



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](https://biz.yelp.com/) direct link to create your free business account is at <https://biz.yelp.com/> **YES**

[Citysearch / InsiderPages](https://company.angieslist.com/Registration/Registration.aspx) direct link to create a new business account is at <https://company.angieslist.com/Registration/Registration.aspx> **YES**

[ServiceMagic](http://www.servicemagic.com/servlet/ServiceProfessionalRegistrationServlet) direct link to create a Pro account is at <http://www.servicemagic.com/servlet/ServiceProfessionalRegistrationServlet> **YES**

[Angie’s List](https://company.angieslist.com/Registration/Registration.aspx) direct link to create a free business account is at <https://company.angieslist.com/Registration/Registration.aspx> **YES**

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! **YES**

Give detailed information about your company’s specialties, hours, parking, etc. **YES**

Add photos and videos of your products or facilities. **YES**

Consider posting a special offer or discount code. **YES**

Notes:



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3. Get some glowing reviews up there.

Send your best customers a friendly email requesting a review, and make things easy for them by including a link to your specific listing. (Caveat: Don’t offer customers a discount or freebie in exchange for a positive review. It will backfire.) **YES**

Encourage anyone who’s had a particularly good experience to post a positive review about your business. **YES**

Put up a sign at your checkout or a button on your webpage reminding new customers to review you. **YES**

Notes:

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

Reply to praise with a simple, thoughtful message that will strengthen the bond with your existing customers, and also be sure to include key words and marketing messages for potential customers, such as, “Thank you, Mrs. Smith, for raving about our luxurious pedicures. Next time you come in, be sure to try our champagne service!” **YES**

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 invite the customer back. “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 repainted the walls, resurfaced the floors, and implemented a system **YES**



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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.”

Notes:

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 and request that they investigate the comment and remove it from their system. **YES**

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

Notes:

Additional To Do’s

Please list any additional to do’s you have in order to slam dunk those REVIEWS!

- 1.
- 2.
- 3.