

Online
REPUTATION



**5 THINGS
TO BE SAVED**

*5 Things Every Local Business Should be
Doing to Manage their Online Reputation
but are not*

Capital BCS Consulting

Protect Your Online Reputation



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Protect Your Online Reputation



What is Your Online Reputation?

Your online image is NOT just your business website. There is much more to it. Google says this:

*"Your online identity is determined not only by what you post, but also by **what others post about you** – whether a mention in a blog post, a photo tag or a reply to a public status update," - Google*



In a nutshell, your online reputation is made up of everything about your business that exists online. The range of materials that could potentially impact your business' online reputation is broader than you might realize at first.

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Here are just some components of your online image:

1. Comments made about your company on business directory websites
2. Images about your business online
3. Videos about your business (Good or Bad) on YouTube and elsewhere
4. Posts and articles published online about your business
5. Geo-location information broadcast through services like Foursquare
6. Comments that others make about you in social media or in blog posts (including Facebook, Twitter, etc.)

Even what people say in an email or through instant messaging could potentially be copied and made public.

In fact, if you're beginning to feel like virtually anything that others do on the Internet could become part of your business' online reputation, then you're starting to get the picture.

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Now throw in the mobile internet and smart phones, where people can read and write reviews from anywhere. You can see how a bad review about your business will hit harder and spread faster than ever before.

Why Online Reputation Matters to Local Business

Many local businesses have found themselves in the unenviable position of being lied about, falsely accused, slandered, and attacked online. It's a growing problem.

The cost is immediate, staggering, and long term.

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DID YOU KNOW?

- **72%** of those that research the web before they buy **will not buy if there's a negative comment**
- **MORE THAN 80%** of reputation damage risks come from a mismatch between the buzz and the reality
- **76% of US retailers** said user-generated content will have a greater impact on their marketing goals in the near future
- **Number 1** is what reputation risks ranked among risk priority for company managers
- **58% of executives** believe that the risk reputation should be addressed by Management.....
BUT ONLY 15% of them actually monitor it

Protect Your Online Reputation



Just look at these search results for Spas

Places for **spa** near Kihei, HI

-  [Valley Isle Day Spa](#) - 2 Google reviews
www.valleyisledayspa.com - 1847 s. Kihei rd #205, Kihei - (808) 298-9246
 -  [Trudy's Fountain Of Youth](#) - 4 Google reviews
www.trudysfountainofyouth.com - 116 Kauhaa Street, Kihei - (808) 875-2065
 -  [Mandara Spa At Wailea Marriott](#) - 1 Google review
www.mandaraspaspa.com - 3700 Wailea Alanui Drive, Wailea - (808) 891-8774
 -  [Grand Wailea](#) - ★★★★★ 31 Google reviews
www.grandwailea.com - 3850 Wailea Alanui Dr, Wailea-Makena, Hawaii - (808) 888-6100
 -  [Diamond Resort Hawaii](#) - 1 Google review
www.diamondresort.com - 555 Kauhahi Street, Wailea-Makena - (808) 874-0500
 -  [Robbie's Maui Day Spa](#) - Place page
www.mauidayspa.com - 1852 Anapa Place, Kihei - (808) 879-0437
 -  [Wailea Beach Marriott Resort & Spa](#) - ★★★★★ 22 Google reviews
www.marriott.com - 3700 Wailea Alanui, Wailea - Maui - (808) 879-1922
- [More results near Kihei, HI »](#)

Hot Tubs **Spa** - Sundance **Spas**

www.sundancespas.com

Hot Tubs, Hot Tub **Spa** - Established in 1979, Sundance **Spas** has been recognized internationally with more awards and honors than any other portable hot tub ...

Cal **Spas** Hot Tubs, **Spas** and Swim **Spas** for Sale - Home Resort ...

www.calspas.com

Cal **Spas** Spa Hot Tub Combos. Save on Cal **Spas** Swim **Spa** Exercise Swimming Pool **Spas** Swimspas Aquatic Exercise Current Lap Pools & Cal **Spas** Above ...

Na Alii Massage - Hawaiian Spa
Book Now for Best Pricing

 3496 A.Keahi Place, Kihei, HI
(808) 250-7170

[See your ad here »](#)

More Stars and lots
of reviews = More
money to your bottom
line!

Who would you start with in these results?

The business with the most stars and reviews, of course! So, you can see how your business' online reputation can directly impact your bottom line. Now the question is: **How to grow, improve, and protect it.**

Protect Your Online Reputation



We've put together a list of the five most critical things every small business should be doing to protect their online reputation.

When it comes to managing your business' online reputation, you must be proactive. Think of your business as the quarterback in a football game, it's better to be on an offense that has a bunch of huge guys protecting you on every play.



You want to be in control of your own results, so strengthen your position in a proactive way.

Protect Your Online Reputation



(1) What are people saying about your business?

The first step is to find out what people are saying about your business online. The best way to do this is to simply Google your business name. Are there any reviews about your company on the first page that you would rather not be there?

[Hyundai Las Vegas Price, Henderson Hyundai Price Quote, Planet LV ...](#)

Get a **Hyundai** price quote today from **Planet Hyundai!** Get a great price and ...
www.planetlv.com/quote.html - Cached

[Show more results from planetlv.com](#)

[Planet Hyundai](#)

★★★★☆ 7 reviews

"I had "a noise" and I know how service people must laugh at that (esp coming from a woman!). But Corey and the others wer"

www.insiderpages.com/b/371845228 [planet-hyundai-las-vegas](#) - Cached

Ouch!

[PLANET HYUNDAI, LAS VEGAS SUCKS!](#)

PlanetHyundaiSucks.com, was created in response to sales and service issues with prior ownership and management of the **Planet Hyundai** dealership. ...

planethyundaisucks.com/ - Cached - Similar

Protect Your Online Reputation

How many spots does your business own on the first page? Look at these results for Rainbow Pharmacy:

About 1,150,000 results (0.23 seconds)

Rainbow Pharmacy Maui Kihei Hawaii 96753

www.rainbowpharmacy.co/

Rainbow Pharmacy Kihei **Maui** Hawaii 96753 ... Welcome to **Maui's Rainbow Pharmacy** in South Kihei. Fast, Friendly, Local **Pharmacist**, Vaccinations, ...

2349 South Kihei Road Hours: Sun Closed, Mon-Fri 8:00am-6:00pm, Sat 8:00am-12:00pm
(808) 879-9924 Bus: Kamaole Beach I
Directions - Is this accurate?

★★★★★ 5 Google reviews - Write a review
superpages.com (1)



Kihei Maui Medical Group Clinic - MauiWeekly.com | News ...

www.mauiweekly.com/.../K-299-hei-Maui-Medical-Group-Clinic.html +7

Aug 26, 2010 - Currently, **Maui** patients in need of treatment for rheumatological disorders need to fly to O'ahu. And soon, **Rainbow Pharmacy**—which Dr. ...

CLIENTS - SaeDesign

www.saedesign.com/1698369/CLIENTS +7

Maui Medical Group **Maui** Memorial Medical Center **Maui** Memorial Medical Center Foundation Pacific Cancer Institute of **Maui** Paia Yoga **Rainbow Pharmacy** ...

Rainbow Pharmacy - Kahului, HI Area, HI, 96753 ... - Maui CitySearch

maui.citysearch.com/profile/662463310/.../rainbow_pharmacy.html +7

Rainbow Pharmacy in Kahului, HI Area. Come to Citysearch® to get information, directions, and reviews on **Rainbow Pharmacy** and other **Pharmacies** in ...

Maui County Pharmacies in Maui County HI | DexKnows.com

www.dexknows.com/local/retail/.../pharmacies/geo/co-maui_county-... +7

110 Items - Local business listings / directory for **Pharmacies in Maui**

They don't own the first page. Who are these guys?

Do you have positive content and reviews past the first page? If so, moving these items to the first page of Google would help your online reputation.

Protect Your Online Reputation



(2) Getting Google Love for Your Business

To get your positive content to the first page of Google, focus on search engine optimization (SEO) for these items. Good SEO strategies, by default, combat negative mentions.

SEO typically takes at least three months before your business will see an impact, but the long-term value is unlike any other online marketing effort.

Your goal is to own the first page of Google for your business name with all positive content. Remember, 95% of all searchers will never go past the first page.

If you look at the search results on the following page, you'll see the Grand Wailea has positive content all over the first and second pages.

Protect Your Online Reputation



Shopping

More

Kihei, HI

Change location

Any time

Past hour

Past 24 hours

Past week

Past month

Past 2 months

Past year

Custom range...

More search tools

[Maui Hotels - Grand Wailea Resort- Maui Resorts, Reservations ...](#)
[www.grandwailea.com/](#)
Grand Wailea - official site. Revel in the Hawaiian hospitality of this enchanting Maui hotel. Fronting the stunning Wailea Beach on 40 acres of lush, tropical ...
You recently searched for hawaii.

[Specials & Packages](#)
[www.grandwailea.com/specials-and-...](#)
Grand Wailea - official site ...

[Spa Grande](#)
[www.grandwailea.com/spa-grande/](#)
Grand Wailea - official site ...

[Accommodations](#)
[www.grandwailea.com/accommodati...](#)
Grand Wailea - official site ...

[Contact Us](#)
[www.grandwailea.com/contact.../con...](#)
Grand Wailea - official site ...

[Photo Tour](#)
[www.grandwailea.com/photo.../phot...](#)
Grand Wailea, A Waldorf ...

[Employment](#)
[www.grandwailea.com/employment/](#)
Grand Wailea - official site ...

Bus: [Wailea Ike Drive](#)

3850 Wailea Alanui Dr
Wailea-Makena, Hawaii 96753
(800) 888-6100
[Directions - Is this accurate?](#)

★★★★☆ 31 Google reviews - [Write a review](#)
"Overall, the level of service is sufficient, but not quite on par with the ..." - oyster.com
[tripadvisor.com \(1017\)](#) - [tripadvisor.co.uk \(1016\)](#) - [tripadvisor.ca \(1015\)](#)

[Makena - Lahaina](#) - [Mana Kai Maui](#) - [Haleakala National Park](#) - [Kapalua](#) - [Molokini](#)

[Grand Wailea - A Waldorf Astoria Resort \(Wailea, HI\) - Resort ...](#)
[www.tripadvisor.com/Hotel_Review-g609129-d111788-Reviews-Gr... | +7](#)

★★★★☆ 1240 reviews
2 days ago - Home, arrow United States; arrow **Hawaii** (HI); arrow Maui; arrow Wailea; arrow Wailea Hotels; arrow **Grand Wailea** - A Waldorf Astoria Resort ...

[Hoolei at Grand Wailea](#)
[www.hooleiatgrandwailea.com/ | +7](#)
Located adjacent to the world-class Maui **Hawaii** Wailea Resort area, on Maui's

What if there are negative reviews and comments on the first page?

Be careful. How you respond to these negative items is critical to your business.

The biggest thing you can be proactive about when it comes to your business' online reputation is to actively seek reviews. The two biggest are Google and Yelp.

Protect Your Online Reputation



You might not know that Google has an online business directory called Google Places. These listings are free and compiled by Google from various online directories like the online Yellow Pages. Here is what a place page looks like:

[Edit this place](#) - ✓ [Owner-verified listing](#)

Valley Isle Day Spa ★

1847 s. Kihei rd #205, Kihei, HI 96753
(808) 298-9246
valleyisledayspa.com
[Directions](#) [Search nearby](#) [Save to map](#) [more ▼](#)

[WRITE A REVIEW](#) [Upload a photo](#)

Categories: Day Spa, Lodging, Massage Therapist, ...
Transit: [Keala Pl.](#) (348 ft S) 10

2 reviews Your rating: ★★★★★

A quaint day spa in Kihei, Maui offering Maui's best and most affordable therapeutic, hot stone, pregnancy, lomilomi massage, natural nail care and facials for individuals, couples and small groups. - From the owner

Photos

[Upload a photo](#)

[yahoo.com](#) [citysearch.com](#)

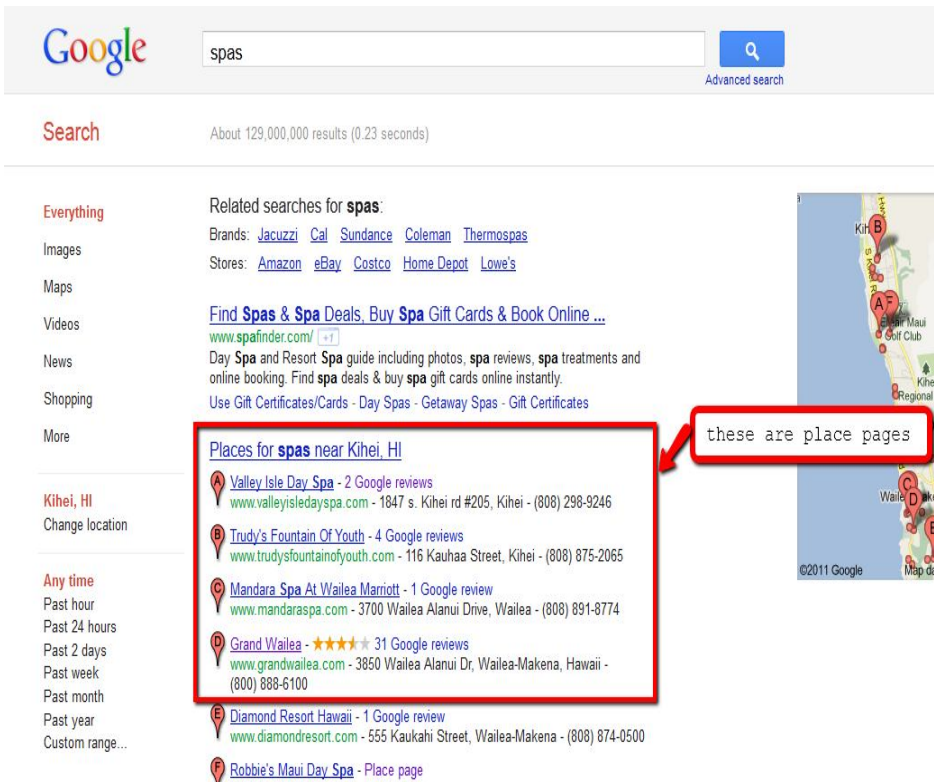
Chiropractic Massage Ads
Enhance Your Chiropractic Treatment
Call Us In Kihei.
southmauchiropractic.com

Top Dentist Directory
Free Dentists Search in your area for all expert Dental Treatments
TopDentists.com/Find-Dentists

Beauty Salon
A Full-Service Salon Hair & Nails
Hair Styling & the Latest Products
www.juvenalhairsalon.com

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Here is how a place page shows up in Google search results:



Google search for "spas" showing results for "Places for spas near Kihei, HI".

Related searches for **spas**:

Brands: [Jacuzzi](#) [Cal Sundance](#) [Coleman](#) [Thermospas](#)

Stores: [Amazon](#) [eBay](#) [Costco](#) [Home Depot](#) [Lowe's](#)

[Find Spas & Spa Deals, Buy Spa Gift Cards & Book Online ...](#)
[www.spafinder.com/](#)

Day **Spa** and Resort **Spa** guide including photos, **spa** reviews, **spa** treatments and online booking. Find **spa** deals & buy **spa** gift cards online instantly.

Use Gift Certificates/Cards - Day Spas - Getaway Spas - Gift Certificates

Places for spas near Kihei, HI

- A** [Valley Isle Day Spa](#) - 2 Google reviews
[www.valleyisledayspa.com](#) - 1847 s. Kihei rd #205, Kihei - (808) 298-9246
- B** [Trudy's Fountain Of Youth](#) - 4 Google reviews
[www.trudysfountainofyouth.com](#) - 116 Kauhaa Street, Kihei - (808) 875-2065
- C** [Mandara Spa At Wailea Marriott](#) - 1 Google review
[www.mandaraspas.com](#) - 3700 Wailea Alanui Drive, Wailea - (808) 891-8774
- D** [Grand Wailea](#) - ★★★★★ 31 Google reviews
[www.grandwailea.com](#) - 3850 Wailea Alanui Dr, Wailea-Makena, Hawaii - (800) 888-6100
- E** [Diamond Resort Hawaii](#) - 1 Google review
[www.diamondresort.com](#) - 555 Kaukahi Street, Wailea-Makena - (808) 874-0500
- F** [Robbie's Maui Day Spa](#) - Place page

these are place pages

What makes this page even more important now is that Google recently stopped displaying reviews from other sites, like Yelp. They now only display Google reviews on your place page.

Protect Your Online Reputation



(3) How to Get Reviews

The best way to get reviews is simply to ask. Seek out your most loyal customers and ask them to leave a review on Google or Yelp (but keep in mind that negative Yelp reviews are often harder to deal with than those on Google – ask a professional in the reputation management field for more details).

You could also offer some sort of incentive, such as 10% off their next visit or purchase if they leave a review. But NEVER create a situation where you are paying the customer to post good reviews, which is against all established rules. You simply want real customers to share their opinions about your business through an online business directory or your choice.

Video Reviews

Another great way to get reviews is to keep a small video camera or just use your smart phone to record video reviews.

Then, just upload them to YouTube. Do a little SEO on these videos and they'll show up on the first page of Google.

This is a very effective tactic for generating more leads and sales for your business.

Protect Your Online Reputation



(4) Handling Negative Reviews

The screenshot shows a Yelp search for "Electrician SF" in San Francisco. The search results list three businesses:

- Blue Line Electric**: 28 reviews, San Leandro, CA 94577. A review snippet mentions a customer needing an electrician to "ground" their electricity.
- 1. Electrician SF**: 1 review, San Francisco, CA 94112. A review snippet says: "If you want rude customer service, call Eddie. I contacted Eddie after seeing his name twice-listed (once for this company and again for 'A24 Electric and Solar' - this should have..."
- 2. Lights Out**: 36 reviews, San Francisco, CA 94131.
- 3. Electro-Integrity**: 67 reviews, San Francisco, CA 94114.

A red box highlights the review for "1. Electrician SF" with a red arrow pointing to it. A text box next to the arrow says: "How you handle these is critical to your business!"

When you see negative content or reviews about your business online, it's important that you act quickly. There is a saying, "Silence is consent."

Many sites allow the business owner to respond to their reviews. The longer you wait to respond, the more potential

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customers see the negative review and believe it's a true representation of your business.

Your goal in handling an upset customer should be threefold:

1. They turn from upset to satisfied
2. They post positive things about you and rebut or remove their negative remarks
3. You learn something about your business that will improve it and help to avoid future negative reviews

But first, is the Criticism Legitimate or Fake?

Unfortunately, there is a small subset of people online who think it's fun to leave bad reviews about businesses. If you find this to be the case, resist the urge to respond in anger.



**MEAN
PEOPLE
SUCK**

Instead, demonstrating concern and wanting to discuss the specifics of their encounter will go a long way towards showing other potential customers that you are interested in their feedback and want to improve the situation.

Empathy is a powerful tool, and being sincerely concerned with their bad experience is a trait that every business owner should have.

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In the case where you're dealing with someone who simply wants to hurt you, be very selective with your response. If the insult is small, a simple apology will do. As the insults escalate, you must be careful with your reply.

Sometimes, the customer is clearly wrong because they expect too much for too little. Fight the urge to call them unreasonable. Instead, say something like this:

"We are very sorry you feel that way and will do everything within reason to resolve this. If you will contact us, we would like to work together to find a solution."

If the complaint was legitimate, they may contact you. If they are simply being obnoxious, you will likely never hear from them, but at least you were professional in your reply and those who read the review will hopefully see that you were trying to be helpful and address the situation directly.

Protect Your Online Reputation



Be Transparent and Honest

Under no circumstances write fake reviews or ask your family, or worse, employees to write reviews for you.

These tactics are almost always found out and will do your online reputation more harm than good.

If the Negative Comment is true

- Don't ignore or hide
- Participate in the discussion and be honest
- Add response to your website
- Issue statement addressing what has been done
- If it's serious, get help. Seek out an online reputation management expert

If the Negative Comment is False

- Post a professional response
- Politely ask for the comment or review to be removed
- Post a response on your website
- Find or create positive content about your business and use search engine optimization to get it on the first page of Google
- Consult a lawyer

Protect Your Online Reputation



(5) Use Social Media

Social Media is all the rage these days. Facebook and Twitter have given anyone a voice to express their opinion.

Good for people, but this can be a challenge for a local business. Especially since Google shows some Facebook updates in its search results. This is what Tech Crunch had to say:

*"The only problem with the new addition is that Facebook is only granting Google access to updates from its 3 million Pages, which are generally for celebrities, politicians, brands, **and local businesses**" – not your average Facebook user. (Tech Crunch 2010)*

How can local businesses take advantage of this new technology to generate more business and help their online reputation?

Establish a presence on the 3 major social media sites

- Create a **Facebook** business page
- Create a **Twitter** account for your business
- Create a **Linked In** profile for your business

Protect Your Online Reputation



Be a part of the conversation

Participate in social media. Check your Facebook business page daily and update content regularly. Actively seek out local followers for your Twitter and Facebook accounts.

Most importantly, when you're commenting on these sites, be yourself. Let your customers know you're a real person and truly interested in helping them to have a great experience with your business.

Creating Positive Content for Your Business

Sticking to our number one tenant of being proactive in managing our business' online reputation, we can't just wait for others to post positive things about our business. We have to go on the offensive. Here are some of the best ways to do that.

Press Releases

Writing compelling press releases and distributing them across the internet is a great way to get positive content out there. Google thinks highly of most of these sites and will more than likely show the press release in its search results.

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Articles

Creating positive articles and distributing them across various directories or getting them posted on blogs relevant to your business is another great way to get positive content out about your business.

YouTube Videos

Did you know YouTube is the second largest search engine in the world? Creating either informative or funny videos about your business on YouTube can generate great press and if one goes viral, it could put your local business on the map.

Also, Google owns YouTube, so they like showing videos in their search results.

Other Web Properties

Creating a blog or other websites about your business is another great way to own more of that first page of Google. There are many sites out there like Wordpress.com that allow you to create blogs on their sites.

Make sure you read the terms of service on these sites, some of them don't like anything that looks commercial.

Protect Your Online Reputation



Thank you for taking the time to read through this report.

I'd love to have a chance to talk with you for even just 10 minutes about how our online reputation management services can protect your business and improve your ongoing results.

It's possible that by making just a few changes, you could see huge results. So please, give me a call at **301-908-4681** right now - today!

Thank you again for reading this report.

Yours in business,

Richard Franetzki,
Owner-Lead Consultant
Capital BCS Consulting
ContactUs@capitalbcs.com

