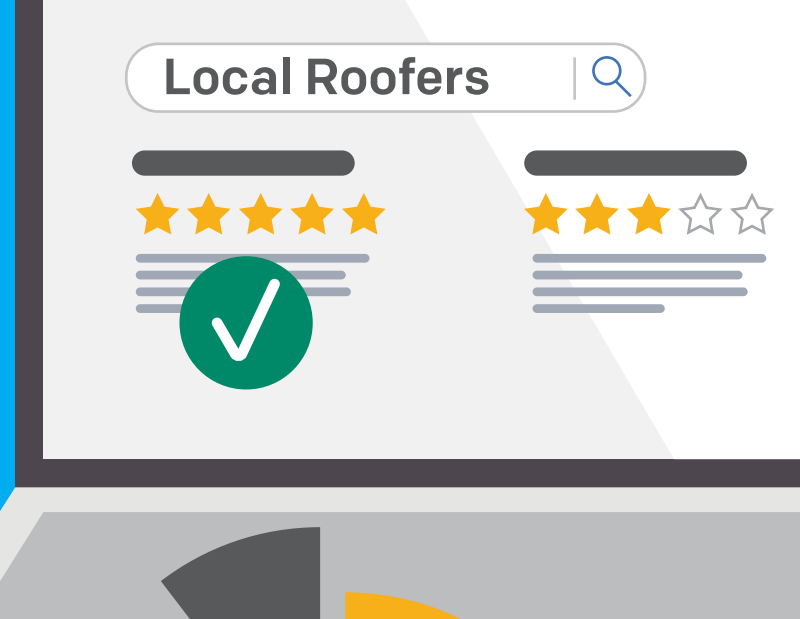


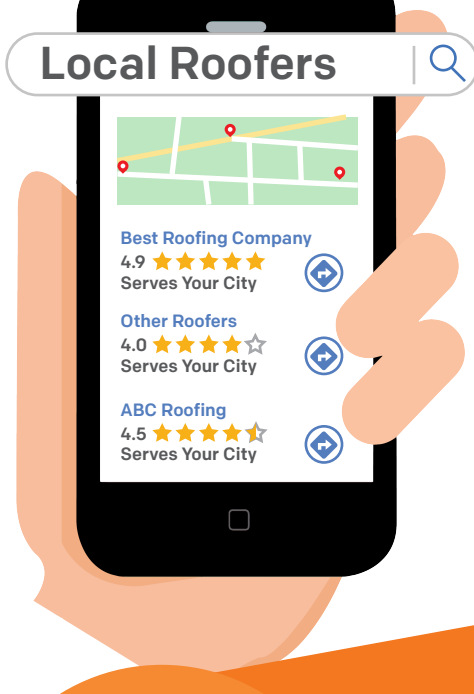
# The Contractor's Guide to ONLINE REVIEWS and REPUTATION MANAGEMENT

## Online Reviews: Digital Word-of-Mouth

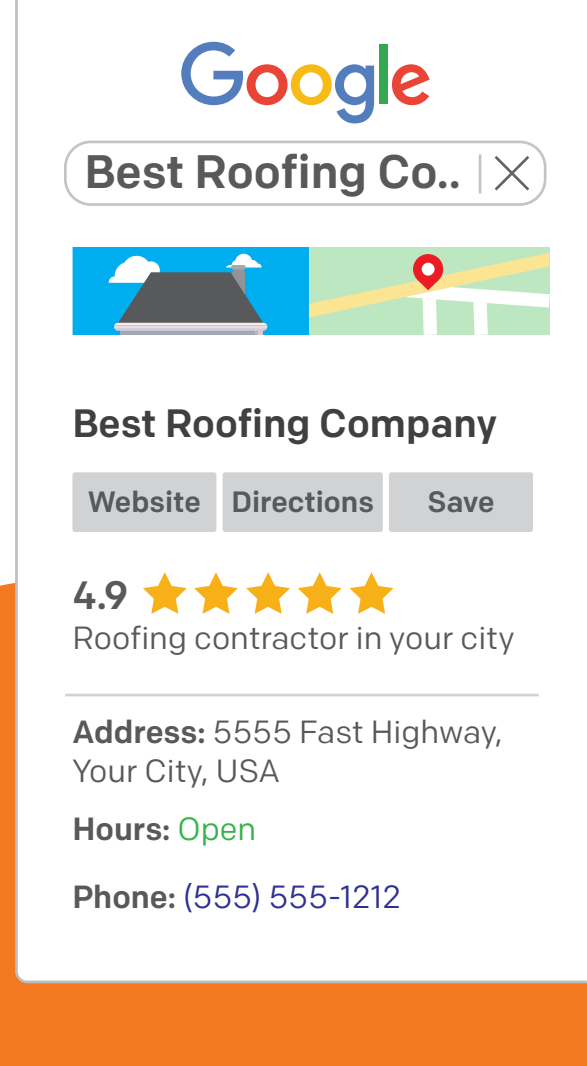


### Understanding How Consumers Search Online

#### Generic Local Search



#### Your Business Name



### What Drives Search Results?



#### Proximity

How close is the searcher to your business?



#### Prominence

How strong are your ratings & reviews, backlinks, user engagement, domain authority and website authority?



#### Relevance

Have you optimized keywords on your website, blogs, Google My Business, social profiles, and other areas online?

## GETTING YOUR CUSTOMERS TO WRITE REVIEWS

### Get reviews you need

Determine where you need reviews the most. Make sure you get reviews where your customers are looking.



Tell your customers at the beginning of your process that you request reviews. This will set expectations and help them understand how they can help your business.

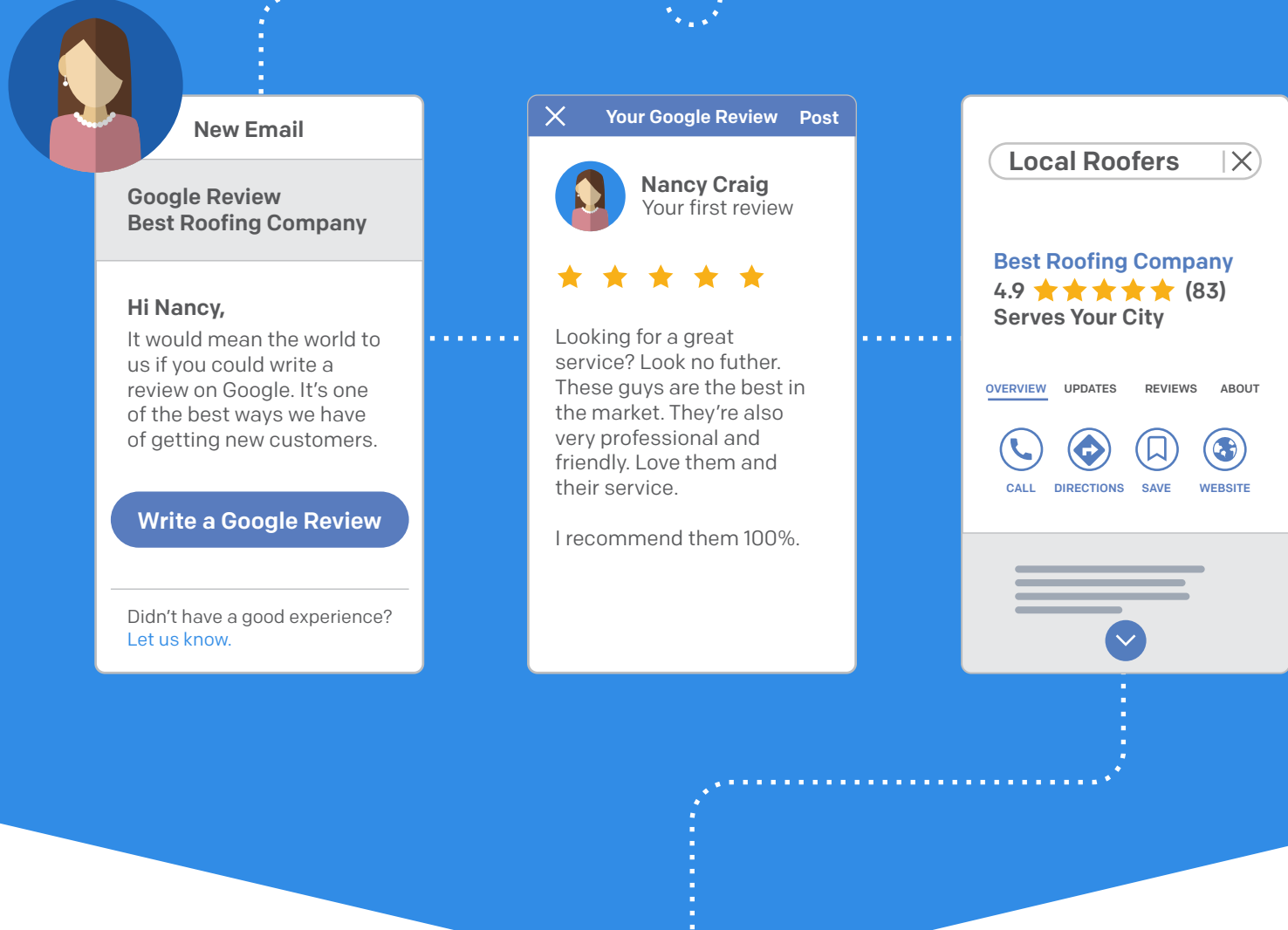
### Make the ask

Ask your customers for a review where you need it most. Follow up with technology to help move things along.



## CREATE A PROCESS FOR REQUESTING REVIEWS

Signpost makes it easy for customers to write great reviews.



## WAS YOUR REVIEW POSITIVE OR NEGATIVE?

No matter what your customers say, it's important that you follow up. Here are a few tips around getting back to your customers online - for both positive and negative reviews.



- |  |  |
|--|--|
| <input type="checkbox"/> Acknowledge the reviewer        | <input type="checkbox"/> Acknowledge the reviewer          |
| <input type="checkbox"/> Share your thanks               | <input type="checkbox"/> Apologize when appropriate        |
| <input type="checkbox"/> Express that you value feedback | <input type="checkbox"/> Give multiple ways to reach you   |
| <input type="checkbox"/> Show others that you care       | <input type="checkbox"/> Take offline to resolve situation |

## Need help getting more reviews?

Click here to see how Signpost can help drive you more business.

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