Your Guide To Online Reputation Management
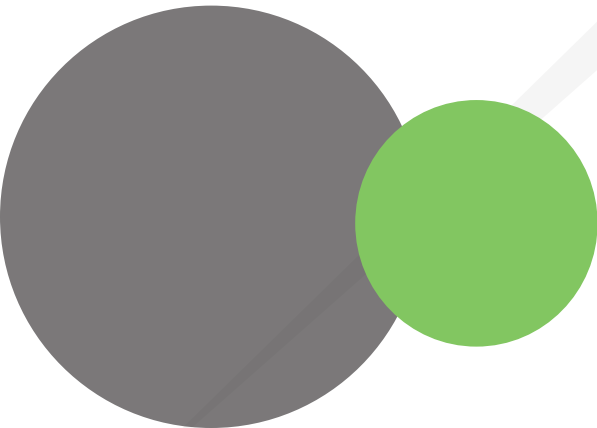
A **1** star increase on reviews site can lead to a **5-10%** increase in revenue.

TAP LOCAL

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Online Reputation Management

What's the big deal?

In the past, as long as you had a website (that looked 'ok'), a potential customer would have had enough information to make a purchasing decision. However, additional sources of information, such as customer reviews, are taken into account when the modern consumer makes a purchasing decision. Therefore, you must ensure that your business' online reputation is properly managed.

The opinions of your customers have always been important. Yet, their opinions are now more easily accessible to your potential customers through a routine web search. As a result, some of your potential customers will go down the 'worm hole' of investigating every single review that a customer of yours has posted before making a purchasing decision. However, most will only scan a few and, if there is a sufficient amount of positivity present, they will then take a look at your website. Nevertheless, your customers reviews are important in attracting both the *review auditor* and the *review scanner.*

Review Monitoring

With a seemingly endless amount of logins, passwords, and tools to manage your business, why not have one centralized location to monitor your online reputation?

Review Response

While having no reviews is harmful to your business' credibility, not responding to the reviews that you have is equally harmful to your business' reputation because it shows that you do not value the opinion of your customers. Make sure to respond to your customers' reviews, positive and negative.

Review Generation

Rarely do customers go out of their way to say something nice even when they've had a great experience. Taking a proactive approach to asking your customers about their experience will result in a higher overall review rating, which will generate more customers for your business.

How To Start

Make sure your information is in line

The first step in online reputation management is delivering information that is consistent between platforms. Think about your own experience when purchasing a product. Most likely, it begins with a routine web search. If you find it difficult to gain the information you require to make a decision, you'll either move onto the next alternative or you'll complete the purchase with a subpar experience. Thus, you will be less likely to go out of your way and write a positive review. In more severe cases, you may even write a negative review about how the business' address, hours, or other information being inaccurate inconvenienced you.

Be in control

Your brand needs to be informative and reliable across all of the maps, apps, search engines, voice assistants and any other new or upcoming AI powered services consumers use to access information on the web.

Ensuring there's no conflicting information across the internet is vital to the organic potential of your business showing up on search results as well as the customers experience when you do. 80% of US internet users prefer to use a search engine when looking for information about local businesses. If your information isn't consistent across online directories, companies like Google won't deliver you as a relevant result on SERP.

Ensure accuracy in business listings

Imagine it's Sunday. You're hungry and don't have time to sit down at a restaurant. You decide that you want Chick Fil A and check YELP to see if they're open. Let's assume Chick Fil A's listing shows they're open for business, so you get up, get in your car, and drive to satisfy your pressing hunger. When you pull up to Chick Fil A you find they're closed (it's Sunday, DUH!). You're furious and write a negative online review for that location because it showed as open on YELP.

REPUTATION MANAGEMENT

Now imagine you could have eliminated the potential for that to happen on over 60+ sites, apps, and search engines by displaying consistent information throughout the internet. In this example, if Chick Fil A didn't have their hours listed on YELP, you would have gone to another site that probably would have given you the correct information. Instead, it only took one wrong listing for their information to be inconsistent, which lead to a negative online review.

Review Monitoring

Take stock in what other people think

In an ideal world, everyone would wait until they have experienced a product or service for themselves before forming an opinion. However, in today's landscape, the opinions of others have a substantial impact on our preconceived perceptions of a business. Therefore, you have no choice. Monitoring and keeping up with your customers' feedback about your business can oftentimes 'make or break' your ability to effectively compete.

With an abundance of choices at their fingertips, your customers will rely on your business' online reviews to make choices. Therefore, you can't afford to ignore your online reputation.

With Google, Facebook, Yelp, and the many more forums for consumer opinions, there's no shortage of channels for your customers to leave feedback. As such, review monitoring can feel like a daunting task without the right tools at your disposal.

A review notification, sent immediately to your phone or email, can help you stay on top of reviews before they pile up.

Responding to reviews not only improves your customers experience, but also attracts new ones to come in the door. After all, you should only care about what other people think to the degree that it has an impact on foot traffic to your business.
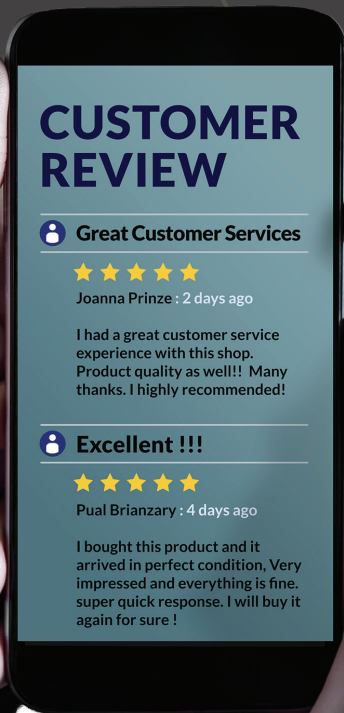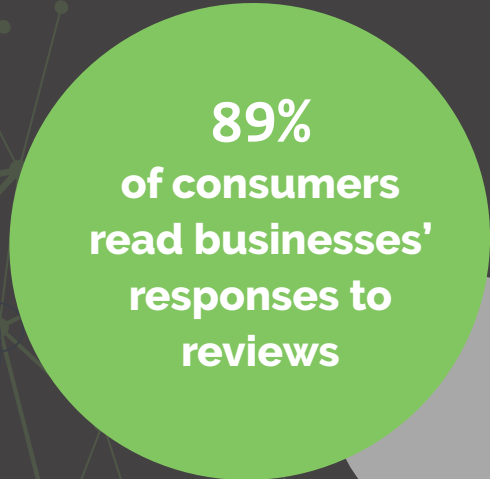
Review Response

It's not about what you did, it's about how you respond

Whether you receive a positive or negative review, it's important that you provide sincere responses. Your efforts will show both consumers and search engines that you value customer satisfaction. Think about how much you spend on attracting customers and providing a positive experience. By responding to reviews, you will capitalize on those efforts by showing potential customers and search engines how seriously you take your business.

Responding to negative reviews can deflate potentially harmful situations. Statistics show that 33% of customers who received a response on a negative review turned around and changed it to a positive review and 34% deleted the review entirely.

89% of consumers read businesses' responses to reviews

CUSTOMER REVIEW

👤 **Great Customer Services**

★★★★★

Joanna Prinze : 2 days ago

I had a great customer service experience with this shop. Product quality as well!! Many thanks. I highly recommended!

👤 **Excellent !!!**

★★★★★

Pual Brianzary : 4 days ago

I bought this product and it arrived in perfect condition, Very impressed and everything is fine. super quick response. I will buy it again for sure !

Review Generation

All you have to do is ask

Ok so now that you know the importance of monitoring and responding to reviews, the next question you'll have is "how do I get more reviews". The answer is simple. Just ask! In fact, 77% of consumers say they would gladly write a review if asked.

Simply by asking your customers about their experience via email or SMS after they've transacted with your business can increase the number of reviews you have tremendously. Just like anything in your business, consistency is key. You can't just ask for reviews 'here and there' and hope to be noticed. In order to show search engines like Google you're relevant, you need to be asking for reviews ALL THE TIME!

Suppose you have a lot of reviews already and don't feel you need any more. Think again, new reviews are an important part of your reputation management strategy because they help to keep you relevant by giving your customers up to date feedback. Google has officially stated that it takes recency of feedback into account when determining 'prominence'.

77% of consumers say they would write a review if asked

Your Online Reputation Matters

How are YOU going to respond?

We have now established that your online reputation is important to your business' well-being. Not only will up-to-date reviews keep your business fresh and relevant in the eyes of major search engines, but they will also provide credibility for your business in the eyes of potential customers.

Failing to properly manage your online reputation is like doing great on the fairway, but lacking on your short game. You've done a great job of building a quality product or service offering. Don't let a few

bad reviews or lack of review responses harm your business. Whether you like it or not, online reputation management has become a standard part of running a business in the digital age.

Thanks For Reading!

Don't worry. We've got you covered.

With TAPLocal Reputation Management, you get a fully integrated tool for your online reputation management that allows you to monitor, generate, and respond to reviews. In addition, our platform allows you to manage your online listing and information. The best part is that it can all be done within a single platform. This way a task as daunting as managing your online reputation doesn't have to be so difficult after all.

We focus on the how so you can focus on the now!

Start Bulding Your Online Reputation Today!