

Manage your WordPress Business Reputation & Online Reviews.

*(How to move Past Negative Reviews &
Add a Positive Spin to your Business.)*

Review Management Defined



Google Best Practices



Move Past Negatives & Business Spin



Discussion + Q&A.









Build Wordpress Site Now What?



- Marketing
- SEO
- Branding
- Voice & Tone (Laura Coronado)
- Pay Per Click
- Social
- Video
- Email
- GMB (Google My Business)
- Everything Speakers at WordCamp Las Vegas 2019 are Speaking About.

You do all this for Customers then you get a

NEGATIVE REVIEW

What is Review Management.



re·view

/rəˈvyoo/

noun

1. a formal assessment or examination of something with the possibility or intention of instituting change if necessary.
"a comprehensive review of defense policy"
synonyms: analysis, evaluation, assessment, appraisal, examination, investigation, scrutiny, inquiry, exploration, probe, inspection, study, audit; *rare* anatomization
"the Council is to undertake a review of its property portfolio"
2. a critical appraisal of a book, play, movie, exhibition, etc., published in a newspaper or magazine.
synonyms: criticism, critique, write-up, notice, assessment, evaluation, judgment, rating, commentary; [More](#)

What is Review Management.

man·age·ment

/ˈmænɪjmənt/ 

noun

1. the process of dealing with or controlling things or people.
"the management of elk herds"
2. *archaic*
trickery; deceit.
"if there has been any management in the business, it has been concealed from me"

Old School Reviews





QUADSHOT
Software Made Simple

 **DreamHost**[®]

Mark

GoDaddy[®]

HubSpot

Liquid Web[™]



ELEANOR PRIOR



COMMERCE



GreenGeeks[®]
WEB HOSTING

WhatNESS
websites & words

STUDIO **21** TATTOO
LAS VEGAS Gallery INC.



LifterLMS

 **seeds**

Well, WTF?
A podcast with Keri and John

Site Smart
Increase Your Web IQ



Jetpack



GRAVITY

NSO[™]



bluehost

Revelry



You NEED TO Manage Current Reality



what our customers say

Current Reality

You **Tube**
COMMENTS

Google
Reviews ★★★★★

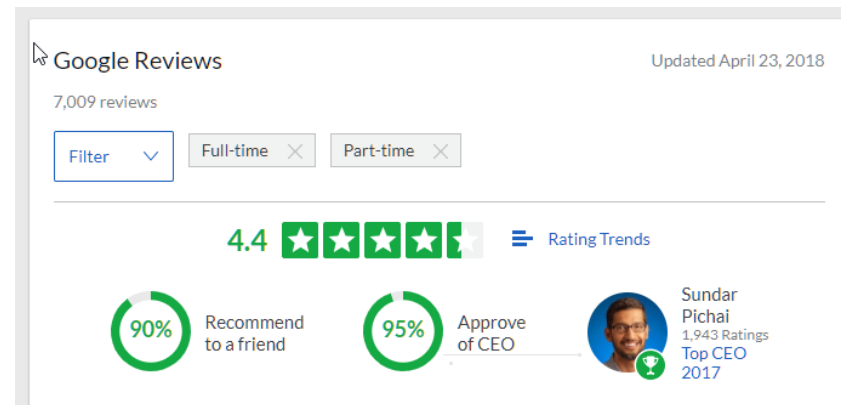
 **yelp**

facebook
reviews


what our customers say

 **ACCREDITED
BUSINESS**

amazon
★★★★★



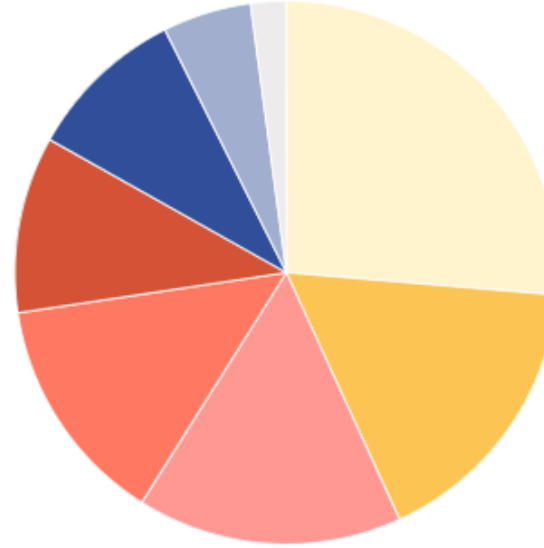
indeed[®]
one search. all jobs.

Encourage + Reviews



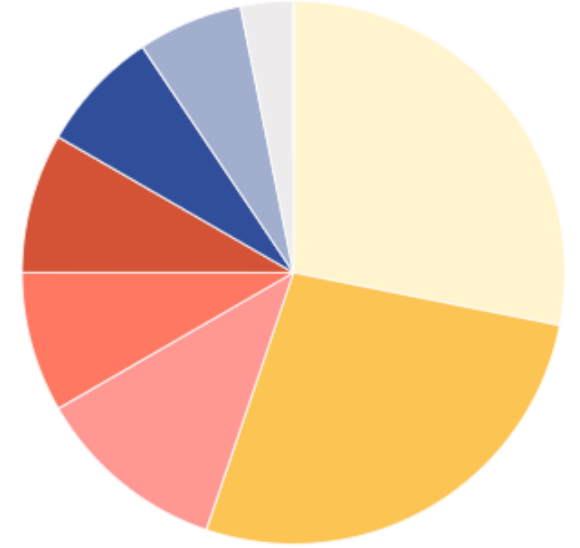
<https://moz.com/local-search-ranking-factors>

Local Pack/Finder Ranking
Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
7. **Personalization** **5.88%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**

Localized Organic Ranking
Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **8.85%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8.41%**
6. **Personalization** **7.32%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **6.47%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **3.47%**

**How do you
Do All This**

G

GENERAL AUDIENCES



ALL AGES ADMITTED



G is 100% Organic Reviews

PG

PARENTAL GUIDANCE SUGGESTED

SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN



PG is Review Encouragement

M

MATURE AUDIENCES



PARENTAL DISCRETION ADVISED



M is Aggressive Review
Encouragement & Advertising

R

RESTRICTED



UNDER 16 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN



R is Influencer Reviews and
Marketing

X

**PERSONS UNDER 16
NOT ADMITTED**



X Bot Reviews and Review
Farms

Best Practices



G is 100% Organic Reviews



PG is Review Encouragement



<http://bit.ly/2ki0HZV>

Google Review Best Practices Link ^^^

Why you need Reviews.

1. Trust
2. Reputation
3. Higher Ranking on GMB
4. Feedback

Google Best Practices

- ➡
1. Allowed to ask for Reviews
 2. Respond to Reviews
 3. Create a Direct Short Name (URL)
 4. Business Summaries on GMB



- Make it easy for a person to leave a review. Short URL
- Ask via Email, Text, Social and in Person.
- Google Review Link Generator White Spark

<https://whitespark.ca/google-review-link-generator/>

#Ask for them.

You are allowed to ASK for them. Underlined, # , Bold

Subject line: Your feedback is important to us

Dear [customer's name]

It was our sincere pleasure to provide our service for you recently. We truly appreciate your business, support and more specifically your feedback.

We take feedback from our customers very seriously as it allows us to continuously improve upon our services.

As a local business, we rely enormously on positive word of mouth and would be grateful if you could take a minute or two of your time to write a quick Google review for our business.

We would be grateful if you could share your experience by submitting a review using the link below.
[insert your link here]

Not sure about what to write?

Below are a few suggestions that may help you with your creative flow.

What service/product did we provide to you and what did you like best about it?

Which one of our branches did you visit?

Who in our team looked after you? (feel free to mention their name, they will be very flattered)

Which service do you think makes us different from our competitors?

What would you tell your friends or colleagues about us?

Is there any way we can improve some of our services/product? if so which ones and how?

We appreciate your time and look forward to seeing you at your next visit.

Thanks again for choosing [Name of your business]

Warmest Regards,

[Sign your name]

Tools are an assistance to manage reviews for Agencies and Multiple Locations.

- Monitor reviews
- Track review quality and quantity
- Measure against competitors
- Review rating trends



Best Practices Negative Review

1. Prepare before you need it, build Positive Reviews.
2. Respond to All Negative Reviews.
 1. Verify they are a customer.
 2. Address the issue.
 3. Reach out to rectify the experience.
 4. Write in a Diplomatic Manner.
3. Flag Negative Reviews.
4. Build Reviews to increase your average review rating.

➔ Hi Mathew,

➔ Thank you for your feedback we take all feedback seriously and want to make your experience exceptional so you continue to return to us and refer your friends.

➔ However we are trying to verify your information by the details provided and can not find you in our database or have any record of our interaction.

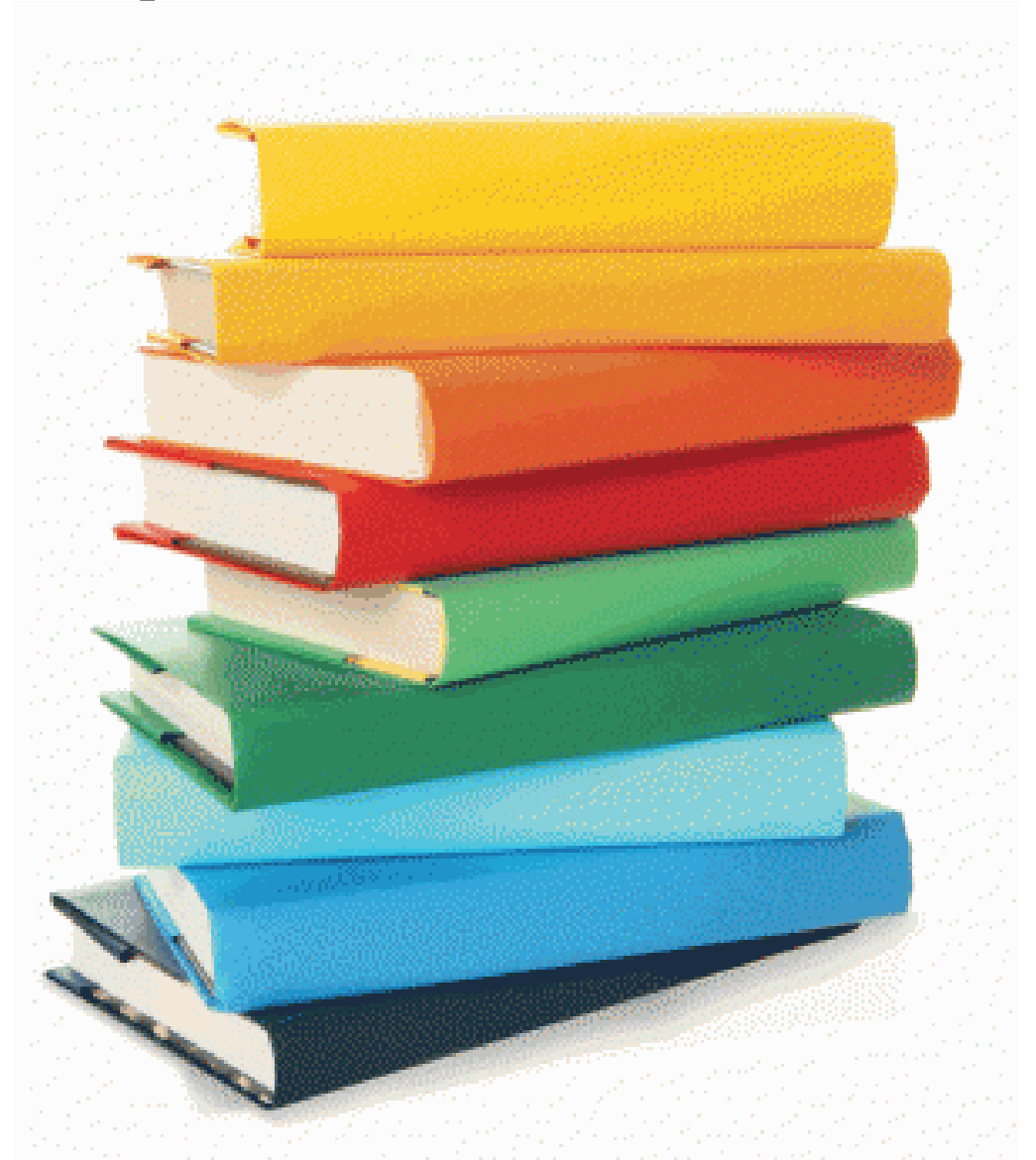
➔ We take all and your feedback seriously as we see them opportunities to grow, please reach out to us so we can resolve your issues and rectify the situation email us directly to Max@YourCompany.com

➔ Sincerely,
Max Lopez
General Manager

**You Response is Building
Trust & Credibility with
person reading Response**

Positive Spin

1. Press Releases.
2. Charitable Donations.
3. Community Involvement.
4. Mass Content Creation.
5. Invest in Video Content.
6. Testimonial Videos.
7. Mass Content Distribution.
8. Position Your Self & Company in Search.
9. Industry Endorsements (Memberships)
10. Podcast.
11. Speaking Engagements.
12. Television Engagements.



M | R | X Strategies

M

MATURE AUDIENCES 

PARENTAL DISCRETION ADVISED

®

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R

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UNDER 16 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN

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X

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NOT ADMITTED**



®

X Bot Reviews and Review
Farms

CENSORED

Some Strategies use Influencers



Intellifluence

Influencers

Talent Agencies

Brands

Pricing

Categories ▾

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Our straightforward pricing allows small businesses to act like big brands and big brands to act like super crazy big brands. We help you to find the right peer level influencers, connect with them to review your product, and work over time to ensure that your sales and visibility goals are met.

		MOST POPULAR PLAN	
		Regular	Advanced
Monthly Annual		For sophisticated ecommerce sellers and medium sized agencies. Run bigger, simultaneous campaigns and reach more influencers.	If you don't know everyone's name in the company, this is probably for you. It's as close to unmetered as it gets. Drink from the fire hose.
Monthly Price ?		\$249	\$999

Coupon Code:
WSM

2 Months Free
Access No
Obligation

Intellifluence.com

Q&A - Contact

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