

What Are People Saying
About **You** Online? Is Your
Online Reputation Hurting
You or Helping You? How to
Find Out!

Connie Gray





“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

Warren Buffett



Keep Tabs on Your Own Profile

- Search your business name and locations.

Benjamin Weaver Glass III - Avvo.com

www.avvo.com/attorneys/22030-va-benjamin-glass-1810727.html ▾ Avvo ▾

★★★★★ Rating: 10/10 - Review by Avvo Inc.

Benjamin Glass is a Personal Injury Attorney in Fairfax, VA. Click Benjamin's profile to discover their Avvo Rating, write a review, and read professional ...

Benjamin Glass's Reviews - Fairfax, VA Attorney - Avvo.com

www.avvo.com ▾ Find a lawyer ▾ Benjamin Weaver Glass III ▾ Avvo ▾

★★★★★ Rating: 5 - 53 reviews

Fairfax, VA attorney Benjamin Glass - read reviews from former clients. ... From the moment I first contacted Ben's law firm, I knew I was dealing with topnotch ...

Ben Glass Law - Facebook

<https://www.facebook.com/BenGlassLaw> ▾

★★★★★ Rating: 4.2 - 6 votes

Ben Glass Law, Fairfax, VA. 404 likes ... BenGlassLaw is a car accident, disability, and medical malpractice law firm with offices... ... 4.2. 4.2 of 5 stars · 6 reviews.

Ben Glass | The National Law Review

www.natlawreview.com/author/ben-glass ▾ The National Law Review ▾

Benjamin W. Glass, III is a nationally recognized board certified personal injury, medical malpractice and disability insurance attorney in Fairfax, Virginia.

BenGlassLaw - 53 Photos - Personal Injury Law - 3915 Old ...

www.yelp.com ▾ ... ▾ Lawyers ▾ Personal Injury Law ▾ Yelp ▾

★★★★★ Rating: 5 - 1 review

Ben Glass is the author of numerous consumer books including: Five Deadly... ... With so few reviews, your opinion of BenGlassLaw could be huge. Start your ...

Ben Glass Law - 3915 Old Lee Hwy - Fairfax, VA - Personal ...

www.yelp.com ▾ ... ▾ Lawyers ▾ Personal Injury Law ▾ Yelp ▾

★★★★★ Rating: 5 - 1 review

Ben Glass is the author of numerous consumer books including: Five Deadly ... Ben Glass Law. 5.0 star rating. 1 review. Details , Opens a popup Rating details.

BenGlassLaw Reviews | What Clients Say | BenGlassLaw

www.benglasslaw.com/testimonials.cfm ▾

He also told me what I should next and he stayed with me throughout the experience. I highly recommend Ben Glass to anyone who is involved in an accident or ...



BenGlassLaw ★

Directions

4.7 ★★★★★ 36 Google reviews

Law Firm

Address: 3915 Old Lee Hwy, Fairfax, VA 22030

Phone: (703) 584-7277

Hours: Closing soon · 9:00 am – 5:00 pm ▾

Reviews

Write a review



"I highly recommend **Ben Glass**, Esq., for any personal injury cases in Virginia."



"I was in a **car accident** recently in which I suffered neck and back pain."



"He succeeds in simplifying the very complex process surrounding **tort** claims."

View all Google reviews

People also search for

View 15+ more



Whitestone, Brent, Young & Merrill, P.C.



Fairfax Personal Injury Lawyer David Marks



The Gordon Law Firm



Livesay & Myers, P.C.



Shevlin Smith



Searching for Others



- Search for individual members of your office.
- Do searches for competitors.



Paid Monitoring Tools

- Reputation Management - www.reputation.com
- ReviewPush - <https://www.reviewpush.com/>
- Review Trackers - www.reviewtrackers.com
- Chatmeter - <http://www.chatmeter.com/>





Create an Alert for Yourself and Your Business

Alerts
Monitor the web for interesting new content

Q "Connie Gray" X

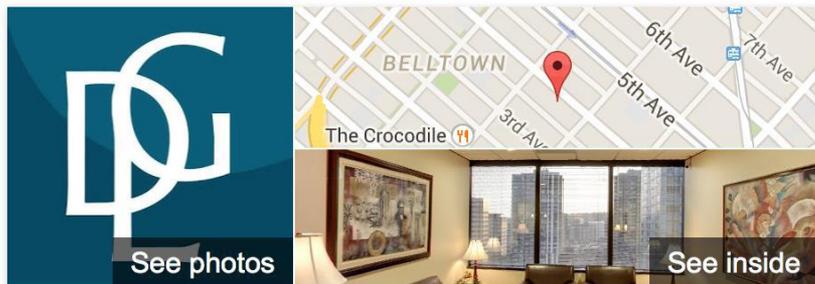
How often	At most once a day
Sources	Automatic
Language	English
Region	Any Region
How many	Only the best results
Deliver to	virtualsolutions4you@gmail.com

[Update alert](#) [Hide options](#)

<https://www.google.com/alerts>



Google: Reviews are PROMINENT



Davis Law Group, P.S.

Directions

4.9 ★★★★★ 36 Google reviews

Attorney

Address: 2101 4th Ave #1030, Seattle, WA 98121

Phone: (206) 727-4000

Hours: Open today · 9:00 am – 5:30 pm

Reviews

Write a review

 "I am very happy with **Davis Law Group** and the way they handle my case." 17 reviewers

 "I am very happy to work with the **Chris Davis Law firm**." 5 reviewers

 "If you are in need of a personal injury lawyer, check out their web site." 2 reviewers

[View all Google reviews](#)

More reviews: [citysearch.com](#), [yellowbot.com](#), [yahoo.com](#), [judysbook.com](#)

Davis Law Group | Personal Injury & Car Accident Lawyers ...

www.injurytriallawyer.com/

Top **Seattle attorney Chris Davis** of Davis Law Group, P.S. has represented victims of serious car crashes, personal injury & wrongful death in **Washington** since ...

4.9 ★★★★★ 36 Google reviews · [Write a review](#) · [Google+ page](#)



2101 4th Ave #1030, Seattle, WA 98121
(206) 727-4000

Chris Davis Personal Injury Attorney in Seattle, Washington

www.injurytriallawyer.com/bio/christopher-m-davis.cfm

Christopher M. Davis is a successful civil litigation **attorney**, published author and advocate for the legal rights of injured persons. **Davis** is a true local---born, ...

Lawyer Christopher Davis - Seattle, WA Attorney - Avvo.com

www.avvo.com > ... > [Animal Attack and Dog Bite Attorneys](#) > Avvo >

★★★★★ Rating: 10/10 - Review by Avvo Inc.

Christopher Davis is a **Dog Bite Attorney** in **Seattle, WA**. Click Christopher's profile to discover their Avvo Rating, write a review, and read professional ...

Davis Law Group, PS - Personal Injury Law - Seattle, WA ...

www.yelp.com > ... > [Lawyers](#) > [Personal Injury Law](#) > Yelp >

★★★★★ Rating: 4 - 2 reviews

Seattle, WA 98121 ... **Davis Law Group, PS - Seattle, WA**, United States. **Davis** **Chris'** success has given him recognition for, not only for his skill as a **lawyer**, ...

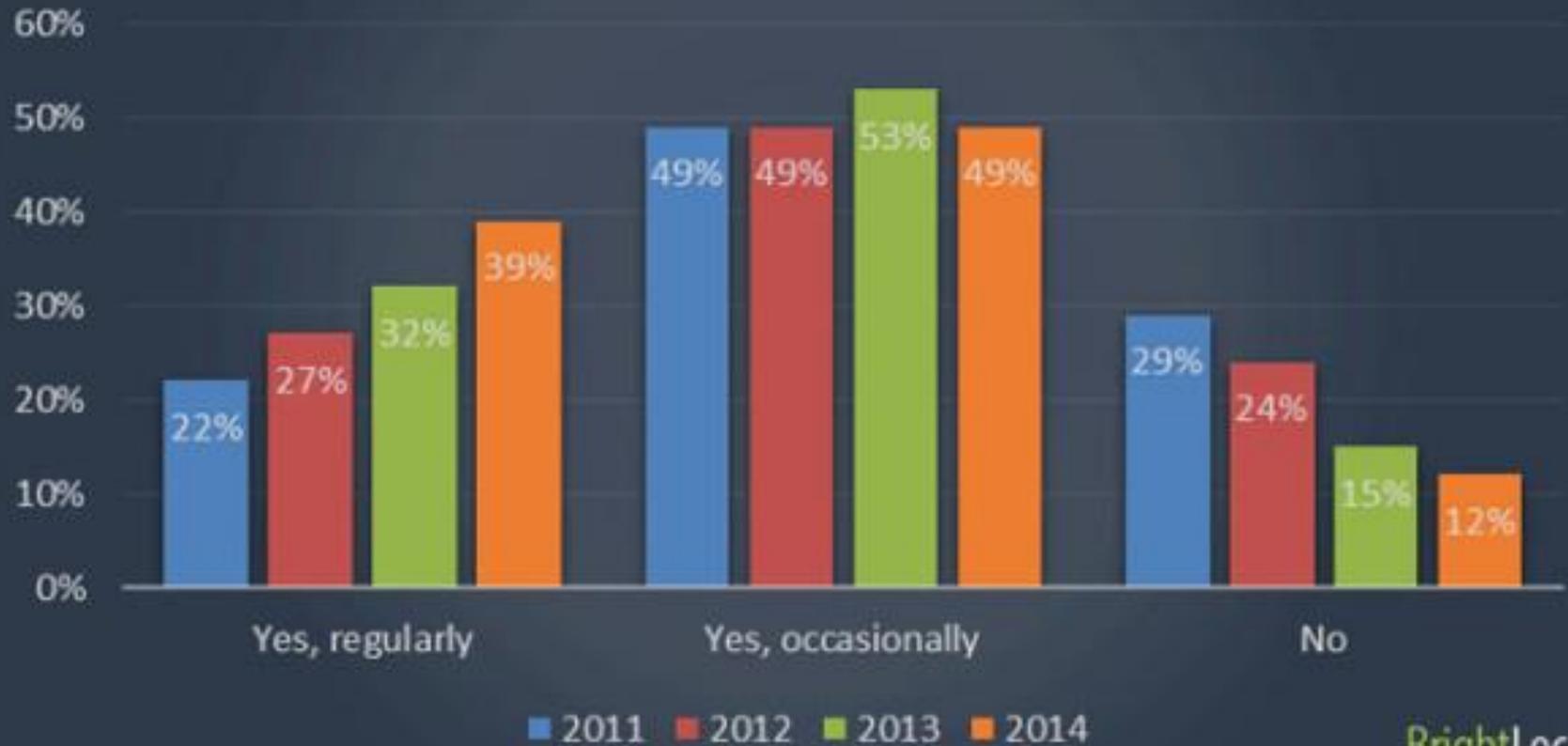


Reviews Drive Client Decisions

- 88% of consumers read online reviews
- 85% of those read ten or more reviews before making a decision



Do you read online customer reviews to determine whether a local business is a good business?



BrightLocal



Monitor Industry Review Sites



What comes to mind when you think about managing your customer reviews?

“I don’t have time!”



“Most reviews are fake!”



Super Lawyers®

How America finds a doctor.®

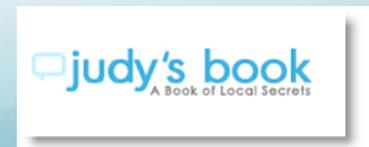
2015

“What if I get negative reviews?”



“I already know I’m great!”

“I don’t need ANOTHER thing to do!”



Where Do Search Engines Get Review Data?

- Main review websites provide data feeds to search engines and other review sites. For example, Citysearch feeds review data to YP.com, Bing, Yahoo Local, Insider Pages, Ziplocal, and more.
- Google can scrape data from smaller review sites.
- Google can find review language in news articles, in blogs, and even on your own website.
- Bottom Line: If there is text online that sounds like a review of your business, the search engines can find it.





DO'S & DON'TS



- Do create a review strategy.
- Do ask people to review you!
- Do provide a variety of places to leave reviews.
- Do this strategy on a regularly scheduled basis (weekly, monthly, and quarterly).





DO'S & DON'TS



- Don't offer incentives or rewards.
- Don't trust a company that says it can clean up your bad reviews.
- Don't take your clients' handwritten reviews and enter them online on review sites.
- Don't let another company do reviews for you.
- Don't have employees review you.
- Don't have a laptop in your office to have clients do reviews there.
- Don't drive clients to just one site.
- Don't solicit all at once.



Angry Client: I can't stand this lawyer! I should have known from the moment I walked through the door that I wasn't going to be heard or respected. The office staff seemed annoyed when I asked some questions, I had to wait an hour for my appointment, and THEN the lawyer only spent 15 minutes with me! Whatever you do, DO NOT SEE THIS LAWYER!!! I've never been so disappointed in my life and will NEVER go back.

Response: Dear Sir or Ma'am: I understand why you were frustrated during your last visit. What I want more than anything is to address these issues with you personally. Please do not hesitate to call me at 888-888-8888. We will discuss everything that occurred during your visit, and I will do everything I can to make it right.



Respond but Don't Confront

#1: Thank them and apologize:
Address negative reviews quickly.

#2: Explain what you will do to fix
the problem: Ask them to contact
you to take the conversation offline.

#3: Make it right: Take responsibility
for the things you did wrong.



Build Positive Word-of-Mouth

- Create a referral program.
- As part of close out, ask them for feedback.
- Encourage clients to check in at your location with Foursquare and Yelp!
- Use DSS to do this process.



Set Up a Review Path

Send Feedback Request Email

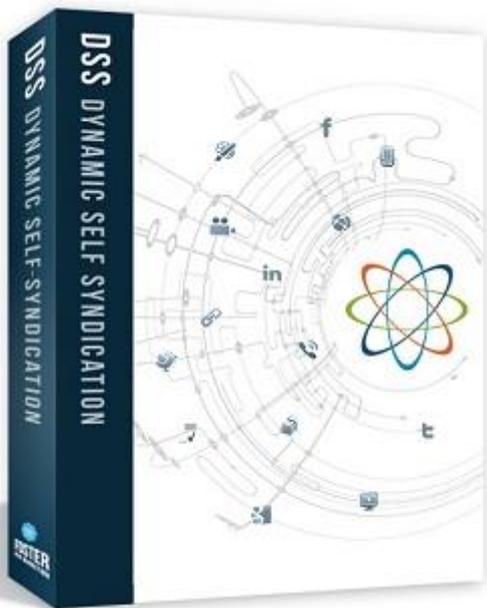
Negative
Feedback

Positive
Feedback

Thank reviewer for feedback. Review these to make sure there isn't a bigger issue to address or something you can do to make it better.

Thank reviewer for feedback. Ask for a review on Google+, Yelp, Avvo, Facebook, Healthgrades, or another website.





CRM Feedback Survey Module

1. Email – create these in DSS
2. Survey page – edit this page
3. Favorable response
4. Unfavorable response
5. Tag contact in CRM



Email sample

Dear ~firstname~,

Thanks for being a loyal Foster Web Marketing client; we genuinely appreciate having you on board. We want to make sure you're just as happy with us—we'd love to get your feedback! We have a super short (really, it's only 2 questions) survey for you to complete.

[You can access the survey here.](#) This survey is meant to help us better serve you, so don't be shy; we really value your honesty.

Dedicated to your success,

The Foster Web Marketing Team



Survey Page

Please complete the short form below to provide us with valuable insight about your experiences with us. Don't be shy—we want to make sure we're giving you the best possible service, and we need your honesty to do that!



Favorable Response

Thank you for your feedback. We appreciate your time, and we honestly value your opinions. Our goal is to make our clients happy, so we'll use the information you provided to do just that. If you could spare another moment to review us on any of the following sites we would be exceptionally grateful!

Feedback Site URLs

Google+

Yelp

Merchant Circle

Yellowpages

City Search

Facebook

Avvo

Lawyers.com



Unfavorable Response

Thank you for your feedback. Our goal is to make our clients happy, so we'll use your feedback to create a greater experience for everyone. We appreciate your time and value your opinions; please don't hesitate to contact us with questions and comments at 888-886-0939.



Feedback Results

20 Contacts for this time period				Favorable	Unfavorable	Requested Anonymity
DATE	NAME	SCORE		COMMENT	ACTIONS	
09/30/2015	Rachel Campbell	4	4			
09/18/2015	Zach Stone	5	5	You guys rock!	PUBLISH	
09/15/2015	Cassy Combs	5	5	Everyone I've dealt with at Foster has been v...	PUBLISH	
09/01/2015	Karen Hoff2	5	5	awesome	PUBLISH	
08/27/2015	Sally Carter	5	5	There are many companies and individuals w...	EDIT	
08/11/2015	Shannon TEST	5	5	Hey Guys- this is a test of the new feedback ...	PUBLISH	
08/06/2015	Aimee Miller	4	4	Rough start with getting website developed. ...	PUBLISH	
08/06/2015	Mark Blane	5	5	Hands down the BEST web company for my ...	EDIT	
08/06/2015	Shannon TEST	5	5	Testing	PUBLISH	
08/03/2015	Karen Hoff2	5	5	test	PUBLISH	
07/31/2015	Conference Room	1	1	you guys rock	PUBLISH	
07/31/2015	Conference Room	5	5	you guys rock	PUBLISH	
07/28/2015	Rachel Critelli	5	5	I really enjoy working with the Foster Web te...	EDIT	

