

FWM April 2015 Webinar

REVIEW STRATEGY & REPUTATION MANAGEMENT



What will you learn today?

1. Refresh of the **FWM TEN MARKETING COMMANDMENTS**
2. Why reviews matter to you
3. Google, Bing, Yahoo love reviews!
4. Which review sites do you watch?
5. **TEN REVIEW DON'Ts**
6. Avoiding and responding to the bad
7. Anonymous review for sensitive businesses
8. Review FAQs and awesome “hacks”
9. Further reading and resources



The 10 Marketing Commandments:

1. Thou shall have overall VISION, GOALS, and STRATEGY
2. Thou shall update your website regularly
3. Thou shall optimize local search / niche directories
4. **Thou shall create a sustainable review strategy**
5. Thou shall create and promote excellent content
6. Thou shall promote community involvement
7. Thou shall be social on social media
8. Thou shall nurture your herd with follow-up campaigns
9. Thou shall embrace PR and court the media
10. Thou shall respectfully and wisely use paid advertising



What comes to mind when you hear “customer reviews”?

“I don’t have time!”

“Most reviews are fake!”

“What if I get negative reviews?”

“I already know I’m great!”

“I don’t need ANOTHER thing to do!”



Reviews Drive Client Decisions

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

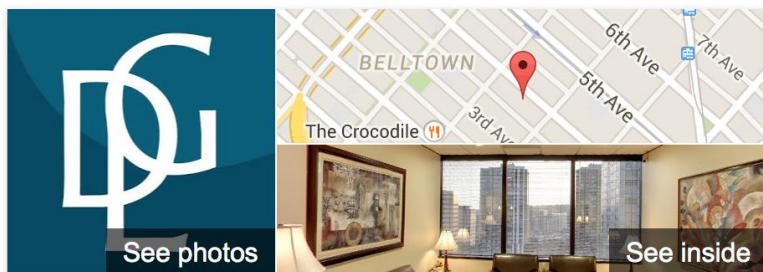
<p>Gerson and Schwartz, PA www.injuryattorneyfla.com ★★★★★ 1 Yelp review</p>	<p>1 1980 Coral Way, Miami, FL 33145 (305) 371-6000</p>	<p>➤</p>
<p>Chalik & Chalik Law Offices www.chaliklaw.com</p>	<p>2 28 West Flagler Street 1000, Miami, FL 33130 (305) 944-2035</p>	<p>➤</p>
<p>Kaire & Heffernan, LLC www.kairelaw.com ★★★★★ 1 Yelp review</p>	<p>3 80 Sw 8th St Ste 1710, Miami, FL 33130 (305) 372-0123</p>	<p>➤</p>

Reviews Aren't Just About SEARCH



A good review strategy can *make you better!*

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 ...

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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**, ...

Google: Reviews are PROMINENT

Law Offices of Dean Standish Perkin...

www.deanstandishperkins.com

4 Google reviews · Google+ page

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4.9 ★★★★★ 36 Google reviews · Google+ page

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Jay DeMers Law Offices

demerslawfirm.com

1 Google review · Google+ page

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(206) 441-1980

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www.stritmatter.com

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E 200 2nd Ave W
Seattle, WA
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Paglialunga & Harris, PS

www.phlawfirm.com

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F 1001 4th Ave #3200
Seattle, WA
(206) 623-6696

Bing Local Uses Yelp Reviews

Local results for miami fl accident lawyer

Bing Local

- | | | | |
|---|----------|---|-------------|
| <p><u>Gerson and Schwartz, PA</u>
 www.injuryattorneyfla.com
 ★☆☆☆☆ 1 Yelp review</p> | <p>1</p> | <p>1980 Coral Way, Miami, FL 33145
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 (305) 372-0123</p> | <p>></p> |
| <p><u>Freidin, Dobrinsky, Brown & Rosenblum, P.A.</u>
 www.freidindobrinsky.com</p> | <p>4</p> | <p>2 S Biscayne Blvd 3100, Miami, FL 33131
 (305) 371-3666</p> | <p>></p> |
| <p><u>Bernstein & Maryanoff</u>
 www.bernsteinandmaryanoff.com
 2 reviews</p> | <p>5</p> | <p>15055 Sw 122nd Ave, Miami, FL 33186
 (800) 429-4529</p> | <p>></p> |

[See all business listings](#)

Bing Also Shows Facebook Reviews

[Davis Law Group, PS - Personal Injury Law - Seattle, WA - Yelp](#)

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

★★★★★ Rating: 4/5 · 2 Yelp reviews · 2101 4th Ave Ste 1030 **Seattle, WA** 98121

Specialties. **Davis Law Group, P.S.** is a **Washington State personal injury law firm** dedicated to helping victims of auto accidents and wrongful death.

[Davis Law Group, P.S. in Seattle, WA | Citysearch](#)

[www.citysearch.com](#) > [Seattle](#) > [Attorneys](#) ▼

★★★★★ Rating: 100% · 11 ratings · 2101 4th Ave Ste 1030, **Seattle, WA** 98121

Davis Law Group has been wonderful. We are still fighting for a fair settlement for my case, but my paralegal, Zee, has been great. She has taken all the stress away ...

[Davis Law Group – Personal Injury Law Firm – Seattle, WA ...](#)

[www3.komotv.com/category/182188/davis-law-group-personal-injury-law...](#)

Davis Law Group is led by the husband and wife team of Chris and Mischelle **Davis**. Chris is the principal attorney and Mischelle manages operations and client education.

[Davis Law Group, P.S. Law firm in Seattle, Washington \(WA](#)

...
...

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★★★★★ Rating: 4.8/5 · 28 ratings

I was very pleased with the help received from **Davis Law Group, P.S.** They were very informative and knowledgeable and got me great results when other **law** firms said it ...

[Davis Law Group, P.S. - Seattle, Washington - Law ...](#)

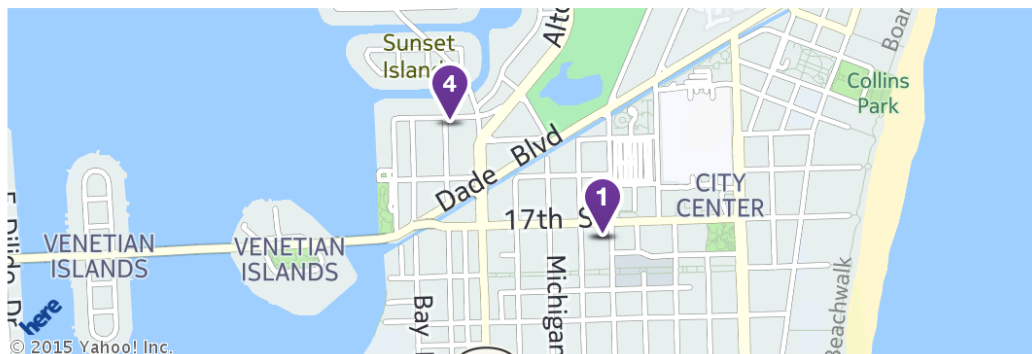
<https://www.facebook.com/seattlepersonalinjurylawyer> ▼

★★★★★ Rating: 4.9/5 · 24 ratings

Davis Law Group, P.S., Seattle, Washington. 1,898 likes · 25 talking about this · 40 were here. Founded in 1994 by attorney Chris **Davis**, ...

Yahoo Local Uses Yelp and Yahoo

Plastic Surgeons near South Beach



- 1

Miami Beach Plastic Surgery ...
★★★★★ 13 on Yelp
✓

 1674 Meridian Ave,... (305) 531-9800
 Miami Beach, FL
- 2

Livnat, Eliezer Dr-Miami Beach P...
★★★★★ 13 on Yelp

 1674 Meridian Ave,... (305) 531-9800
 Miami Beach, FL Open Now
- 3

Tachmes, Leonard Dr-Miami Bea...
★★★★★ 13 on Yelp

 1674 Meridian Ave,... (305) 531-9800
 Miami Beach, FL Open Now
- 4

Tiller J Howell MD-South Beach ...
★★★★★ 1 on Yahoo

 1935 West Ave, #205 (305) 534-5616
 Miami Beach, FL
- 5

South Beach Cosmetic Surgery

 1935 West Ave, Ste... (305) 534-5616
 Miami Beach, FL Open Now

[See all 109 results for Plastic Surgeo...](#)

[Add or update your business](#)

Where Do Search Engines Get Review Data?


- Main review websites provide data feeds to search engines and other review sites (ex: Citysearch feeds review data to YP.com, Bing, Yahoo Local, InsiderPages, 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.

Which Review Sites Should YOU Care About?

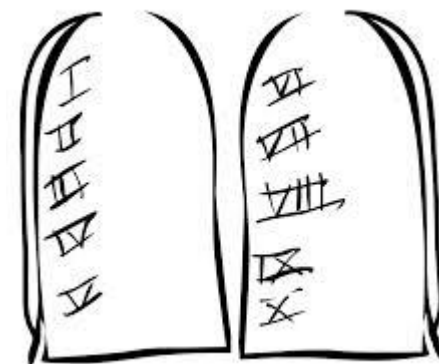
Do you know what is being said about you online?

- Google, Bing, Yahoo: search your **business name** and **location(s)**
- Search for **each of the individual members** of your firm or office
- Do these searches for your **competitors**
- Make the most of sites that **ALREADY** rank well for your name, location!

 ***Make a spreadsheet to track which review sites rank well for each location / person. Monitor them regularly!***

Ten Review Commandment DON'Ts

1. DON'T offer incentives or rewards for leaving reviews.
2. DON'T trust any company or consultant that says they can clean up your bad reviews or can get you positive reviews.
3. DON'T take your clients' review emails or hand-written letters and enter them online for them, and don't let another company do it for you.
4. DON'T use QR codes to take people to a review website.
5. DON'T have employees review you, and don't make your family or friends review you unless they are legitimate clients.



Ten Review Commandment DON'Ts

6. DON'T have a laptop or tablet device in your office for reviews – many review sites filter reviews by IP address.
7. DON'T drive clients to only one review site – letting clients self-select how and where they review you creates an organic online review profile.
8. DON'T take the opposite course and give people too many options. Google+ and 3-4 other review sites is adequate.
9. DON'T try to solicit a bunch of reviews from former clients all at once. Slow and steady wins the race.
10. DON'T take reviews personally – **THIS IS BUSINESS!**



How to AVOID Bad Reviews?

3 **TIPS**

1. Follow up with clients **SOON** after service.
2. Make it **EASY** for clients to complain to you.
3. Got a complaint? Address it **QUICKLY**.

How You Respond to Bad Reviews Affects Your FUTURE Clients

Two ways to make bad reviews work for you:

- If you made a mistake, show potential clients how you handle a problem:
 - Own the issue and apologize sincerely
 - Describe how you will (or did) make things right
- The reviewer is being unreasonable – use this as an opportunity to filter out similar non-perfect clients.



Remember: *you are writing to your FUTURE clients, not just to the upset reviewer. Keep cool and make a good impression.*

Make it EASY to Leave Feedback

- As part of your client close-out process (you have one, right?) send an email asking for feedback.
- Add a feedback form to your website with a star or numeric ranking
 - Ideally, if the rating is low, send the client to a page on your site that asks if you can contact them or will provide more details so you can resolve the issue.
 - Send all clients who submit feedback to a thank you page and thank you email – include links to your top review sites.



Let clients self-select where they leave feedback online – this will help give you a natural review profile

In a Sensitive Business? Anonymous Reviews

- DUI lawyers, plastic surgeons, divorce lawyers – these types of businesses may struggle with getting online reviews.
- Find and promote review sites that allow **ANONYMOUS** reviews:
 - ✓ CitySearch
 - ✓ Judy's Book
 - ✓ YellowBot
 - ✓ Avvo
 - ✓ RateMDs.com



Review FAQs

- **Which Review Sites?**
 - Include Google+ Local / Places, Yelp, Avvo and one or two other sites that rank well for you / your business
- **How do I ask for a review?**
 - Ask clients to “leave feedback”, don’t say “leave reviews” – some review sites are picky about this.
- **What if I have multiple locations?**
 - Put a feedback form and review icons on your office landing pages, have a unique feedback form thank you page / email for each.
 - Create a profile on review sites for EACH location, link back to your office landing page.



Encourage clients to “check-in” on sites like Foursquare and Yelp – proof that a client has physically been at your business helps!

Google and Yelp Reviews Hacks



Client has a Gmail address? Ask them to review you on Google+



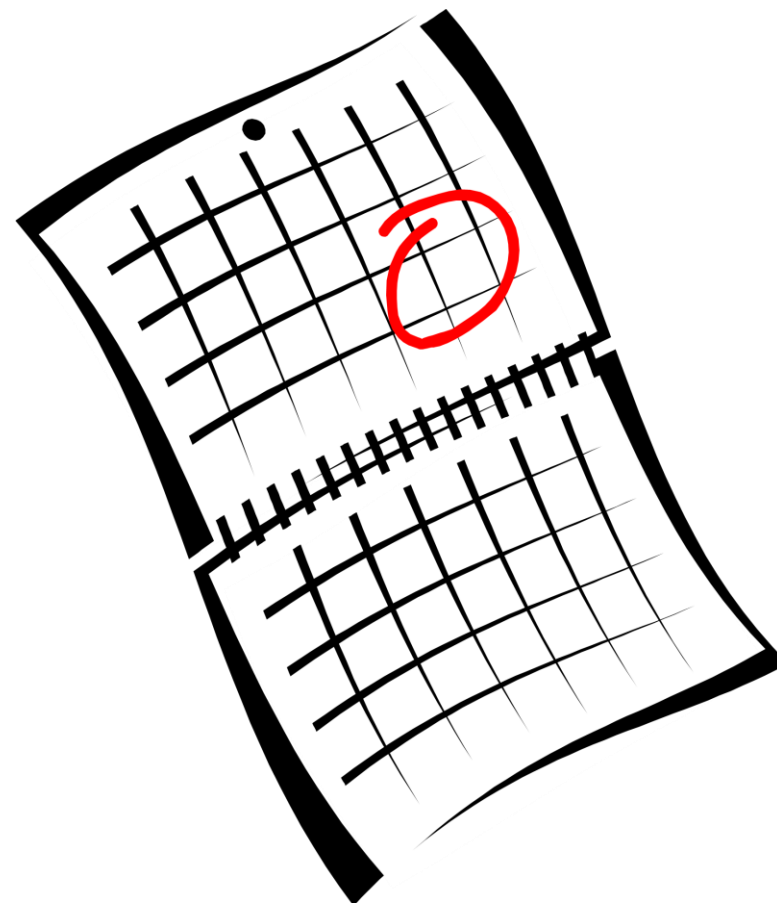
Review other local businesses using your Google+ business profile



Upload your client list to Yelp to find active Yelpers

Routine Maintenance Alert!

*How often
should you
check your
reviews?*



Monitor Review Feedback

- Make monitoring feedback part of your quality assurance process.
- Set up Google Alerts for your business name and the names of partners in the business.
- Search for your business / name regularly to monitor for new review sites that rank well.
- Respond to reviews quickly, but not hasty or meaningless. Great sales / marketing opportunity!



Use reviews as an opportunity to IMPROVE

Further Reading...

- Really Cool Review Infographic:
<http://cdn.searchenginejournal.com/wp-content/uploads/2015/02/0202-online-reviews-infographic.jpg>
- Respond to Google Reviews Real-time:
<http://www.searchenginejournal.com/read-respond-customer-reviews-real-time-google-business-mobile-app/119365/>
- Reviews and Ratings with Moz Local:
<http://moz.com/learn/local/reviews>

RESOURCES

- View our pre-recorded webinars at **FWM.tips**
- **Limited design consultations!** Sign up at www.FWMdesign.com
- **Want to know what's up with your website?**
We offer a free review of your website with a one-on-one consultation. Fill out www.FWMAanalysis.com
- **Next webinar May 19, 2015:** Step 5 *“Thou shall create and promote excellent content”*



Questions?