

ONLINE REPUTATION MANAGEMENT

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ORM – WORTH YOUR TIME?

Traffic to the top 10 review sites grew on average 158% last year.

Source: Complete.com

97% of consumers who made a purchase based on an online review found the review to be accurate. Source: comScore/The Kelsey Group

85% of consumers read online reviews to determine if a local business is good or bad.

Source: BrightLocal

77% of consumers say positive online reviews make them trust a business more. Source: BrightLocal

79% of consumers trust online reviews as much as personal recommendations. Source: BrightLocal

92% have more confidence in info found online than they do in anything from a sales clerk or other source. Source: Wall Street Journal

7 in 10 who read reviews share them with friends, family & colleagues thus amplifying their impact. Source: Deloitte & Touche

While testimonials and case studies only influence about half of consumers, reviews influence 50% of consumers to make a purchase. Source: davidmabee.com

97% of consumers use the Internet even before making a purchase offline.

Source: Verdict Research

A one-star rating decrease has the potential to cause up to 5% to 9% loss in revenue.

Source: Cone Research (study specific to restaurants)

4 out of 5 consumers have reversed their purchase decisions based on negative reviews.
Source: Cone Communication

On average, satisfied customers tell 15 people about their good experiences. Dissatisfied customers tell 24 people about their poor experiences.
Source: CBS moneywatch

Reviews can boost conversions more than 20%. Source: Bazaarvoice.com

Reviews are 10% of the local search ranking algorithm. Source: seoMoz

Reviews create a STAND OUT on the search engine results page.

FIND AND EVALUATE MENTIONS & REVIEWS

Set up Google Alerts. Go to www.google.com/alerts. If you've got a Google account, login. If you don't, get one. Put in the name of your business or any other keywords you'd like to track. (Competitors, business trends, etc). Manage your alerts. You can get alerts in your email daily, weekly, etc.

Manually monitor directories and local review sites. (Yelp, Google+, Yahoo Local, CitySearch, Foursquare, YP.com, Facebook, Twitter)

Review monitoring/building services exist to help you get more reviews and monitor those you receive:

Grade.us, PopClickle, yext, YOTPO, ReviewTrackers

GET MORE REVIEWS AND PRESS

90% of typical US consumers read online reviews. Only 6% write them.
Source: Local Viewpoints

To get more customers to post reviews, it's important to understand why users take the time to write online reviews:

46% feel they can be brutally honest on the Internet. 38% aim to influence others when they express their preferences online. Source: Harris Poll

Drive customers to a REVIEW PAGE designed to help them review you. This can be something on your site, or you can use a service like Grade.us or Popclickle.com.

Don't offer an incentive. This is considered unethical and it violates the terms of service of most review sites.

DEALING WITH NEGATIVE REVIEWS AND ARTICLES

MYTH: All negative reviews are bad for business.

Negative reviews may:

- Project legitimacy and authenticity

- Correct issues that need correcting

- Steer potential customers away from a bad fit.

- Demonstrate care and service by how you respond.

For every customer complaint, there are 26 other unhappy customers who have remained silent. Source: Lee Resource

Readers of mixed reviews form more positive judgments of a brand than those exposed to positive reviews alone. Source: Coker

Research by TripAdvisor found that 79% of the readers of negative reviews say they are reassured by responses from business owners. Source: T. Clawson, Sound of the Crowd

Respond to all negative reviews. Do not respond to positive reviews.

Respond in hours or days, not weeks or months.

Thank the reviewer for taking the time to write the review.

Don't try to win.

Respond privately.

Take responsibility.

Consider compensation with caution.

If your efforts bear fruit, request removal or an update to the review.

FALL ON THE SWORD. Right or wrong. True or false. Accurate or lies. It does not matter. You are **not** responding for the benefit of the reviewer. You are responding for the benefit of future readers.

THINGS TO AVOID WHEN GETTING REVIEWS.

Don't:

Get a lot of reviews too quickly.

Get multiple reviews from a single IP address.

Put URLs in the reviews.

Offer incentives.

Buy reviews.

Having trouble with a Google review or anything related to your Google local profile?

<https://support.google.com/business>

OWNING PAGE ONE FOR YOUR BRAND

Claim and maintain each and every business profile. Local Yellow Pages, Local News Sites, Facebook, Twitter, LinkedIn, Yelp, Foursquare, Google+, Google Place for Business, YouTube, etc.

TAKE ACTION TODAY

- Ask every customer for a review.
- Make it easy for them to review you by having a dedicated page on your site that links to your profiles or using a service like Grade.us or PopClickle.com.
- Provide a business card or flyer with a link or a QR code.
- Claim, maintain and monitor every business profile.

Thank you for allowing me to speak to your group today. For a free consultation about how I can help your business with all of your digital strategies, please call or email me at david@davidmcbec.com.

My team specializes in web design, search engine marketing, social media and just about any relevant digital strategy available. For more information, visit www.beawesomeDIGITAL.com.

Thank you,

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