

Creating & Maintaining a Review Strategy



Why Online Reviews Matter

Google Search: Reviews Are PROMINENT

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www.vamedmal.com/

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 (703) 591-9829

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[Donaldson & Knigge - Capitol Hill - Seattle, WA - Yelp](#)

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★★★★★ Rating: 4.5 - 14 reviews

14 Reviews of Donaldson & Knigge "In a recent visit to Seattle to visit family, my son was cited with a traffic violation for speeding. I Googled searched for a traffic ...

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★★★★★ Rating: 100% - 7 votes

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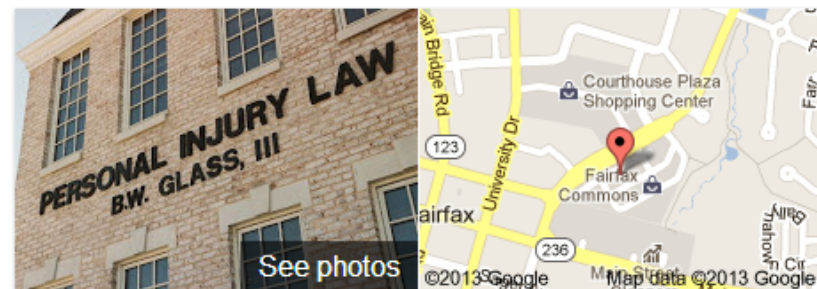
www.avvo.com > [Car / Auto Accident Lawyers](#) > [Washington](#) > [Seattle](#)

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Davis Law Group Seattle. 2101 4th Avenue. Suite 630. Seattle, WA 98121. Office: 206-538-2902. Fax: 206-727-4001. View map | Edit this ...



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Reviews

SCORE

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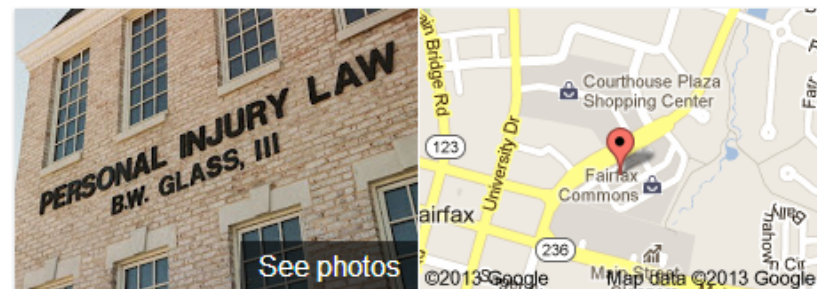
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★★★★★
10 reviews

[Davis Law Group Personal Injury Lawyers in ...](#)

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2101 4th Ave, Ste 630, Seattle, WA
(206) 727-4000 · Categories: Accident Lawyers , Personal Injury Lawyers Payment: Visa, MasterCard, American Express, Discover, Debit Cards, Check Brands: **Davis Law** ...


★★★★★
6 reviews

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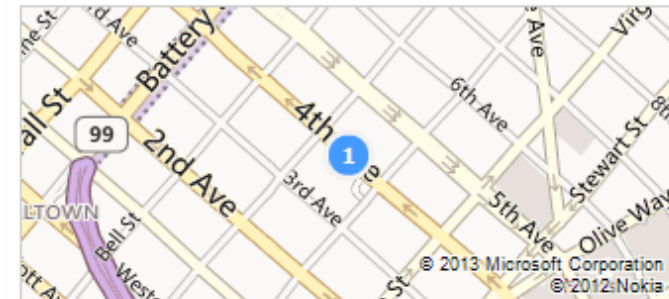
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I was in a nasty rear-end accident over a year ago and contacted **Davis Law Group** to help me deal properly with the insurance ...

★★★★★
7 reviews

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Davis Law Group Personal Injury Lawyers



Directions



100% positive

Yahoo.com (6)

Citysearch (7)

YellowPages (8)

★★★★★
★★★★★
★★★★★

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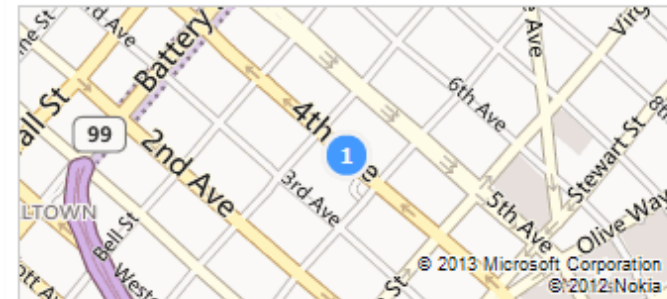
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Directions



100% positive

Yahoo.com (6)	★★★★★
Citysearch (7)	★★★★★
YellowPages (8)	★★★★★

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Why Online Reviews Matter

Where Does Google 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.

Why Online Reviews Matter

Online Reviews Drive Client Decisions

Your website may be found in organic search, but potential clients are also searching your business name and YOUR name online.

Do you know what has been written about you?



Why Online Reviews Matter

Be Aware of Your Online Reputation

Do you know what is being said about you online?

Do you know which review sites rank well for your business name and for your personal name?

Have you checked EACH of your locations?

- Google and Bing: search your business name and location(s)
- Search for each of the individual members of your firm or office



Make a spreadsheet to track which review sites rank well for each location / person.

Review Mindset

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!”



Review Mindset

Change Your Thinking on Reviews

Reviews are a core component of
Quality Client Service

A good review strategy...

- should be part of your business's quality assurance process
- will help you address customer concerns and complaints
- can make your business better



Making the Most of Bad Reviews

How to Make Bad Reviews Work in Your Favor

1. If you made a mistake, show *potential clients* how you handle a problem:

- Be accountable
- Own the issue and apologize sincerely
- Describe how you will (or did) make things right



2. If 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.*

Making the Most of Bad Reviews

Don't AVOID Bad Reviews

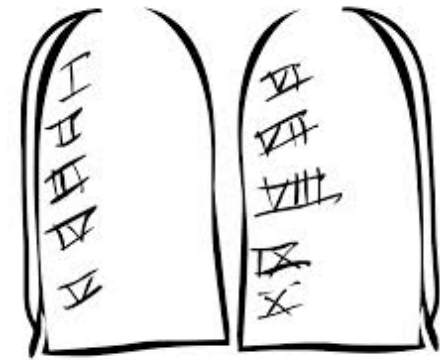


1. Follow up with clients immediately after service.
2. Make it easy for clients to complain to you.
3. Got a complaint? Address it quickly.

What Not to Do

10 Things NOT To Do

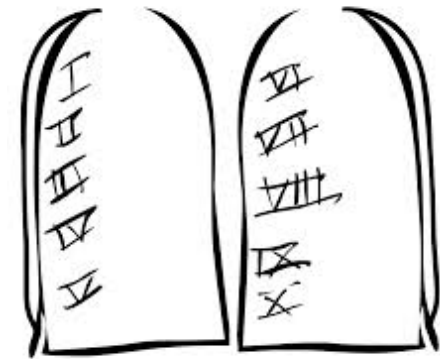
1. DON'T offer incentives or rewards for leaving reviews.
2. DON'T trust any company or consultant that says they can clean up your bad reviews or can get you positive reviews.
3. DON'T take your clients' review emails or hand-written letters and enter them online for them, and don't let another company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



What Not to Do

10 Things NOT To Do

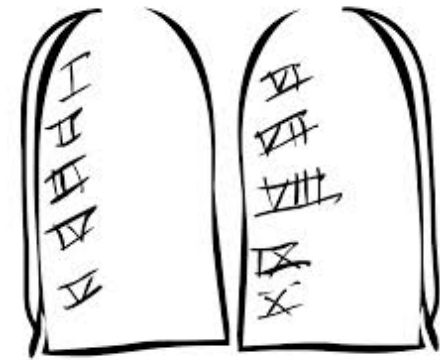
5. DON'T have employees review you, and don't make your family or friends review you unless they are legitimate clients.
6. DON'T have a laptop or tablet device in your office for reviews – many review sites filter reviews by IP address.
7. DON'T drive clients to only one review site. Letting clients self-select how and where they review you creates a more natural online review profile.



What Not to Do

10 Things NOT To Do

8. DON'T give people too many options. Google+ and 3-4 other review sites is adequate.
10. 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.



Anonymous Reviews

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



Creating and Executing a Review Strategy

Make it EASY to Leave Feedback

- As part of your client close-out process send an email asking for feedback.
- Add a feedback form to your website with a star or numeric ranking system.
 - Low Ranking: Send client to a page on your site that asks for 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 to give you a natural review profile.

Creating and Executing a Review Strategy

Review FAQs

- **Which review sites should I focus on?**
Include Google+ Local, Yelp, Avvo, and 1-2 other sites that rank well for you and your business.
- **How do I ask for a review?**
Ask clients to “leave feedback”, don’t say “Review Us!” 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.



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

Creating and Executing a Review Strategy

Monitor Client 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 name and your business name regularly to monitor for new review sites that rank well.
- Respond to reviews when possible.



Use reviews as an opportunity to improve your business.

Creating and Executing a Review Strategy



Bonus Tip: Google+ B2B Reviews

Logged in as your business on Google+, leave reviews for popular businesses and organizations in your local area.

“Barnacle” reviews by using the popularity of other local businesses to improve your business exposure.

Read more:

<http://www.seomoz.org/blog/barnacle-reviews-on-google-plus-local>

Additional Resources

- <http://blumenthals.com/blog/2013/01/31/the-pendulum-swings-on-googles-review-spam-filtering-as-google-relaxes-filter/>
- <http://getlisted.org/resources/improve-your-reputation.aspx>
- Google review content policy
<https://support.google.com/plus/answer/2622994?hl=en>
- Yelp guidelines <http://www.yelp.com/guidelines>



Questions?