

ONLINE REVIEWS:

5 TIPS TO 5 STARS!

1

Are you aware of the current status of your online reputation? If not, this should be Step #1. Spend some time researching your ratings and scores across sites like Google, Facebook, Yelp, and more. Take note of your average customer rating and sentiment, as well as the number of reviews you have, and how frequently you're being reviewed. Spend some time researching how your competitors are ranking, too.

2

Did you know that most review sites will let a business owner **"claim" a listing**, so they can customize and promote it? Make sure you take the time to find your listings and go thru the claiming process. Or, submit a fresh business listing if you are not already showing up there. Claimed businesses appear more legit to potential customers, and allow opportunities for business owners to upload photos, post offers, and more.

3

Now that you've assessed the current state of your reviews, and have seen how people are ranking your business and what keywords/phrases they keep referencing (i.e., "fast service", "friendly staff", "music too loud", "pricy drinks"), it's time to ask yourself: **"Am I providing a 5-star experience** for my guests?" If the answer is yes -- GREAT. Keep going. If the answer is "not always," or, "I could be doing better" -- it's time to address those issues from the inside out before moving on to step #4.

4

Now that you've claimed your listings and customized your business pages (and triple-checked for accuracy on store hours, contact info, etc), and you've ensured that you are consistently providing a 5-star customer experience -- make sure to **proactively ask for reviews!** Very often some of your best customers just haven't gotten around to leaving you those great reviews -- make sure to add reminders on your receipts, signage, emails, and other collateral.

5

You know that online reviews are insanely influential. You CAN begin to improve your online reputation yourself, but it will take dedicated time, effort, and organization to achieve. If you want to quickly improve your online review situation and regularly earn more 5-star reviews (plus the ability to "capture" negative reviews before they become public, **we can manage everything!**

To learn more, get in touch at alycia@alyciayerves.com.