How to Manage 3 Top Review and Ranking Sites

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Quick Intros
Today’s Schedule

- How to optimize your Google, TripAdvisor, and Facebook pages
  - Activity
  - Top 3 takeaways
- How to manage reviews
  - Activity
  - Top 3 takeaways
- How to respond to positive reviews
  - Activity
  - Top 3 takeaways
- How to respond to negative reviews
  - Activity
  - Top 3 takeaways
Remind me why I’m here...

● In 2021, 77% 'always' or 'regularly' read them when browsing for local businesses (up from 60% in 2020).
● 89% of consumers are 'highly' or 'fairly' likely to use a business that responds to all of its online reviews.
● 57% say they would be 'not very' or 'not at all' likely to use a business that doesn't respond to reviews at all.
How to optimize your Google, TripAdvisor, and Facebook pages
1. Keep your profiles and pages up to date
2.) Fill out the profile completely
3.) Include quality photos and videos when applicable
4.) Verify your page when applicable
5.) Obtain REAL and consistent flow of reviews
6.) Respond and engage with users
How many points did you score?
How to optimize your Google/Bing Business Profile

1. Treat them like a mini-website
2. Add your services, business attributes, and other keywords that will help people find you in search
3. Increase leads by setting up call history, adding appointment links, and product listings
Activity #1

What is standing out about these Google business listing?
How to optimize your TripAdvisor Profile

1. Tailor your profile to target tourists
2. Go the extra mile...Captions!
3. Are there ways your team can provide a standout experience?
4. Bonus! Review frequency, ratings, and profile accuracy affects your ranking
How to optimize your Facebook Business Page Profile

1. Profile photo should be your logo, unless you are the brand
2. Customize your URL
3. Choose the best template for your business
Standard Template: Facebook Business Page
Video Template: Facebook Business Page
Services
Templates: Facebook Business Page
Restaurants & Cafes: Facebook Business Page
Activity #2

- Head to one of your business listings
- Is your listing optimized?
- What can you do to optimize your listing?
Homework

Spend one hour updating and improving one of your business listings.

Then sit back and enjoy the increased visibility and engagement with future customers!
3 Key Takeaways for optimizing your Google, Bing, TripAdvisor, and Facebook pages

- Keep your profiles and pages up to date
- Fill out the profile completely
- Ask for and respond to reviews/users
How to manage reviews
Why manage reviews

- Valuable feedback
- Learning tool
- Consumers trust reviews
- Responding to them (or not) can impact your brand
How to manage reviews

1. Carve out time to respond
2. Delegate
3. Generate reviews
4. Major changes? Monitor closely
5. Keep your profiles updated
6. Incentivize?
Prioritize strategically

1. Create documentation to delegate this task
2. Respond to **all** 5-star reviews
3. Respond to **all** 1-star and **most** 2-star reviews
4. Respond to **all** 2-star reviews
5. Respond to **most** 3- and 4-star reviews
6. Respond to every single review!
Activity #3

1. Who on your team could you delegate reviews to?
2. What is the most important platform to respond to reviews on?
3. Can you or a team member block out 30-minutes once a week to respond to reviews?
4. Will you use a system to track review responses? (Excel or other app)?
Activity #3

Let’s share what your review management plan looks like.

What do you know will work? What roadblocks are you facing?
3 Key Takeaways for how to manage reviews

- Carve out time to respond to (all) reviews
- Delegate the task
- Keep your profiles updated
How to respond to positive reviews
How to respond to positive reviews

1. Express gratitude
2. Customize your responses
3. Continue the conversation
4. Stay organized
Activity #4

How would you respond to this positive review?

John Smith
★★★★★ a week ago

I had a great time eating delicious food at your restaurant. The waiters and waitresses were committed to great service and were very friendly. The atmosphere was awesome and I definitely liked that you have a very modern style. Most importantly, every food and drink on your menu tasted great!

Like
Activity #4

Share your response to this positive review

John Smith
★ ★ ★ ★ ★ a week ago

I had a great time eating delicious food at your restaurant. The waiters and waitresses were committed to great service and were very friendly. The atmosphere was awesome and I definitely liked that you have a very modern style. Most importantly, every food and drink on your menu tasted great!
3 Key Takeaways for how to respond to positive reviews

- Customize your responses
- Continue the conversation
- Engagement drives loyalty
How to respond to negative reviews so that you feel good and you advance your brand
How to respond to negative reviews so that you feel good and you advance your brand

1. Take time to understand the bad review
2. Craft responses
3. Offer an apology
4. Address key issues
5. Provide explanation (if applicable)
6. How you’re following up (if applicable)
7. Personalize
8. Take it offline
No sound absorbing materials, extremely loud. Party groups right next to people trying to dine. Fish the size of a thick cell phone battery. Good flatbread pesto. Excellent cinnamon ice cream. But never again.
Activity #5

R G  
Local Guide · 75 reviews · 34 photos

★ ★ ★ ★ ★ 3 months ago
No sound absorbing materials, extremely loud. Party groups right next to people trying to dine. Fish the size of a thick cell phone battery. Good flatbread pesto. Excellent cinnamon ice cream. But never again.

Like

Response from the owner 3 months ago
While it's great the ice cream and flatbread pesto impressed you, I'm sorry if your experience could've been better. If you had any preferences with the seating, we would've been happy to accommodate if something else had been available. We are a Tavern but we do have an upstairs available for dining that is a little better on the ear. I hope you'll give us another chance so you can get the kind of excellent experience we're known for. -Bonni
3 Key Takeaways for how to respond to negative reviews

- Take time to understand the bad review
- Offer an apology
- How you’re following up (if applicable)
Let’s review
How to optimize your Google, TripAdvisor, and Facebook pages

- Keep your profiles and pages up to date
- Fill out the profile completely
- Respond and engage with users

Today...
How to manage reviews

- Carve out time to respond to all reviews
- Delegate the task
- Keep your profiles updated
Today...

How to respond to positive reviews

- Customize your responses
- Continue the conversation
- Engagement drives loyalty
How to respond to negative reviews so that you feel good and you advance your brand

- Take time to understand the bad review
- Offer an apology
- How you’re following up (if applicable)
Questions?

Wow, there’s a lot to unpack there.
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