

SMALL

BUSINESS

REPUTATION MANAGEMENT



OUR AGENDA



WHAT IS REPUTATION MANAGEMENT

GENERAL PROCESS

REVIEW WEBSITES

RESPONDING

REVIEW SOLICITATION

OWN REVIEWS

What is Reputation Management



REPUTATION **MANAGEMENT**

How your company looks

- Good reviews bill trust
- Bad reviews show problems
- Number of reviews show operation volume
- Show company information
- Display next to competition



REPUTATION **MANAGEMENT**

Reviews

- Number
- Reviewer's feedback

Star Rankings

- 1 to 5
- Universal grading system
- Psychology



REPUTATION **MANAGEMENT**

- Trust factor
- Interact with customers
- Customer service
- Company information



REPUTATION **MANAGEMENT**

Bad reviews

- Impersonal nature of the Internet
- Represent true feelings
- Take with a grain of salt

Fake reviews

- Post your own to increase score
 - Competitor posts to decrease your score
-



General Process



Getting Started

[Why Yelp?](#)[Claiming your Business](#)[Case Studies](#)[Mobile App](#)

Products & Services

[Free Tools](#)[Self Service Ads](#)

Claiming your Business

[Call \(877\) 767-9357](#)

The best way to manage your business on Yelp is by claiming your Yelp Business Page and creating a business login. It's a great, free way to engage the Yelp community.

**After claiming your business page, you'll be able to:**

- Respond to reviews with a direct message or a public comment
- Track the User Views and Customer Leads Yelp is generating for your business
- Add photos and a link to your website
- Update important information such as your business hours and phone number

More on how to claim

To begin the claim process, click the "Claim your business" button. Follow the easy steps to find your business and create your business user account.

To verify that you are the owner of your business, Yelp may call the number listed on your business page and prompt you to enter a verification code. Please ensure you are at your place of business to answer this phone call. [Learn more](#)

[Claim your Business](#) or [Log In](#)[Call \(877\) 767-9357](#)

PROFILES

Claim or create profiles

- Search a review website to see if profile already exists and then claim
 - Follow steps
- Create new profile
 - Follow steps



BUSINESS INFO

Update or standardize business information

- Business name
 - Business address
 - Business phone number
 - Logo
 - Business hours
-

Review Websites



YELP

Most popular website for many industries

Bad reputation with mixing reviews appearance and purchasing advertising

Need to be engaged due to larger reach and mindshare

Go to Yelp for Business Owners

yelp

Find plumbers

Near Seattle, WA

Q

Log In

Sign Up

🍴 Restaurants


🏠 Home Services

🚗 Auto Services

More

✍ Write a Review

💼 For Businesses



Free price estimates from local plumbers.

Answer a few questions about your project and we'll find businesses who can help.

Get Started

Best plumbers in Seattle, WA

Showing 1-20 of 766

All Filters

\$

\$\$

\$\$\$


\$\$\$\$

🕒 Open Now

💬 Request a Quote

🟢 Offering a Deal

💳 Accepts Credit Cards



Joe's 2 Sons Plumbing

228 reviews


Plumbing, Hydro-jetting, Water Heater Installation/Repair

Free estimates


Family-owned & operated

Request a Quote

Responds in about 10 minutes



When I called on a Tuesday and was scheduled for that Thursday, I have to say I was skeptical. Especially when the two other plumbers I contacted were booked out at least a month... [read more](#)




Ally Plumbing

379 reviews

Water Heater Installation/Repair, Hydro-jetting,

(206) 519-5716

Serving Seattle and the Surrounding Area



Ally Plumbing

379 reviews

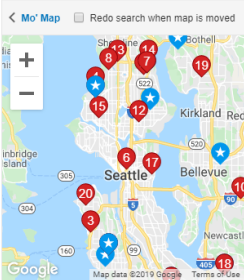
Water Heater Installation/Repair, Hydro-jetting,

(206) 338-0111

Serving Seattle and the Surrounding Area

Mo' Map

Redo search when map is moved



rescueroooter-seattle.com • (206) 607-1270

Rescue Rooter® - Get \$50 Off - Your Local Seattle Plumbers

GOOGLE REVIEWS

Part of Google My Business

Reviews shown are part of Google search engine results and Google Maps results

Google uses review score as part of other ranking factors



plumbers



Rating ▾ Hours ▾

Service Plumbing & Systems

No reviews · Plumber
Open · Closes 6PM · (253) 777-4525



WEBSITE

Beacon Plumbing Heating & Mechanical

4.2 ★★★★★ (107) · Plumber
1907 105th St SE
Open · Closes 5:30PM · (253) 473-3294



WEBSITE



DIRECTIONS

All Purpose Plumbing

4.6 ★★★★★ (156) · Plumber
5433 S M St
Open 24 hours · (253) 473-5100



WEBSITE



DIRECTIONS

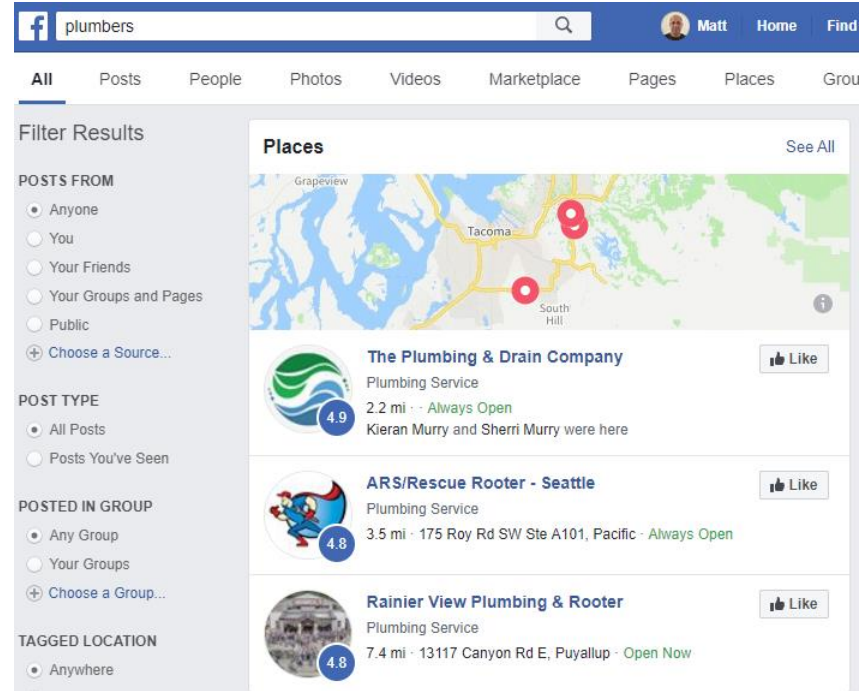
[More businesses](#)

FACEBOOK **REVIEWS**

Part of Facebook Page

Shown when people view Facebook
Page

People can recommend a business and
that recommendation shows to their
friends on Facebook



HOME SERVICES WEBSITES

Each Home Services website also has their own review system

- Angie's List
- HomeAdvisor
- ThumbTack
- Nextdoor

The screenshot displays the Angie's List homepage with a green header. The search bar contains the text "eg: roof inspection, faucet repair, etc.". Below the header, a navigation bar includes links for "House", "Yard", "Health", "More", "Pricing Guide", "Shop Deals", and "Add Review". The search results section is titled "Search Results: Kitchen sink installation" and includes filters for "Distance: Any", "Begins With: All", and "Angie's List Certified", "Super Service Award", "Offers Discount". The results are displayed in a grid of two columns. The first column shows "At Your Service Plumbing Inc" with a green "Angie's List Certified" badge, a green "A" rating, 114 reviews, and a "Request a Quote" button. The second column shows "RossCo Service Plumbers" with a green "Angie's List Certified" badge, a green "A" rating, 10 reviews, and a "Request a Quote" button. Both listings include icons for "Offers Coupon", "Serves 98391", and "Super Service Award". At the bottom, a section titled "156 Search Results" shows a partial view of the "RossCo Service Plumbers" listing. On the right side, a "Helpful Topics" section lists links for "What keeps reviews honest?", "How are companies displayed?", and "What is Angie's List's background check policy?".

Responding





BAD **REVIEWS**

It is important to respond to bad reviews for several reasons:

- It shows you are engaged with your customers
 - You can try to fix the issue that caused the bad review
 - If you can't resolve, at least you can explain why
 - Don't take it personally or react poorly
-



GOOD **REVIEWS**

It is important to respond to good reviews for several reasons:

- Shows engage with customers
 - People like the interaction
 - Don't need to response to every good review
-



REPORTING

If you receive a fake review, report it to try to get it removed as fake

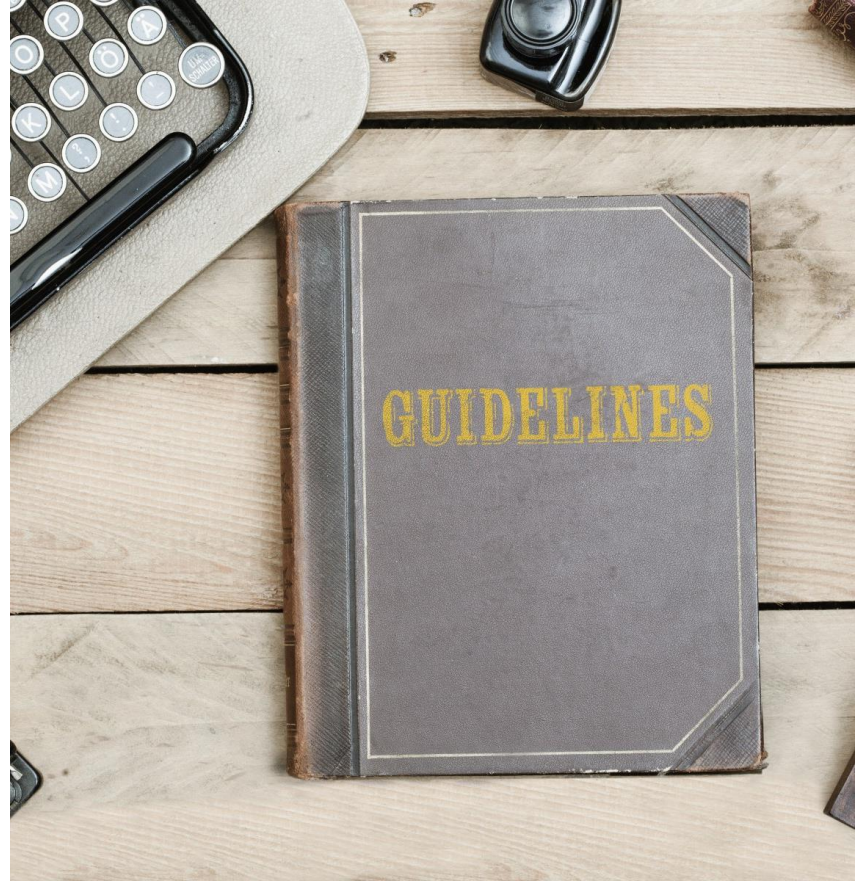
Report reviews that violate the terms of the websites if off topic or doesn't relate to the service performed

Review Solicitation



FOLLOW **GUIDELINES**

Research the guidelines for
each review website to learn
what is allowed



ASK CUSTOMERS

Ask your customers to leave a review

Make it easier by sending an email after their service with a link to a review website



Own Reviews





OWN **REVIEWS**

Consider adding a review mechanism to your own website to collect reviews.

Make the system fair and show both good and poor reviews

Conclusions





BENEFITS of **REPUTATION MANAGEMENT**

- 1** Company appearance
- 2** Trust factor
- 3** Client interaction

