

The Roofer's Guide to ONLINE REVIEWS and REPUTATION MANAGEMENT

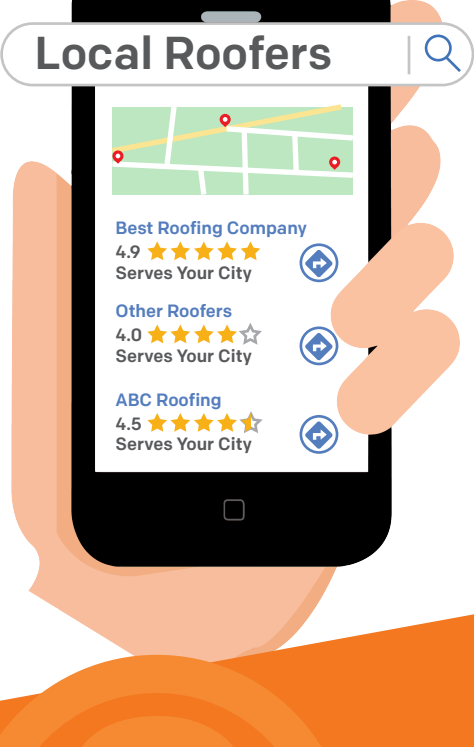
Online Reviews: Digital Word-of-Mouth



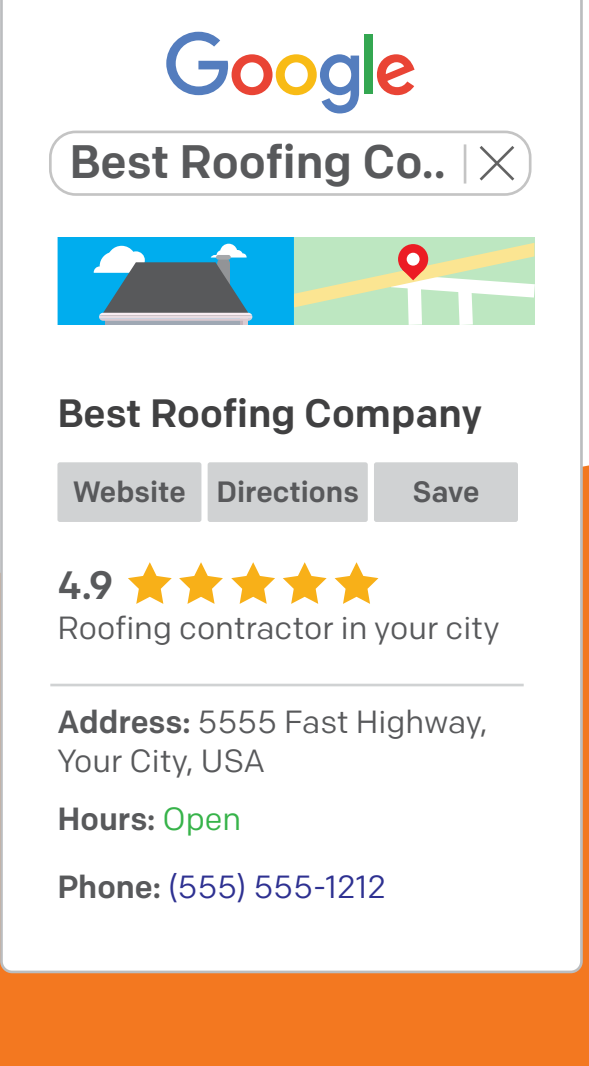
Consumers read **TEN REVIEWS** before trusting a local business

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.

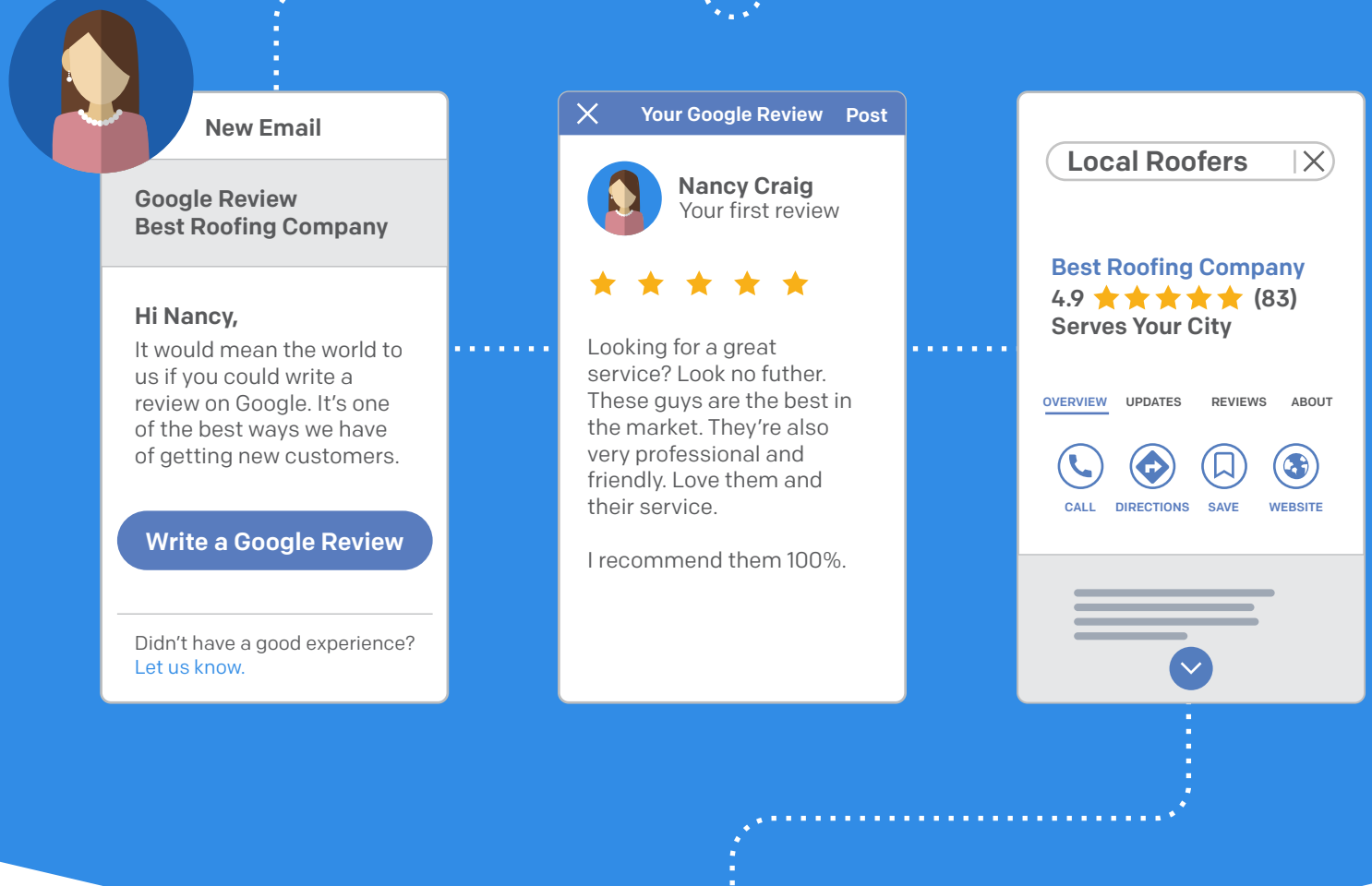
Make the ask

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.



- Acknowledge the reviewer
- Share your thanks
- Express that you value feedback
- Show others that you care

- Acknowledge the reviewer
- Apologize when appropriate
- Give multiple ways to reach you
- 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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