Palmer recently using a rather innovative technique. He tied my tooth to an arrow, loaded it into a crossbow, and fired at this pesky bald eagle that was soaring above his office. Not only was my tooth removed cleanly, he was able to quiet that eagle by expertly guiding the arrow right through its heart! What a visit! After the decapitation, he then fashioned a beautiful pendant out of the severed head.

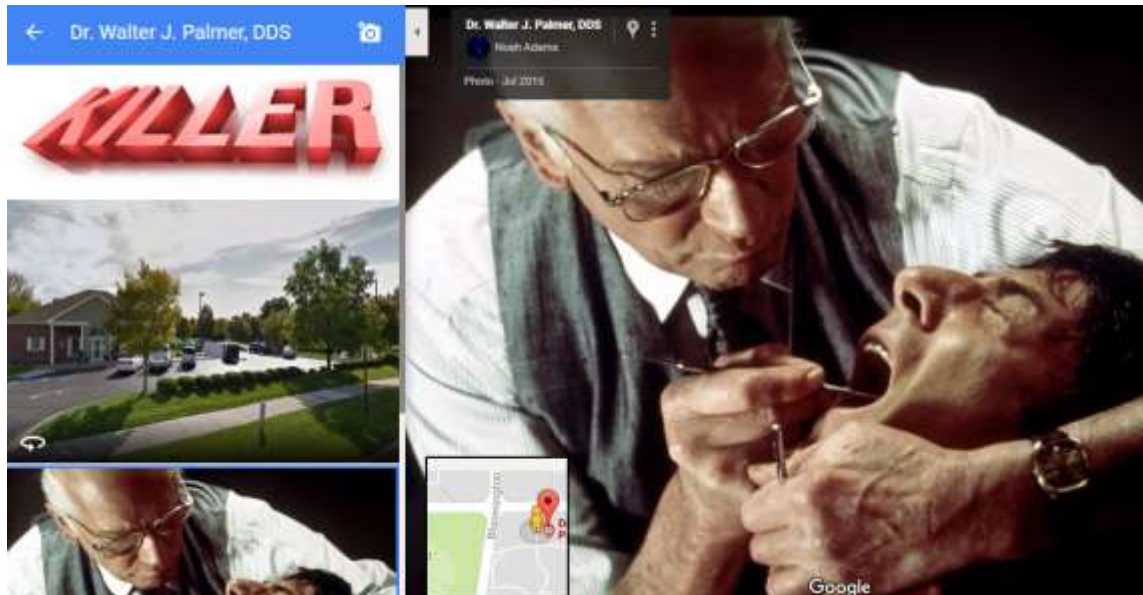
I deducted 2 stars because he refused to administer numbing medicine for the procedure. He said I should be a tough guy, just like him. I then deducted another star because he is a disgrace to humanity.

Was this review ...?  
[Useful](#) 51 [Funny](#) 45 [Cool](#) 14



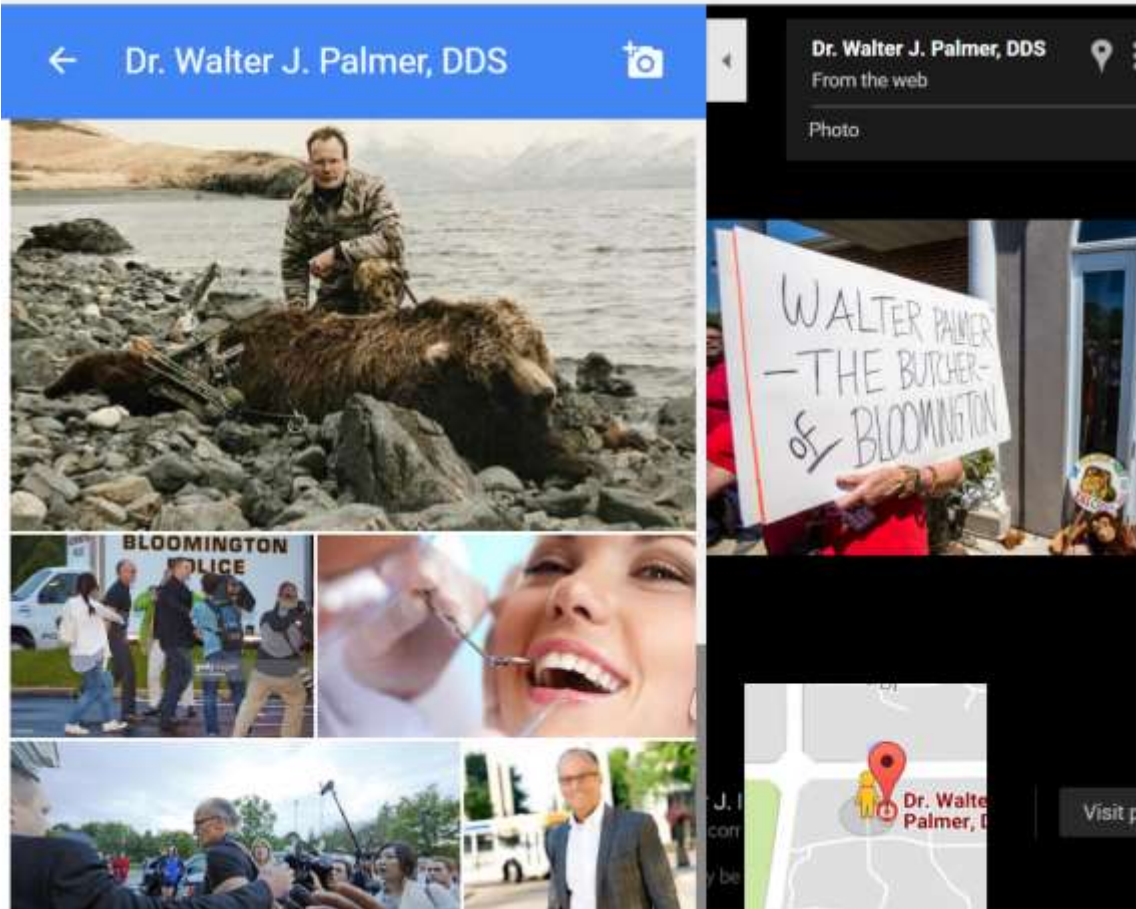
## Google Got Even Worse By Allowing Images

Google has completely flopped with regard to images being added to the business listings. At one time, these damaging images were appearing on Dr. Palmer's Maps Listing – including the word “KILLER”:



As of February 2018, the “KILLER” image has been removed, but other damaging images are still showing:





Has anyone [reported these inappropriate images?](#)

Images from headline news stories should obviously not be added to someone's business listing unless it is something favorable that the business owner chooses to have added.

So how did this happen?

Google My Business (GMB) decided to start importing [web images into google business listings in March of 2016 – which quickly became a major disaster.](#) Even though Google realized their mistake and backed off, it was not fast enough to save Dr. Palmer.

In case you are curious, you can check on Dr. Palmer's current Business listing and Practitioner listing to watch for any improvements that may occur:

<https://goo.gl/maps/76i269w4kk72>

<https://goo.gl/maps/PUJSh2rZKAs>

## **Bottom Line – The “Moral of the Story”**

Pay close attention to the reviews and images in your own GMB listings and those of your clients.

### **Disclaimer**

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.