

# How to Manage 3 Top Review and Ranking Sites

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**J. SCOTT**  
MARKETING

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# Quick Intros

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# Today's Schedule

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- 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.



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# How to optimize your Google, TripAdvisor, and Facebook pages

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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



**KNEAD Doughnuts**

@kneaddoughnutsri · Donut Shop









 [Shop on Website](#)

 [toasttab.com](http://toasttab.com)

[Home](#) [About](#) [Photos](#) [Events](#) [More](#) ▾



## About

-  13,300 people like this
-  14,253 people follow this
-  82 people checked in here
-  <http://www.kneaddoughnuts.com/>
-  (401) 865-6622
-  [info@kneaddoughnuts.com](mailto:info@kneaddoughnuts.com)
-  Price range · \$\$
-  Donut Shop · Dessert Shop · Bakery

Reviews

Videos

Community

Services

of tomorrow's special (Vanilla who are providing meals and ese and more at Elmgrove,



# Video Template: Facebook Business Page

**TASTY** BISCUITS

target

**TASTY** BISCUITS

**TASTY**

**Tasty** ✓

@buzzfeedtasty · Media/news company

Learn more

target.com

Home About Videos Live More

**About**

Food that'll make you close your eyes, lean back, and whisper "yessss." Snack-sized videos and recipes you'll want to try.

Join our Facebook Community:  
<http://bit.ly/2uqDPeF>

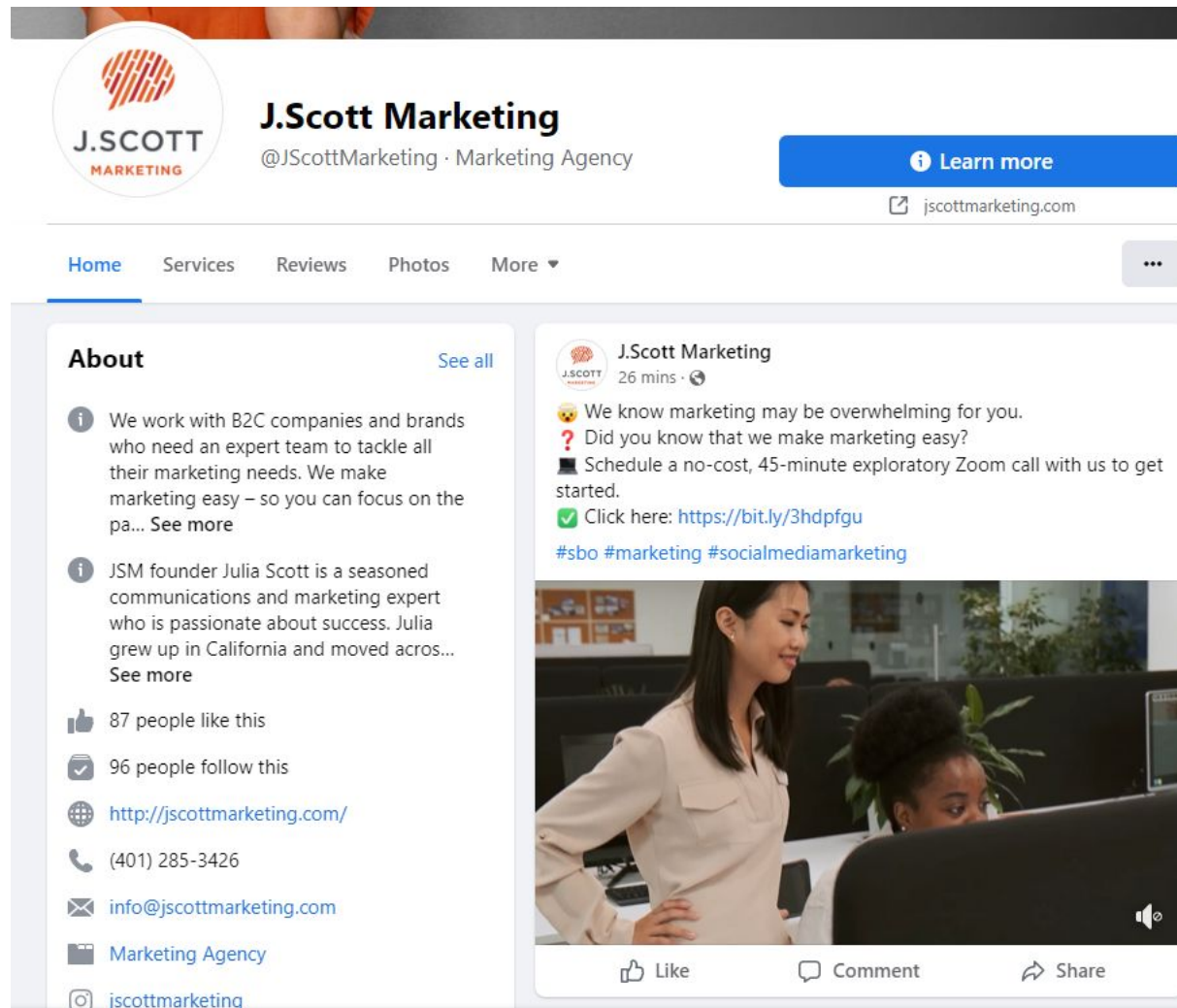
Send in tips/recipes/ideas that we may make: [TastyTips@BuzzFeed.com](mailto:TastyTips@BuzzFeed.com)

We participate in affiliate m... See more

96,944,059 people like this

Photos  
Events  
Groups  
Community

# Services Templates: Facebook Business Page



The image shows a screenshot of a Facebook Business Page for J.Scott Marketing. The page header includes the company logo, name, and handle (@JScottMarketing). A blue 'Learn more' button is visible in the top right. Below the header is a navigation menu with 'Home', 'Services', 'Reviews', 'Photos', and 'More'. The main content area is divided into two columns. The left column contains an 'About' section with two informational paragraphs, engagement statistics (87 likes, 96 followers), and contact information (website, phone, email, agency type, and Instagram handle). The right column features a recent post from J.Scott Marketing, 26 minutes old, with a text-based message and a video thumbnail showing two women in an office setting. The post includes a call to action for a Zoom call and a link to a website.

**J.Scott Marketing**  
@JScottMarketing · Marketing Agency

[Learn more](#)  
jscottmarketing.com

Home Services Reviews Photos More ▾

### About [See all](#)


- i** We work with B2C companies and brands who need an expert team to tackle all their marketing needs. We make marketing easy – so you can focus on the pa... [See more](#)
- i** JSM founder Julia Scott is a seasoned communications and marketing expert who is passionate about success. Julia grew up in California and moved across... [See more](#)

👍 87 people like this  
📄 96 people follow this

🌐 <http://jscottmarketing.com/>  
☎ (401) 285-3426  
✉ [info@jscottmarketing.com](mailto:info@jscottmarketing.com)  
📁 Marketing Agency  
📷 [jscottmarketing](#)

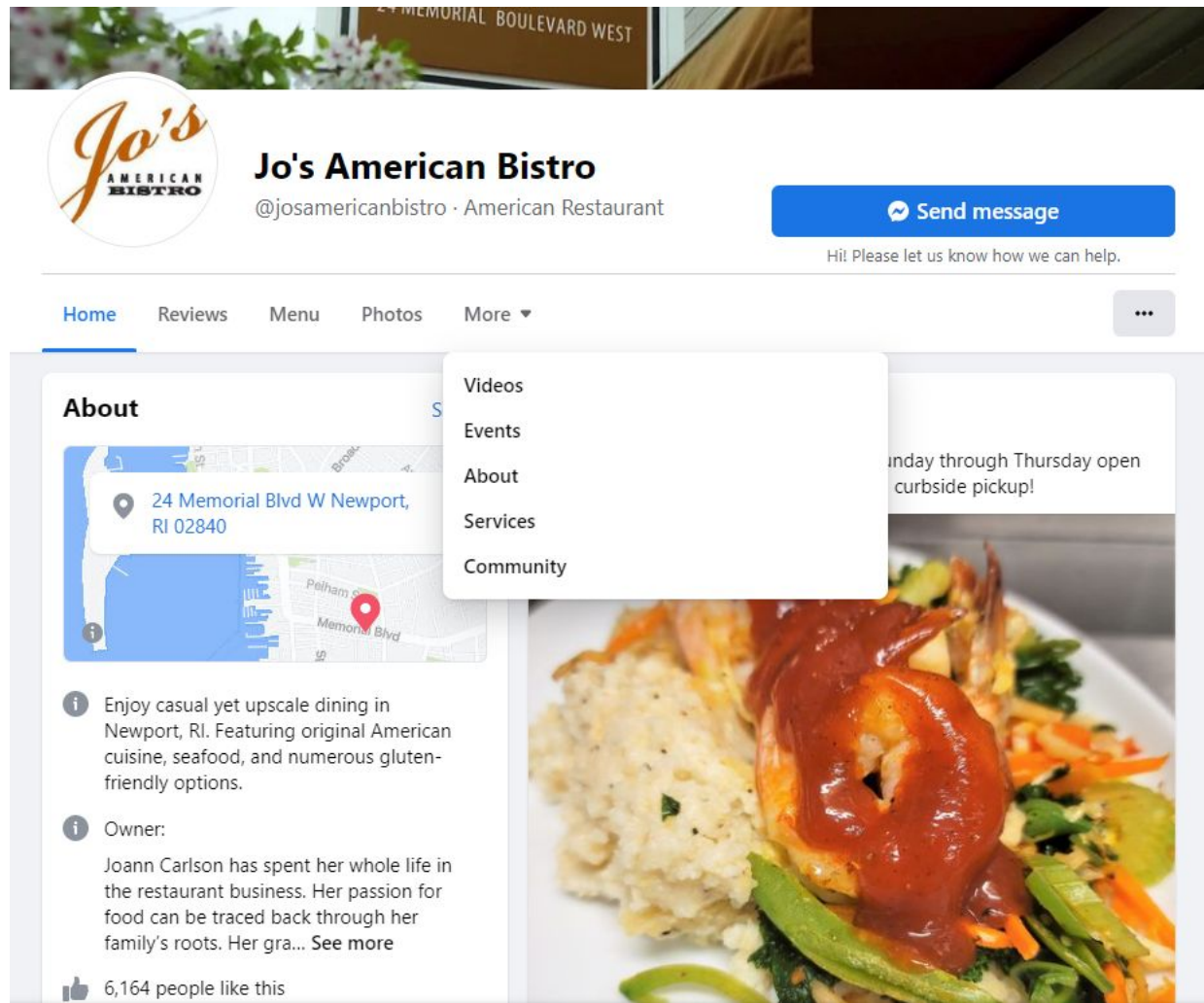
**J.Scott Marketing**  
26 mins · 🌐

🗨️ We know marketing may be overwhelming for you.  
❓ Did you know that we make marketing easy?  
📅 Schedule a no-cost, 45-minute exploratory Zoom call with us to get started.  
✅ Click here: <https://bit.ly/3hdpfgu>  
[#sbo](#) [#marketing](#) [#socialmediamarketing](#)



👍 Like    💬 Comment    ➦ Share

# Restaurants & Cafes: Facebook Business Page



The image shows a screenshot of the Facebook Business Page for Jo's American Bistro. At the top, there is a cover photo of a street sign for Memorial Boulevard West. The profile picture is the Jo's American Bistro logo, which features the name 'Jo's' in a cursive font and 'AMERICAN BISTRO' in a bold, sans-serif font below it. The page name is 'Jo's American Bistro' and the handle is '@josamericanbistro - American Restaurant'. A blue 'Send message' button is visible in the top right corner, with a subtext 'Hi! Please let us know how we can help.' Below the header, there are navigation tabs for 'Home', 'Reviews', 'Menu', 'Photos', and 'More'. A dropdown menu is open over the 'More' tab, listing 'Videos', 'Events', 'About', 'Services', and 'Community'. The 'About' section is active, showing a map of the restaurant's location at 24 Memorial Blvd W Newport, RI 02840. Below the map, there is a description: 'Enjoy casual yet upscale dining in Newport, RI. Featuring original American cuisine, seafood, and numerous gluten-friendly options.' There is also an 'Owner' section mentioning Joann Carlson. At the bottom left, it says '6,164 people like this'. On the right side, there is a photo of a lobster roll on a plate with rice and vegetables, and a text overlay that says 'Monday through Thursday open curbside pickup!'.

**Jo's**  
AMERICAN  
BISTRO

**Jo's American Bistro**  
@josamericanbistro · American Restaurant

Send message  
Hi! Please let us know how we can help.

Home Reviews Menu Photos More

**About**

24 Memorial Blvd W Newport, RI 02840

Videos  
Events  
About  
Services  
Community

Monday through Thursday open curbside pickup!

Enjoy casual yet upscale dining in Newport, RI. Featuring original American cuisine, seafood, and numerous gluten-friendly options.

**Owner:**  
Joann Carlson has spent her whole life in the restaurant business. Her passion for food can be traced back through her family's roots. Her gra... See more

6,164 people like this

## Activity #2

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



# Homework

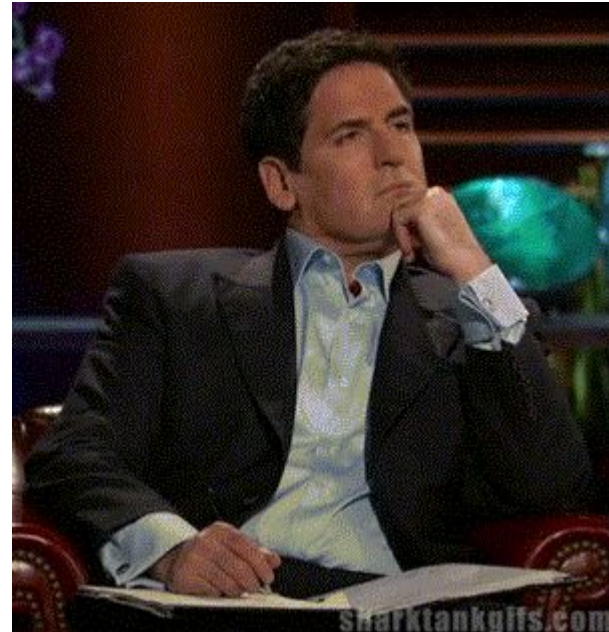
Spend one hour updating and improving one of your business listings.

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



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# How to manage reviews

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# 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

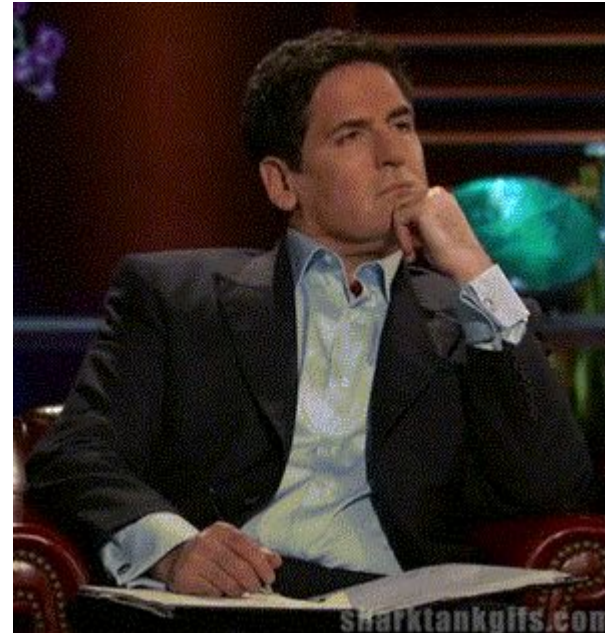
Let's share what your review management plan looks like.

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



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# How to respond to positive reviews

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# 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

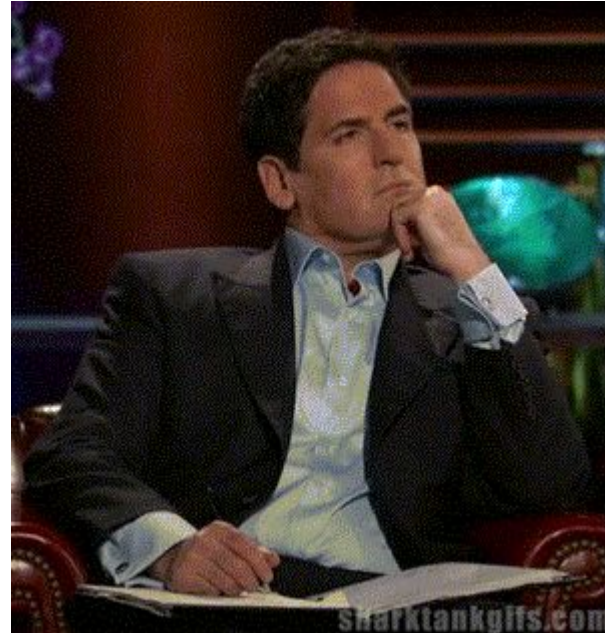
I had a great time eating delicious food at your restaurant. The waiters and waitresses were committed to great service and were very friendly. The atmosphere was awesome and I definitely liked that you have a very modern style. Most importantly, every food and drink on your menu tasted great!

 Like



# 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



# Activity #5



**RG**

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



# 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

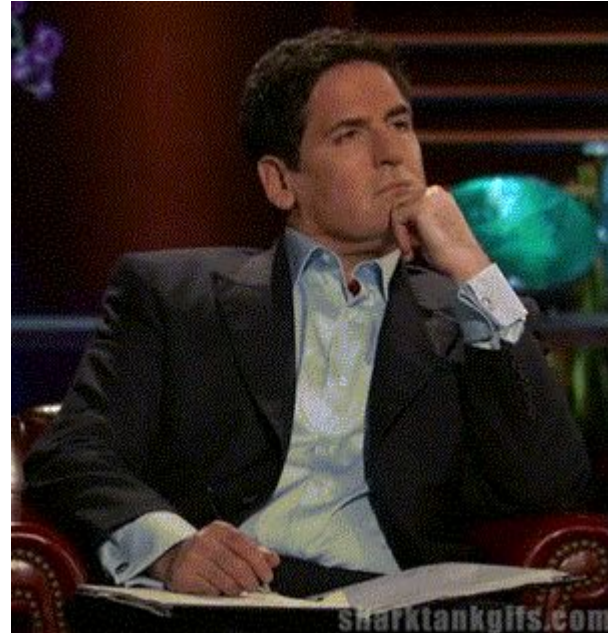
**Response from the owner** 3 months ago

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)





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# Let's review

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# Today...

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## 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



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# Today...

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## How to manage reviews

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



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# Today...

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## How to respond to positive reviews

- Customize your responses
- Continue the conversation
- Engagement drives loyalty



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# Today...

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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?





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