

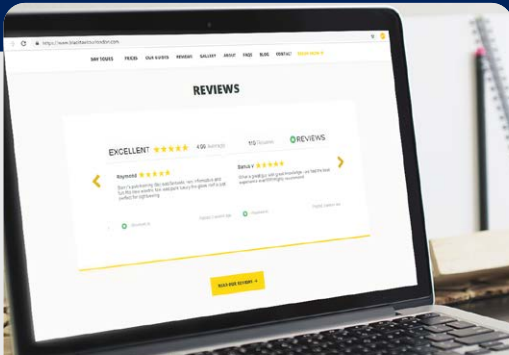


ONLINE REPUTATION MANAGEMENT

In this busy digital age of search engines and social media, your online reputation precedes you. Make sure the internet tells your story well, with accurate information from honest, reliable sources – your customers. We help you gather reviews to do all the talking for you, putting your business on a customer's radar by giving unbiased, reliable information.

How do **we solve** your online review problems?

You can't have much of a reputation without reviews – a lack of reviews means nobody's talking about your business. And yet, reviews are tricky to come by. These problems might well be familiar to you, and luckily, we have got the answers.

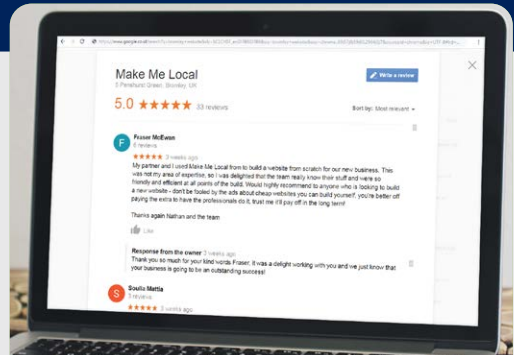


PROBLEM

It's awkward asking for reviews – as a small business owner, you have so many other things to think about, and you don't want to nag your customers.

ANSWER

We ask for reviews for you! We will do all the legwork, and all you will need to do is complete a document that we will supply once a month with the names and email addresses of your customers. We will then request the reviews for the platforms of your choosing.



PROBLEM

Customers forget to leave you reviews – your customers lead busy lives, and even with the best intentions, they will often forget.

ANSWER

We invite your customers to leave reviews and make it as easy as possible for them to do so, taking all the pressure off you.



One survey showed that 68% of people left reviews for local businesses when asked, so it pays to prompt your customers a little.



PROBLEM

You can't prove your reviews are genuine – people question their authenticity, because you have manually added them onto your website.

ANSWER

We use a platform to collect **reviews**, so all your reviews become third party. People write their reviews here and they're fed into your website, marked as verified so it's clear they're genuine. We can also collect reviews to be seen on third party websites like Google, Facebook, Checktrade, Yell and TripAdvisor.



Why do you need reputation management?

Reviews build you a strong reputation. They're **important for search engines** – one survey showed that as much as 7% of a **website's ranking factor** can be attributed to online reviews.

They're undoubtedly important for people too, with findings showing that:

88%

of people have been influenced by an online customer service review.

93%

of local consumers use reviews to make decisions about a business.

85%

of consumers trust online reviews as much as a personal recommendation.

73%

of consumers trust a local business more if it has positive reviews.

72%

of consumers read reviews before taking an action online.

58%

of consumers look at reviews at least once a week.

*You see, reviews make a **big difference** to your online reputation.*



Ask us more about reputation management

We help you manage your reputation by harnessing the power of online reviews to inform and influence new customers. And the best part is, we do it all for you. Build up your online reputation and find new customers without having to lift a finger. We will only ever recommend this service if we believe it's right for you.

Ask us more and find out how we can help.

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