

THE ESSENTIAL “RATCHET UP YOUR REVIEWS” TO DO LIST

1 Add yourself to the top four review sites right now and/or set up a business owner’s account and “claim” your listing.

Yelp

The direct link to create your free business account is at...
<https://biz.yelp.com/>

DID IT !

Citysearch / Insider Pages

The direct link to create a new business account is at...
<http://losangeles.citysearch.com/members/start?refers=engage>

DID IT !

Service Magic

The direct link to create a Pro account is at...
<http://www.servicemagic.com/servlet/ServiceProfessionalRegistrationServlet>

DID IT !

Angie’s List

The direct link to create a free business account is at...
<https://company.angieslist.com/Registration/Registration.aspx>

DID IT !

My Notes:

2 Fill the whole darn profile out.

Cover the basics

—website, address, phone number, and directions—
and double check to make sure there aren’t any typos.

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Give detailed information

about your company’s specialties, hours, parking,
and all of the other cool stuff you do.

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Add photos and videos

of your products or facilities
or your pet rabbitiger.

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Consider posting

a special offer for new customers
or even a check-in discount code.

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3 Get some glowing reviews up!

Request a review

by sending your best customers a friendly email request and make things easy for them by including a link to your specific listing.

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Share the experience

and encourage anyone who's had a great encounter to share and post a positive review about your business.

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Give them a sign

by putting up a simple flyer at your checkout or adding button to your webpage to remind new customers to review you.

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My Notes:



4 Start participating in the conversation by responding to some of your reviews.

Reply to praise with a simple, thoughtful message

to strengthen the bond with your existing customers and include key words and marketing messages for potential customers, such as...

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"Thank you, Mrs. Smith, for raving about our luxurious pedicures. Next time you come in, be sure to try our champagne service!"

Respond to negative reviews

by acknowledging how the customer felt (whether justified or not) and apologizing. Then, explain why it happened, describe what you've done to solve the problem, and, most importantly, invite the customer back.

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"Wow, Jen B., it's awful to have to use a dirty bathroom. I'm very sorry you had that experience. Unfortunately, we had previously under-scheduled cleaning shifts. Since then, we've re-painted the walls, resurfaced the floors, and implemented a system wherein the restrooms get fully cleaned and re-stocked every half hour. We look forward to serving you again soon...and showing off our beautiful bathroom."

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5 **Have a negative review removed if it is fraudulent or severely inappropriate.**

Each site has its own way of dealing with removal requests. Follow the FAQs to find out how it's done or contact the site owner directly, request that they investigate the comment, and ask them to remove it from their system.

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Be sure to let them know if you suspect that the review was posted by a competitor, or a former employee, a spammer, an ex-girlfriend, or someone else with an axe to grind.

DID IT !

My Notes:

6 **Please list any additional To Do's you have in order to pump up those REVIEWS!**

1.

2.

3.

