



**A Business Owner's
Guide to:
Online Review Tracking**



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Did you know that approximately **90%** of consumers say that online reviews affect their buying decisions?¹ That is a staggering number that shows just how important reviews are in today's digital society.

There is no doubt that having **positive reviews** prominently displayed is essential in showing your credibility and building trust with your audience. If you are serious about **taking control** of your business's online presence, then you need to not only request online reviews, but also track and monitor them on a regular basis.

Throughout "A Business Owner's Guide to Online Review Tracking," you will learn the following:

- Why Online Review Tracking Matters
- Tips for Generating Online Reviews
- Dealing with Negative Reviews
- Most Popular Online Review Websites
- Online Review Tracking the Easy Way

Let's get started!

1 MarketingLand, "Survey: 90% off Customers Say Buying Decisions are Influenced by Online Reviews" 2013



Why Online Review Tracking Matters

With so many people turning to the Internet to learn more about businesses, including products, services, and customer service experiences, online reviews are essential for digital reputation management.

Have you ever decided to try out a new restaurant? Or, has someone referred you to a business? If so, then the first thing you probably did was turn to the Internet to do your own research. As our society as a whole becomes more accustomed to obtaining information online, the importance of online reviews will only continue to grow.

Why does this matter? Because knowing about reviews gives you a chance to respond to the reviews, which is essential for restoring your reputation if you get bad reviews and increasing trust in your business and in your brand. If your business has a lot of negative reviews, then your bottom line is sure to be affected.

That is why it is essential to track your online reviews: to make sure you know, at all times, what people think of your business.

Tips for Generating Online Reviews

We understand how crucial online reviews can be. What are some effective ways to generate positive online reviews from your best customers?

Below are some tips to help you get started.

Make Customer Service a Top Priority - One of the best ways to generate positive reviews from your customers is by going above and beyond – providing outstanding customer service. If you create a positive experience, then you are more than likely to get glowing reviews. Have a customer you know is very happy with your services? Ask them to review you on Google+.

Make it Easy for People to Review You – It is important that you have profiles on all of the major platforms (Google+, Facebook, LinkedIn, Bing Places, Yelp, etc.). Having these platforms is an essential first step in ensuring that people can quickly and easily review you on the most popular platform.

Provide Instructions – After each purchase, make it a habit to ask for reviews; however, also provide review instructions. For example, you can create a handout where people can follow simple instructions to review you on Google+ or Google Maps. Plus, it puts something in their hands that reminds them to review you once they get home.



Send Emails to Regular Customers – If you have a handful of customers that visit your store or purchase your products or services on a regular basis, then send a personal email to them simply requesting a review.

Respond to Reviews – Responding to reviews can go a long way in encouraging others to lead you reviews.

Dealing with Negative Reviews

When you get a negative online review (and everyone will at some point in time), it is essential that you reply to the review and do whatever you can to resolve the issue and ensure that the customer is happy. Addressing online complaints can go a long way at showing that you care about resolving the issue. The key is being tactful and caring.

Additionally, one of the best ways to combat negative reviews (in addition to replying to them) is to generate more positive reviews (which is discussed above).

Most Popular Online Review Websites

As you can imagine, there are a ton of online review websites. Therefore, it becomes very difficult to keep up with all of your reviews. This is especially true if you have multiple locations. Below is a list of the most popular online review websites:

General Review Sites:

Citysearch
Customer Lobby
Demandforce
Facebook Reviews
Foursquare
Google+ Local/Google Maps
Insider Pages
Judy's Book
Kudzu
MerchantCircle
SuperPages
Yahoo! Local
Yellow Pages (YP.com)
Yelp

Medical Review Sites:

Dr. Oogle
HealthGrades

HealthTap
RealSelf
Vitals
Wellness.com
RateMds

Hospitality Review Sites:

Booking.com
Expedia
Hotels.com
Orbitz
Travelocity
TripAdvisor

Automotive Review Sites:

Cars.com
DealerRater
Edmunds.com
Snap21
SureCritic

Legal Review Sites:

Avvo
Best Lawyers
Lawyers.com
Super Lawyers

Restaurants Review Sites:

Eat24
Gayot
MenuPages
OpenTable
Urbanspoon

Housing Review Sites:

Caring.com
Golden Reviews
Our Parents
SeniorAdvisor
Senior Homes



Imagine having to go to each of these review sites on a regular basis in order to determine what your customers are saying about your business – it would be a full-time job! Fortunately, there is a much better way.

Online Review Tracking the Easy Way

What if you were told that you can track online reviews from the 40 most popular review websites and even be notified via email every time there is a new review posted about your business?

The time has come! You can now quickly and easily view all business reviews all in one easy-to-use dashboard and receive emails each time a new review is posted.

Plus, you can break down the reviews based on location (ideal for those with multiple locations) or by doctors (great for hospitals and clinics). You can also click on a review in the dashboard to be taken directly to the review, where you can immediately respond (an important part in maintaining a strong online reputation).

Plus, you can get multi-level login access allowing for multiple users to access the dashboard, which can also be segmented by location.

Finally, you can request reviews from within the dashboard by simply uploading your email list.

Contact Uptick Marketing today to learn more about our easy-to-use and affordable dashboard for managing reviews.

Conclusion

At the end of the day, online reviews play a major role for consumers when it comes to making purchasing decisions. Make sure you are not only generating reviews for your business, but that you are also monitoring and replying to reviews in order to maintain a strong reputation.

Are you ready to take your website to the next level and creating more visibility for your business online?



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Take the Next Step

If you are interested in taking the next step to gain more customers and utilize digital marketing to increase your bottom line, contact us today for a free digital analysis!

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