**Build an Online Reputation that Drives More Clicks, Calls and Sales**

Welcome everybody. Good afternoon. Today we're going to talk about how to go on online registration that drives more clicks, calls and sales pick pick up my name is Sherry Bonelli. I have 18 years of experience and actually got started in e-commerce in 1998. [ Muffled ] Social media, videos, pretty much all venues for marketing.

[ Muffled ] Get to keep my fingers on the pulse of the digital and further my marketing goals as well.

Is the all property that you probably know, the way businesses market to companies. There are a lot of strategies that we can use reputation should be a huge part of your online marketing strategy. If you don't have a reputation going right now, now is the time to start. Definitely before your competition does. Even if you batch every other sale, if you overlook look the power of online reviews, you'll dramatically decrease the chances of long-term survival. That is urgent. Let's get started. Go.

Online marketing has drastically changed. Online marketers have a great advantage over those competitors not marketing online pics become a number one asset, just like you want to protect your building from fires in disasters like that, you really want to protect your rights reputation as well. You have other athletes assets but your business is going to falter and it may damage reputation in the industry on property at least alone.

How you can leverage that only your online reputation to get more customers, but also how you can promote reputation to get more clicks and calls in more sales through business.

Please put your questions into the chat box. Are question and answer sessions at the end. So please put your questions into the chat box so I can answer them at the end of the presentation.

Anyone who has been online knows that [ Indiscernible ] is everywhere. If you have ever purchased a book from Amazon, they kind of started it all. You can probably imagine at the consumer, you turn to the Internet for information about policies and services and companies you are interested in and like it or not, reading a review site is really growing inside in popularity. Without the Internet can read that [ Indiscernible ], customers see every aspect of your business. You really can't hide. Potential customers are looking for reviews about your businesses, your products, your services and so you really need to be proactive when it comes to how you're going to manage reputation online pics become for example, if these three services virtually identical, every other way shape or form, which business would you take up the phone to call? Because we have business a that has low reviews.

We have dismissed B will has 12 reviews and we have business's eMac that has 18 swelled reviews. Pick up.

People make decisions on where they choose to spend their money (based on what other consumers are saying about those reviews. If you are like me, you are probably going to choose company see as a first computer call that they are the ones with the best reputation.

Consumers are actively looking at local business reviews. They are proactive and going online information about the company. What is it it into right now with regard to online reviews? One of the DeWitt I have is something called bite local [ Muffled ] Upon consumers with regards to how they are looking at online reviews. A recent study is from that study. What we find that 91% of consumers read online reviews for local businesses. Additionally, 84% of those consumers trust online reviews as much as a personal accommodation. Now that is huge in the fact that we are always going to share with our friends and family which businesses we like, which companies and products. But we have 84% of consumers who are assessing this with people they don't even low no because they're looking at online reviews from people they don't even know.

[ Static ] only as they are using those online reviews and analyze [ Indiscernible ] there indicating that positive reviews [ Muffled ]. If you don't have those five-star reviews you are going to be less trustworthy in the eyes of potential customers.

This also encompasses who customers select. We found 51% of consumers with positive review was make them more likely to use the local business pics

When it comes to local reviews there are a lot of factors, what the, just said about the business; how many sales business got. We got in our research was the number one factor consumers use is and analyzing whether or not to go with the business. They take a look at how many stars and how many five stars the business has before they make that decision.

Another big factor when looking at reviews is the sentiment of the reviews. The sentiment are the comments. Obviously if you see a rant from a customer looked a one star review for business and they used curse words are really slammed to the business, that is what I mean by sentiment. The same can be true about positive comments and reviews left about your business. What that reviewer has to say, the sentiments and intent and words that they use is on the priority level of people looking at the reviews of judging businesses based on those reviews.

The third factor that is most important is the recent of the reviews. By recency I mean how correct other reviews about your business? If you only have one review from a business from a customer but that was three years ago, most consumers are not willing to give that reviewer much credibility. Are your business for that matter because there are not, views about your business. The recency of reviews is actually the third most important factor consumers use what they are judging the business.

With also found when we look and study consumers, there are three different examples. Survey customers regarding plumbers use these measures. What we found [ Static ] popular reviews actually increased by 22%. That means when customers see information about consumers online, if they leave positive reviews to actually increase the number of people clicking through to your website to your ad may have put on Google. That is a really important factor when you're looking at how well your marketing is and how effective it is. Popular reading cycle to help increase that.

Popular reviews also increase the track by 11%. Again, those businesses with positive reviews really have an advantage over those businesses that don't have reviews.

I'm sure you out there have companies that rely on word of mouth for marketing or people mentioning your business to friends and families and that is absolutely true to my but in today's world, you want to think about reputation marketing is kind of the new word of mouth marketing. We think about recommendations to friends and family members, that is [ Muffled ] Like talking to my mom in saying hey I just got close to my fiancée and he got them from this florist and they're absolutely beautiful. But that is just me talking to my mom and it just stays with her. It is very private, just between me and one other person and that's finite. It ends here. It is not really considered an aspect of your business. However when we talk about review marketing, what happens when it goes out to thousands and potentially more than that? Is up public referral. It is perpetual. It is going to be online people are going to be able to review see those recommendations from other people. That in and of itself is considered by you, a company asset. A review is essentially a public referral. When you look at it that way, what is more powerful?

The other thing to consider is that when somebody recommends a business to somebody else, the majority of people are actually going to go online and search for more information about that business. I have had customers who said we don't need marketing. People find out about our business via word-of-mouth. What they don't realize is even if they are being referred to by a friend or family member, generally those people will go online and visit your website, your social media page, enter online reviews. That is just the way consumers a shopping these days.

We do right now, we established that reviews really have an impact on consumer attitudes and how they make their purchasing decisions.

You found concrete figures about how those consumers look at those reviews to actually increase the trust they have in your business.

Now we're going to look at how business like yours can get to the point of getting reviews from customers and leveraging those reviews and increase sales.

First thing you need to do is figure out what is your current reputation. If you are not currently aware of what customers are saying about your business online, you need to be aware of that. That is first and foremost. Go to your online report.com you can actually enter your business name and your business phone number and you will get a report that shows you what customers are saying it shows you what reviews and it shows you if you have no reviews as well. I encourage you to get started on this reputation marketing platform, to find out what people are saying about you currently seem kind of have that as a baseline. The next thing you're going to want to do in your strategy is set some goals.

Whether it is TV advertising, paid for ads, you want to set the goals and targets that your company has for how many reviews you want left about your business, or this quarter we want to increase the number of reviews by X percentage. Really sit down in a team that those goals and targets.

What you will need is a number of reviews that consumers trust it believe what people are saying about your company. A lot of companies say well, I had [ Indiscernible ] reviews and I really don't need any more than that. Really, you can never have too many reviews. We're going to be talk about why that is true and why it is very important for you to get reviews on an ongoing basis.

More reviews really equals greater social sales. The more reviews you have, the more positive reviews you have, but more likely it is that people going to use your business.

But, you need to get reviews in a managed way. Obviously, the more reviews you have, the better, but don't ask for all reviews from your customers at one time.

I will give you an example. I have a plan that client that is a bank. Talk to her about online marketing and the importance of it. She said we were just talking about that you are ready to send an email to all of our customers asking for reviews. I said, wait a minute. What you don't want to do is send out a mass email to consumers asking for reviews and there are a number of reasons for that. Partly because if you go from no reviews to suddenly getting I've hundred reviews on yelp, that is what you suspicious to yelp or Citysearch or any of the online review sites. It's got to look like those reviews were planned. You never want to ask for use in bulk. You always want to ask for them and managed proactive and strategic ways. Yelp especially has an algorithm that can suppress positive reviews they find them to be suspicious or if they think that they are scamming. Because they want to make sure that you diversify the reviews by sending customers reviews requests one at a time. Tran50 might want to ask one customer to make a review on yelp review while you ask another to leave one on a business page review. You really need to strategize with your marketing team, social media team and your sales team and customer service people as to what your strategy is for where you would like customers to leave reviews, when, how often, and you need to have a plan for that.

The last thing you want to do is send out mass email and ask all your customers to leave reviews. Generally what you want to do is say to customers, thanks so much for your business. Really enjoyed working with you. By chance, are you on yelp? If they answer yes, then say would you mind leaving a review for rest and here is our yell yelp address. Give them the specific page. They are on yelp, chances are they are also trusted by yelp and yelp will consider their review authoritative and they won't necessarily screen it.

However they say they are not on yelp, you might ask them to go to your Google a business page and read leave a review that way. Because that is very, very important. You want to have your reviews as natural as possible.

You want to make sure it's an ongoing process because recent occurred reviews really matter Festival, first of all, recent contact [ Muffled ] What we found is user generated content is a factor that Google used to determine where you rank in aloha you rent. How high you rank.

Talked about recency reviews as a third most important factor that consumers use when deciding which business to go when in to call.

73% of consumers think that reviews that are older than three months are irrelevant. That is very important. Consider the reputation marketing plan is a long-term marketing solution and not just a once and done type deal. That is because your competitors are going to be on the bandwagon. They are already doing reputation marketing, they are going to assume you are doing it so you always need to be pushing for those ongoing, new positive reviews from customers.

Now we're going to talk about the process can generate reviews.

It's not rocket science when it comes to getting reviews, simply ask your customers to write a review. Actually it starts with delivering great service and then asking them to review you.

Customers familiar with reviews a real important because 92% of those consumers leave reviews. It's highly likely that a customer is going to read reviews. Oscar happy customers to leave ask happy customers to leave a review for you. I always thought they should make it really easy for consumers to do that. We found that 70% of consumers will leave a review if you just ask them to. Most businesses don't realize that that is a huge number. The just by asking a customer to leave a review for you, that is going to increase the likelihood of them doing it. What you really need to do is start making a list of your sales process or your [ low volume ]. Don't just think of it as an afterthought or think of it as its once it is one person's job to get the reviews. We absolutely do not want to pay somebody to write made up reviews for businesses. The government is watching out for these activities. In New York there was a program called operation [ Indiscernible ] [ Muffled ] Which is a process of posting false reviews make them appear as they are from real customers.

Want to make sure all the reviews you've gotten our legitimate reviews from your customers.

I tell people to simply ask customers to leave reviews. We appreciate your feedback. Please leave a review for us on Facebook. Actually give the customer a card or a note or an email with a link to your company's Facebook page. Sure a lot of you have going to Facebook and try to find a business. You may find for businesses that are similarly named to that business. You often unsure which one that business might be. So whatever your asking someone to leave a review for you, make sure you give on the exact URL to the review site into your page on that review site. That is going to make it even more likely for them to leave a review because you are making it super easy for them to do so.

You also want to ask your customer what they were happiest. I always think of buying a car, went to buy new car, you get those keys and you're ready to drive up that lot, that is really when you are the most ecstatic about getting a car. It may be really depressed about car payments, but in that instance be a great time for the salesperson to say to look great in that car or can we take a picture for you for a media page? And would you mind giving us a review?

Think about how you can get your hot hands when they're really basking in the glow of the product or service you have offered them.

The other thing you want to do is pick review sites and that is crucial because there are a lot of sites out there that are not really good with hanging a good reputation with that search engine. You want to determine which sites Google cares about, though that will rank high in search engine results on the first page.

The business shows up on the first page of Google, to get you in indication that it is significant in the industry.

Again, if it's on page 1, those sites are going to get huge factors. Thumbtack, yelp, USA, those are the types of review sites you might want to get reviews on. You also want mixed review sites also. I mention [ Muffled ] Centers just on their niche. These often have can often showed more information out of business or an attorney and make it more information and better reviews if your doctor or if you are in the legal profession. Try to find those niche sites. An example of this would be the review site for attorneys. Again, this is the example we could a lot information about yourself if you are an attorney. You could pull up information about your experience, the schools you attended, and it allows users to filter results based on what information they are looking for. Again, [ Muffled ] Reviews for that site and if you're doing a search for local citations by business category, you will see that new post that they made and that actually gives you a list of top petition sites and directories and many of those directories have those capabilities. So definitely check that out.

Vexing want to talk about is how you can manage negative and positive reviews. First and foremost, bad reviews happen. It happens to everybody. Everyone is going to have a bad day. Everyone will get a bad review from time to time. Even customers have had reviews. They make it out for something and with a scathing review about your business online for everyone to say but most people can see through that rampage review suggest let it go. Especially if you have positive reviews dispersed throughout the negative ones. They are generally going to look at your business in its entirety with regard to those reviews and take the negative and the overly positive once with a grain of salt and look at how your review ranks overall. A lot of businesses say they don't want to get into repetition marketing because of a customer needs a really nasty review for us, they were really an unhappy person. I get that you customers understand that to get also. Just want to go ahead and accept the fact that had reviews to happen but you don't want to ignore them either. Whether or not you have an employee who have left a bad review an unhappy customer, you cannot ignore those bad reviews. You have to address them. What you want to do, first and foremost is look at the context of that bad review and the other good reviews that you had. Don't consider that one bad preview is a black mark against your business because most customers are going to see that as a sign of the internetworking. What you want to do is reduce the impact of the bad reviews. If you think about it, [ Muffled ] Your needs, concerns, objections and that really part of the product design. Their goal is to not only handle regular reviews the two addressed them see you get more positive reviews so the bad get reviews get pushed down. All of this can be used or advantage, even the negative ones. Take about a bad review that may have left about your business. Sometimes you're going to find opportunities to help improve your business from those reviews. Drop your anger and think about the comments the reviewer made. Are they true ask their process procedure you should change? Does one of your sales people need more help in dealing with customers? Use it as a learning experience opportunity to help improve business.

Is important that you manage with the top 30 review sites with reviews left about your business. We are talking minute I minute. It's really important that you check the online reviews a priority and something to add to your everyday to do list. When you responded to reviews you want to first of all understand the reviewer has feelings. Sometimes they just want to be heard. Like I know you were disappointed and our service price was not what you expected, but also make them for their review and their feedback. That is to show not only that reviewer but everyone who sees that review, that you as a business care about your customers say.

Going to want to share and show that you care about them. Like any aspect of running your business, it is your responsibility for your cost business repetition. Keep calm. [ Muffled ] You need to take a personal issue out of it and focus on the comment and feedback, not the reviewer. Ask the customer in the response to contact you directly to address the concerns because you get a positive review, that is your opportunity to say fantastic. Thank you so much for leaving this review. I am glad you enjoyed that pasta. I hope you come back and enjoy us to consume.

Also if you get positive or negative reviews, that may be a good opportunity to highlight something that they may not know. For instance if you get a positive review about a product like you may say you know, we have three years in developing this product where real happy that you are enjoying it. Or if you see a negative review about something, and then say, we are going to talk to our cook and talk about how we can improve that recipe.

Lesson you want to do is attack reviewer. Especially in public. Even if the reviewer is false or inaccurate, hold your tongue so that you don't give potential customers any reason not to like you. That is very important. In the news you have seen where businesses have engaged back and forth attacks with reviewers and it only gives negative publicity. Just don't do it.

Just by responding to a complaint, it can double your ads and the complainant could become an advocate for your business. That is really true. Here is a good example for this. I had a bad review that turned into a good review. In this situation, the customer ordered a birthday cake for her father. It was not good. Did not have enough whipped frosting on it here actually gave the grocery store a bad review. The grocery store reached out to the customer said we made the cake and we rectify the situation. This consumer actually went in and edited their review because of the situation. Those are the types of turnaround you are trying to have.

Asking a customers to write reviews is important. Setting more positive reviews is want to push those negative reviews down

There is a suggesting list of things you should do every day. You want to check for new reviews. What site did you get the reviews. Bad responses. Promote the best reviews. If you're not sure whether or not response to a review is good or bad, you're going to definitely let someone else read it.

How to educate your team about the importance of reviews: [ Muffled ] Just telling a staff we need to get more reviews doesn't really work. They need to understand why it is important with the significance of positive reviews can do for your business and for them as employees. Those customers become more money, a stronger business and job security for them.

There are a lot of different ways and software out there. Here are some of them. One thing to consider is software is just that, software. Whether or not the government agency to help select whether or not we go to an agency to select it is just a tool. It is a human being managing that process, keeping an eye on those reviews. Addressing how you can leverage the positive reviews and address the negative once. You really need to have a marketing strategy program that is going to help you manage and get more positive reviews. [ Muffled ] Need an agency or internally strategized about how you are going to use the software to your best benefit took

This is an example that some of these tools create. Even direct customers can leave a review if they leave for a five star review, they go to a page in a prompted would you mind leaving the review on Facebook or Google? [ Muffled ] The customer would then leave a complaint a negative review and instead of giving them an opportunity to leave a negative review on another site, that negative review goes to an email in your inbox. That keeps the negative review off-line

Covered how important reviews are. One think a lot of businesses note is leveraging reputation. After you have worked so hard to get these great reviews, and need to promote them to potential customers so they can see just how great your businesses. There are a variety of ways they can do that. You can do it by mentioning it on your website, social media, marketing, flyers direct-mail pieces, videos and a whole bunch more. Might correct social media posted highlights some of these reviews for you. Some tools will automatically do that for you.

Also may want to feature a review that the customer left on your social media cover a lot of you don't think about your social media cover. Social media covers pickup about 50%. If you are not using those to promote your business, then you should. They highlight [ Muffled ] Five star review. You could also to review videos. They can be affordably done. You don't need a high-tech studio to show what a review customer left for you.

What I am doing right now is for the first time you go to social media cover ads.com and sign up, the first time people do that, we are going to 35 star promotional for you on either Facebook, etc.

Go into that no be happy to give it to you.

Ghosting the other thing I want to show you two books that I think every business in employer should read. The first one is from Daniel Lemmond and it's called manipulated. This is for business owners. It talks about how you can fight against fraudulent online ratings and reviews. It's great for business owners. The copy of the book is by Jay Baer, a business owner as well. This book is called on word. [ Indiscernible ]. Just by looking at these books and reading a few pages every day, share those to put their employees so that they are aware of everything they need to do to keep your reputation hot, promoted in popular

Take you very much. Alexa, I'm going to turn it back over to you.

Think you so much sherry. We will go ahead and start the Q&A portion of our call. I will be reading the chat questions that the participants have said in. Please continue submitting your questions by using the chat function located on the left-hand side of the screen. In time remaining will address as many as we can. Please note that if you don't have time to get to your question, I encourage you to connect with the score mentor after today's webinar. Mentors are available online or in a chapter need you to help you apply the strategies that have been presented today.

With that, let's jump into these questions. Sherry, our first question comes to us from [ Indiscernible ], how would you recommend to start up with Nativity at?

I'm assuming you mean reputation instead of presentation. I highly recommend start asking your customers to leave reviews. One of the best things a business can do is [ Indiscernible ] their Google my business page. If you have not done that, do it right away. It is a free page that Google gives you. His score chapters in your area may be giving Google, get your business online workshop. I would highly recommend going to G White B.com. Another thing you're going to want to do is ask customers to leave reviews on Google my business. What you want to do is the tear in the Google local free page. It's on the first page of Google. Getting more reviews on my business will help increase the odds of showing up in that highly coveted free spot on that webpage. Because the next thing you should do is plan your yelp posting if you have not done that start repairing people to yelp. Set up the almond review sites with your business and start asking customers to leave reviews.

Okay. How would this apply to nonprofit organizations? I do not think people can review us. It goes directly to the website.

First of all, businesses don't recognize it whether you are nonprofit. People can say whatever they want about you online. What these review sites do is they scoured the Internet for information about businesses. Your business may already be listed on a review site even if you are nonprofit and you may not know it. They can talk about you without your consent. Anybody can say anything online about you. As a nonprofit, you would probably want to use the same strategy as any other for-profit business. Want to be sure your listings on this review sites have accurate information about your organization and your phone number. Monitor those reviews because if someone has a bad experience, they are going to tell people about it. Think about the same principle is applied whether you are nonprofit or for-profit.

Is there such a thing as having committed reviews for business?

Get that question a lot. No there is not. There is not a disadvantage to having too many reviews. Where you run into trouble is when you get too many reviews to quickly. That can get you into a whole lot of trouble. That's why it is very important that you before you ask your customers to leave a review on yelp. They are on yelp. If they are on yelp, you know that person leave a review on yelp and yelp will recognize them. You can't have too many of them but you can run into issues of the 200 reviews directed to too many of the good question.

Could reduce the statistic by citing [ Indiscernible ] is there a specific geographical area quick

Yes. You can absolutely use these statistics. What we did is we all asked consumers, I believe it was 18 to 80 in the United States. So yes, when you get the slides up you will actually see the URL to the server that we did. If you do a search for bright local consumer review survey, it should show in the first spot on Google and you can find the results there.

Absolutely.

All-Star customers to leave reviews about the shopping experience but they never do. I Google business looks like [ Indiscernible ]. How do we persuade customers to leave good reviews.

Are you giving them the exact URL to your review page? If you say hey leave a review present Facebook, you are making them work. It is more difficult to do that. One way to do that is I don't know what type of business you have, but the software that I use allows me to create a sign informed. What that does is it allows me to collect that customers information and I can email them later on asking for a review. There is a great way because all they have to do is click on the link in the email and it will take them directly to the page on yelp or directly to the page on Citysearch to leave a review. The best way to get customers to leave reviews is by making it easy as possible. What you may want to do is have a bunch of cards made up where a batch of them have your Facebook URL. The next batch might have your yelp URL. The next might have how you can get to my Google business review site. Pass on to customers randomly. Make it super easy and more and more people believe reviews. Hopefully that helps you

Are reviews just for your business about your business and or products important?

They are both important. With EU offer a service like you are a plumber and go out and help somebody with plumbing issues, or whether you sell a product, review is about

your service. Pickups if if you've ever shopped for a TV or any other, even a blunder, most of the time you go online to take a look at what other people are saying about it.

People do that for doctors and dentists and chiropractors. Whether you're selling services or product, it is very important that we monitor what people are saying about this product and services.

How do you respond to negative reviews especially if what they are saying is not accurate quick

The best thing is to try not to let it bother you. As I said in the presentation, people are going to see this really nasty outlier reviews for what they are in those cases. Don't take it too personally and I know that is hard as a business owner to do that. What you want to do is acknowledge that you hear them. I often recommend thing thank you for your honest feedback. We appreciate it then what you want to do is try to take it off-line by saying please contact me directly at this number and I'll be happy to discuss this issue with you. That is the best way to deal with it. The last thing you want to do is get on a posting war with an unhappy customer. It's not only going to irritate them and you but it will reflect poorly with other people think that review going back and forth. Try to acknowledge that you hear them even if it is not true. Thank them for the feedback and ask them to contact you directly. It

try to take the resolving the issue off-line. Once it is resolved, then you definitely want to ask them to go back online and mentioned that it was resolved.

She is a home-based business and has been reluctant to plug an address in. She's been negatively impacted the ability to be on the review sites by omitting her address. You have suggestions?

Yes. Most of the review sites are considered online directories as well& Just, billable.com, yelp.com etc. those are listed in the digital world as online business directories and often referred to as online directories or citation sites. Many of those citation sites will allow you to suppress your address so it is not shown for instance if you are a plumber and you work out of your house, you could actually check a box that says service customers within in X mile radius of my location and I don't want my address shown.

You can select that option to hide your address. You just need to put your physical address and so Google knows you are a legitimate business and they can verify that you are at a physical location. They will send a postcard to your address. There is a workaround many of the online directories that will allow you to do that.

I am beginning a new business. I'm not sure how to get a presence online. Would it be jumping ahead to ask for reviews before my website is done quick

Absolutely not. If you think about it, the review site often show up in search engines results even before local business does. I generally tell people claim these online directories as fast as you can because it's the fastest way to get your name out there. As online directories and resumes review sites show up in a search result so claim your things and make sure they are accurate people can find you that way. Encourage them to leave reviews and then when people search for your business, even if you your URL does not appear at the top, hopefully the review site does. You are not jumping the gun. Obviously having a website is important and crucial beasties but so is getting online reviews and one does not have to be done before the other the deftly go for it.

Client received three batches of reviews because of an associate. Had we fixed that and solicit positive reviews from happy clients. Over happy clients see the bad reviews when they go to submit the positive reviews?

They will see the negative reviews. Generally what you want to do is, even if it is an associate, chances are yelp is not to take it down because they are not the business to do that. They're not in the he is right you are wrong type of business. Trying to get a negative review taken down to the review site is actually almost impossible. The best thing to do, even if you know it is a bogus review, is to acknowledge it publicly. Again, often to contact you directly. Then you want to use will be talked about the presentation to solicit those positive reviews. That could be making business cards that you pass out to customers saying we would love it if you give us feedback and give them URL. Another thing is to create a signature in the email that says how are we doing? Please let us know. And then link to one of your review site rating pages. It could be yelp, my business, or if you have created your own on your website using marketing software, direct them there. Make it super easy for people to leave reviews. There are lots of ways to do that, everything from putting it on your signature, putting it on cards, putting in on your is this cards from invoices etc. picture you don't make them hunt you on your review site.

How do I stop spam reviews on her website we get a lot of links to advertise something else.

I guess the question would be to talk about you talking about reviews are you talking about comments on your blog? They are often confused. If you're talking reviews, those are generally left on third-party sites, not your business space. Even the software landing page where shown in the presentation, that is posted on my page but they are not able to leave a review on my page. If you're talking about reviews that a left on your site, you handle those the same way by just addressing them. If you're really talking about off comments that are bogus, oftentimes depending on material you're going to put on your website, you can delete those. I need more information to find out specifically what you're talking about.

How do you promote a review? Because there are lots of ways of doing it. You can take out Facebook ads. You can have a Facebook ad created that focuses on it. You can do it through social media. Again, when you get a great review, haven't image created and put it up on your social media page. It into print advertising. There are lots of ways of promoting it and I think that is one of the things that businesses often don't think about. You worked hard to get that five-star rating, now promote them. You can do it through social media by creating a video, go on YouTube, show it on Facebook, running ads that show this is our five-star cub cosmetic place etc.

Sherry, those are all the questions that we have time for today. Ladies and gentlemen, on behalf of score, would like to thank you all so much for attending today's SCORE Live Webinars. A brief survey will launch when you sign up and we appreciate you taking a couple of minutes to complete the survey and tell us your comments and suggestions. In closing, I would like to give a big thank you to Sherry Tonelli for presenting today to go.

I would like to thank everybody who attended because I know you guys are busy and I hope you got a lot of information today. Thanks a lot.

Thank you

Everyone have a wonderful day and we look forward to seeing you next time. Thanks everyone took

[ Event Concluded ]