



10 DO's & DON'Ts

for generating and monitoring online reviews

DO:

1. CLAIM YOUR ONLINE BUSINESS LISTINGS

There are several review sites for potential customers to find information about you or your competitors.

Claim your listings on as many of these sites as possible. Make sure all information is accurate and consistent across all sites and edit your listings to include a brief business profile, photos, office hours, and list of services.

2. ROUTINELY ASK YOUR CUSTOMERS TO WRITE REVIEWS

If past customers have articulated how pleased they are with the service you provide, ask them to submit an online review that speaks to their positive experience.

The most trusted reviews are the ones that provide details. Both customers and search engines want to see if you've earned accolades for your service over a period of time.

3. MAKE YOUR REVIEW REQUEST PERSONAL

However you request reviews — by snail mail or email — let your customers know that you value their honest feedback. This review will ultimately help you improve your operations and customer service.

4. MONITOR YOUR REVIEWS

Online reviews tell you a lot about what customers think about the quality of your service. Without continual and thorough monitoring, you're left with a serious blind spot.

You can mine this wealth of data to uncover and address recurring service or operational issues — such as difficult parking or personnel challenges.

5. MENTION REVIEWS IN YOUR CUSTOMER-FACING SITES

Add those positive reviews to your own website and social media pages. Link reviews back to their original sources. Loyal customers who read these reviews may be inspired to add their own.

You can also put tablets or kiosks in your reception area to collect new reviews.

DON'T:

6. SEND OUT REVIEW REQUESTS ALL AT ONCE

It's important to generate reviews on a scalable and scheduled basis, not all at once. The power of reviews is cumulative.

7. SOLICIT OR PUBLISH FAKE REVIEWS

Never offer your customers an incentive to write a review or create testimonials. This is unethical and will lose credibility for your company. In fact, review sites are becoming more savvy about false reviews and may remove them.

8. ASK DISGRUNTLED CUSTOMERS TO REVIEW YOUR ORGANIZATION UNTIL YOU'VE RESOLVED THEIR ISSUES

It's wise to resolve issues prior to requesting a review. Once the issue is resolved, you can request that the customer write a review about how you addressed the problem. Often your fiercest advocates are initially unhappy customers whose problems you've solved.

9. IGNORE NEGATIVE REVIEWS

Negative reviews can put your reputation on the line. But you can control the outcome. Your best defense is a good response.

Customers want to see how you handle the situation when things go wrong. If appropriate, offer to handle the issue offline.

10. TRY TO REMOVE NEGATIVE REVIEWS

If you can't resolve a customer's issue and turn a negative review into a positive one, let it go.

Attempting to remove a negative review can aggravate the situation and lead to additional negative comments. Focus instead on building a wealth of positive reviews.

To learn more about how you can improve your business's online reputation and drive revenue, email us at sales@reputation.com.

1400A Seaport #400, Redwood City, CA 94603