Vision Digital
Business Growth Marketing Solutions
https://www.visiondigitalhq.com

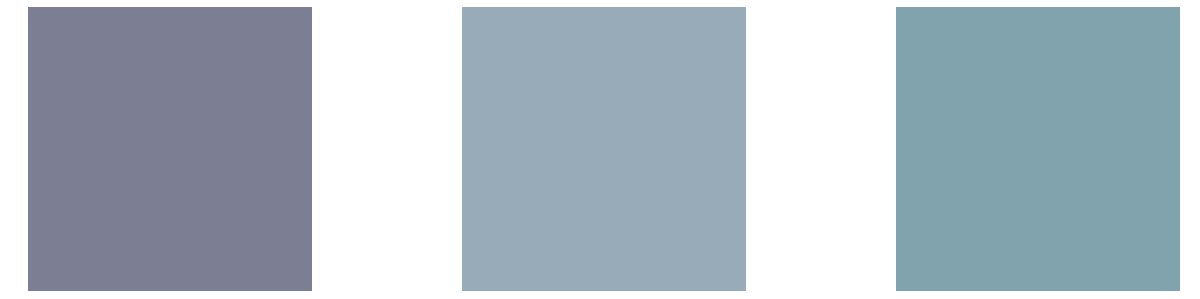# ONLINE REVIEWS &
Reputation Management

Build and maintain a strong online reputation with this guide

Online reviews play a critical role in shaping the perception of your business. They can attract new customers and influence purchasing decisions. Managing your online reputation effectively is essential for maintaining a positive image and building trust with your audience
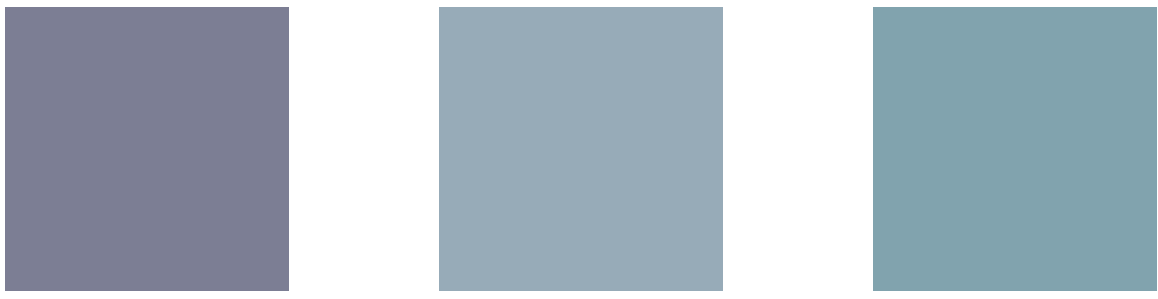
01 Introduction

01 **Customer Trust**
Positive reviews build trust and credibility.

02 **SEO Benefits**
Reviews can improve your search engine rankings.

03 **Customer Feedback**
Reviews provide valuable insights into customer satisfaction and areas for improvement.

02 Importance

01 **Ask For Reviews**
Direct Requests
Follow Up Emails

02 **Make It Easy**
Provide Links
In-Store/Office Signage

03 **Offer Incentives**
Discounts or Coupons

03 Encouraging Positive Reviews

Positive Reviews

01 **Express Gratitude**
Thank customers for their positive feedback

02 **Personalise Your Response**
Mention specific details from the review to show you value their input

04 Responding to Reviews

Negative Reviews

01 **Stay Calm and Professional**

Respond respectfully and avoid getting defensive

02 **Acknowledge the Issue**

Recognise the customer's concern and apologise if necessary

03 **Offer a Solution**

Provide a way to rectify the issue, such as a refund, replacement, or further assistance

04 Responding to Reviews

Timely Responses

01 **Monitor Regularly**
Check your review platforms frequently and respond promptly
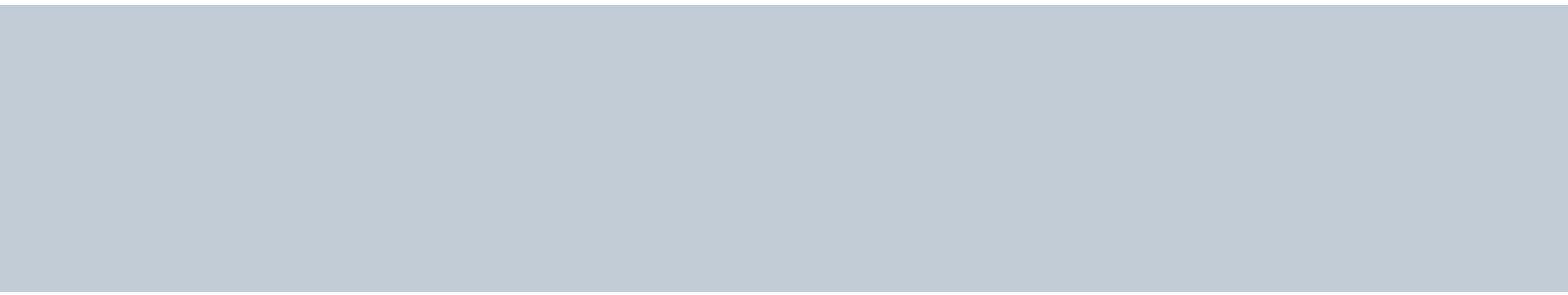
02 **Set Notifications**
Enable notifications for new reviews to ensure quick responses

04 Responding to
Reviews

01 **Claim Your Listings**

Google My Business
Other platforms (Facebook, Yelp etc.)

02 **Consistent Information**

Keep your business name, address, phone number, and hours consistent across all platforms

03 **Monitor Mentions**

Use tools like Google Alerts, Mention, or Hootsuite to track mentions of your business online

04 **Encourage Customer Feedback**

Regularly solicit feedback to understand customer satisfaction and address issues before they become negative reviews

05 **Showcase Positive Reviews**

Highlight positive reviews and testimonials on your website and social media channels

05 Managing Reputation

Identify Fake Reviews

01
+ Reviews from people who haven't interacted with your business
+ Lots of reviews in a short time frame and reviews using overly simplistic language

Report Fake Reviews

02
+ Use the reporting features on review platforms to flag fake reviews
+ Provide evidence that the review is fake

Respond Publicly

03
+ Politely state that the review does not reflect any known interaction with your business and invite the reviewer to contact you directly

06 Dealing With Fake Reviews

NEED HELP WITH YOUR
Online Reputation?

Contact us today to see how we can support yourbusiness!

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