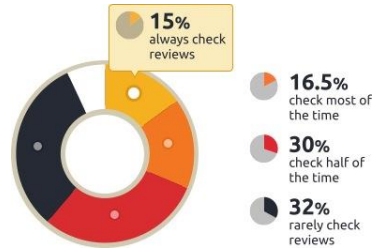# How To Get More 5-Star Reviews & Amplify Your Business

Presented by: Optimized

# Why You Need Reviews

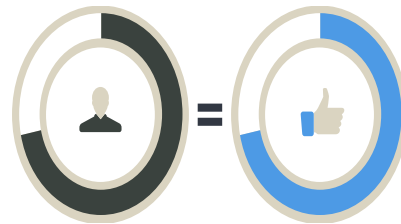## Almost Everyone Reads Reviews

Before deciding, **93%** of U.S. consumers check online reviews at least some of the time.

**15%** always check reviews

**16.5%** check most of the time

**30%** check half of the time

**32%** rarely check reviews

## Reviews Are Trusted

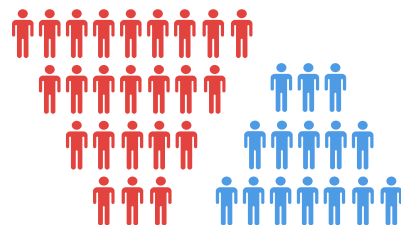**72%** of consumers trust online reviews as much as recommendations from friends and family

## Reviews Are Influential

**4** out of **5** consumers have reversed a purchase decision based on negative online reviews.
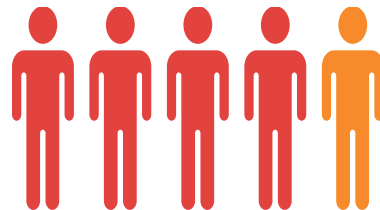
## Good Reviews Are Under-Represented

Unhappy customers tell an average of 24 people about their experience. Happy ones tell 15 people.

## Good Reviews Are Waiting to Happen

90% of typical U.S. consumers read online reviews; 6% write them.

# Reasons Why
# Happy Customers Don't
# Write Reviews

*"Writing reviews is too tedious"*
*"I forgot to write the review"*
*"I have no time"*
*"No one asked me"*
*"I didn't even think about it"*
*"I don't know where to write the review"*

---

# How to Convert More Happy
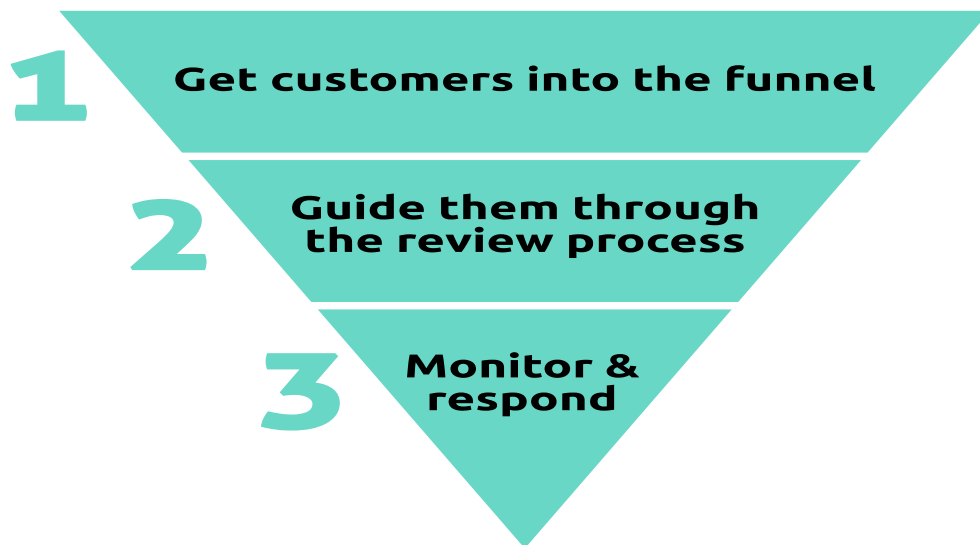# Customers Into Reviewers

**Step 1.**
Ask them to write a review

**Step 2.**
Make the process easier

**Step 3.**
Follow up with them in a convenient way

# The Reputation Solution:
# A "Review Funnel"

**1** Get customers into the funnel

**2** Guide them through the review process

**3** Monitor & respond

## How a Review Funnel Works

1) Ask and remind customers to share their experience online

2) Drive customers to a destination designed to convert them into reviewers

3) Guide each reviewer through selecting the best review site and completing a review

# Use Multiple Channels To Drive Customers Into The Funnel

## Email Drip Campaigns
Automatically email your client with a drip sequence to encourage reviews!
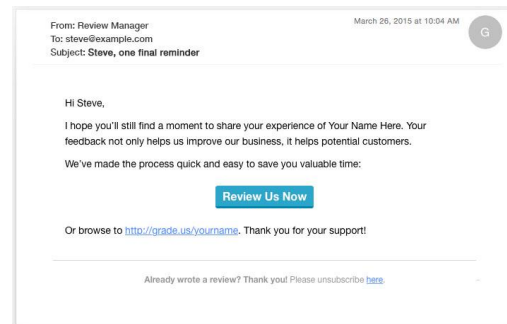


## Website Widgets
Put a review widget on your website or thank you page to encourage reviews.



## Printed "Invites" & Takeaways
Add your link and/or QR code to your printed marketing material!

# Convert Customers Into Reviewers

## Step 1: Ask For The Review

With a easy-to-use clean landing page, we ask a for a review. Here, we pre-qualify the review to make sure it will be positive!
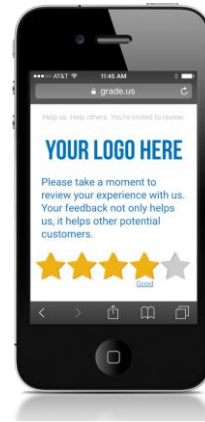
## Step 2: Review Site Options

Next, we present options on where we want the customer to leave a review.
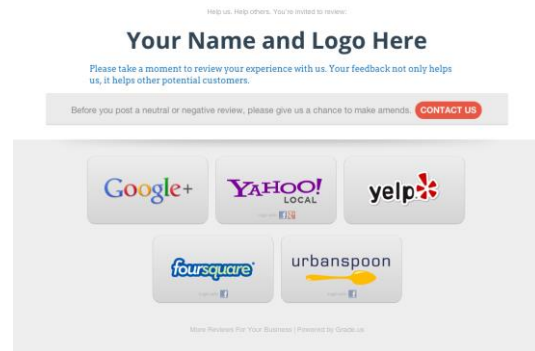
## Step 3: Review Complete

The customer selects a site and leaves a review.

# Identify Unhappy Clients Before They Write A Review

Happy clients are presented with review site options:



Unhappy clients are taken to a private form where you can handle the complain privately via email:

# Monitor & Respond To Reviews & Promote Your Positive Reviews

Inbox

From: Review Manager
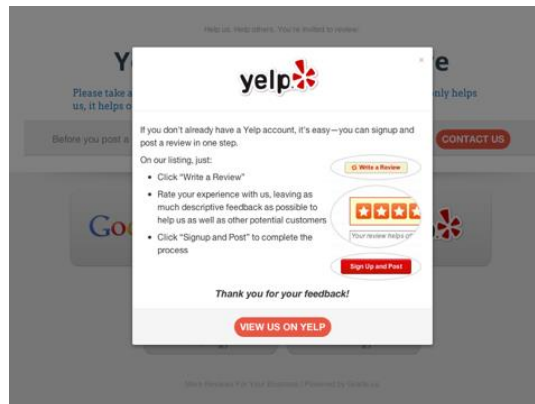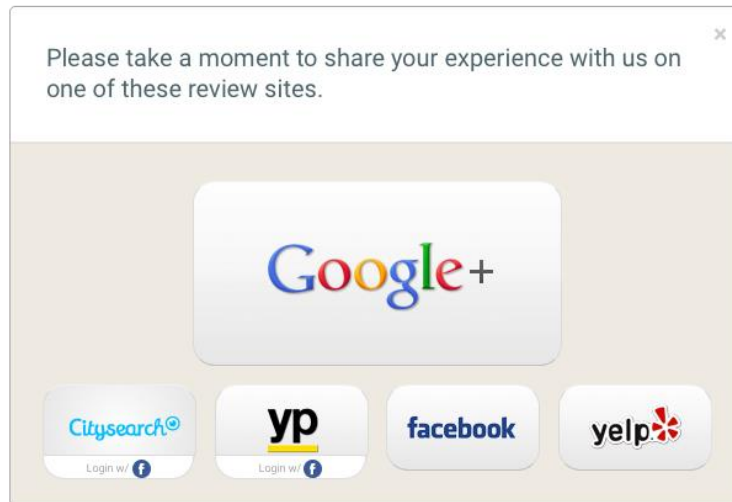To: joe@example.com
Subject: **New Reviews for Your Business**

March 26, 2015 at 10:04 AM

## We've detected 3 new reviews for your business.

Note: Older reviews may show up here as "new" the first time they're collected. This can happen when a new review site is added, or when a filtered review becomes unfiltered on sites like Yelp and Google+.

2015-03-25
★★★★★
yelp

Don't let the line outside the door deter you. The food is extraordinary, fresh seafood with innovative preparation. When they are busy which they usually are...

— Katherine S.

See Review on Yelp

2015-03-25
★★★★★
urbanspoon

Be prepared to wait. They don't take reservations. This place is known for their great seafood. They will prepare your fish anyway you want it...

— Josh Hill

See Review on Urbanspoon

2015-03-25
★★★★★
Google+

Get email alerts for new reviews.

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04/08/2015 ★★★★★

" I've been contracting with Chad's Roofing for more than five years now. They've consistently done high-quality work on my properties. They always show up and complete work on time, which I can't say of all roofers! "

Phil C.

04/01/2015 ★★★★★

" ...these guys came out at 7pm on a Sunday to unclog my downstairs plumbing. On top of that, they were, polite, professional, and FAST. "

Nancy Taylor

03/29/2015 ★★★★☆

" Steph patiently accepted my input throughout the whole process. I was so impressed with her ability to work what I wanted into her design plans (did I mention that her work is gorgeous?)... "

Joyce T.

Display your positive reviews on your website to increase conversions!

# Awesome Reporting
# To Track Progress

## Review Volume & Distribution
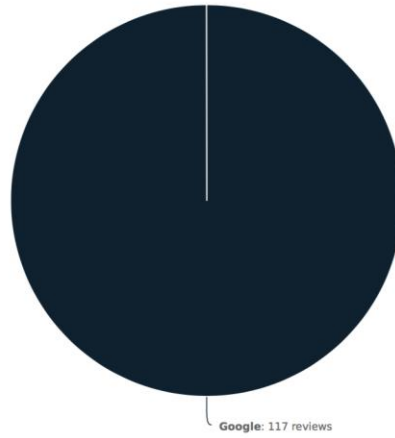
Total Reviews (Estimate)

# 117

For its one location,        has a total of about **117** customer reviews across **3** individual profiles on **3** different online review sites.

Social "Likes" and Checkins
Attracta has **0** likes and **0** checkins on social media.

| | |
|---|---|
| Likes | 0 |
| Checkins | 0 |
| | 0 |

Reviews Distribution By Site

**Google**: 117 reviews

## Listings Strength

| Site | Reviews | Average Rating | URL | Notes |
|---|---|---|---|---|
| Google | 117 | ★★★★★ (4.8) | https://www.google.com/search? | |

## Reputation Overview

Overall Average Rating

★★★★★ (4.8)

has an aggregate star rating of **4.79 stars** out of 5 across all monitored review sites. Of the 117 reviews and ratings evaluated, **96.6%** of the ratings are positive, **3.4%** are negative, and **0.0%** are neutral.
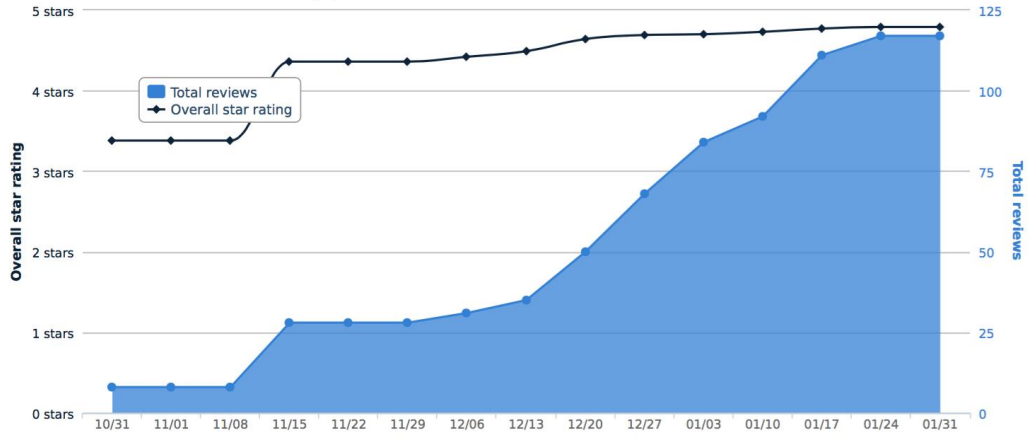
Ratings Distribution By Sentiment

**Negative**: 4 reviews
**Neutral**: 0 reviews

**Positive**: 113 reviews
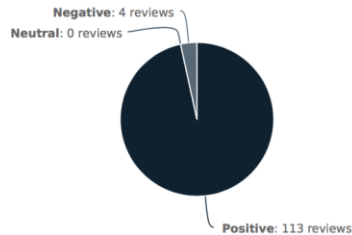
Ratings Distribution By Number of Stars

# New Reviews

2016-10-31–2017-01-31

Total Review Count and Overall Star Rating by Week



**Total New Reviews**

# 109

**Average Rating of New Reviews**

★★★★★ (4.9)

**New Reviews By Site**

| | |
|---|---|
| Google | 109 |
| **TOTAL** | **109** |

From 2016-10-31 to 2017-01-31,          garnered **109** new reviews with an average rating of
**4.89 stars**. These reviews effected a  ↑ **1.41**-star (**+42%**) change in its overall star rating and a
change in total review count of **+1363%**.

# Unbeatable Features

### Review Acquisition

Collect reviews with a customizable landing page
Custom website widget
Email footer widget
Mobile Friendly experience
Generates reviews on major review sites
Industry-specific sites
Collect Reviews On-Site

### Review Funnels

Automated Email Funnels
SMS messaging optional
Printed review invites for offline integration

### Review Monitoring

Sends alerts when new reviews are published
Alerts include review info and link for response
Comprehensively monitors all reviews
Monitors all review sites
Includes major, minor and industry-specific sites

### Review Marketing

Auto-share positive reviews to social media
Auto-publish reviews to your website
Embeddable rating with rich-snippet markup
Easy Embed Code
Includes aggregate reviews
Custom control over review publishing

### Reporting
PDF and web-based performance/trend reports
Aggregate reports for large, multi-location businesses
Reports sent automatically on any schedule you want

## Ready to get your reviews?

**Contact us!**

## Optimized, LLC

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**https://www.Optimized.Design**