

SOCIAL MEDIA GUIDE



Ratings & Reviews

A Small Personal Agency With **BIG** Results

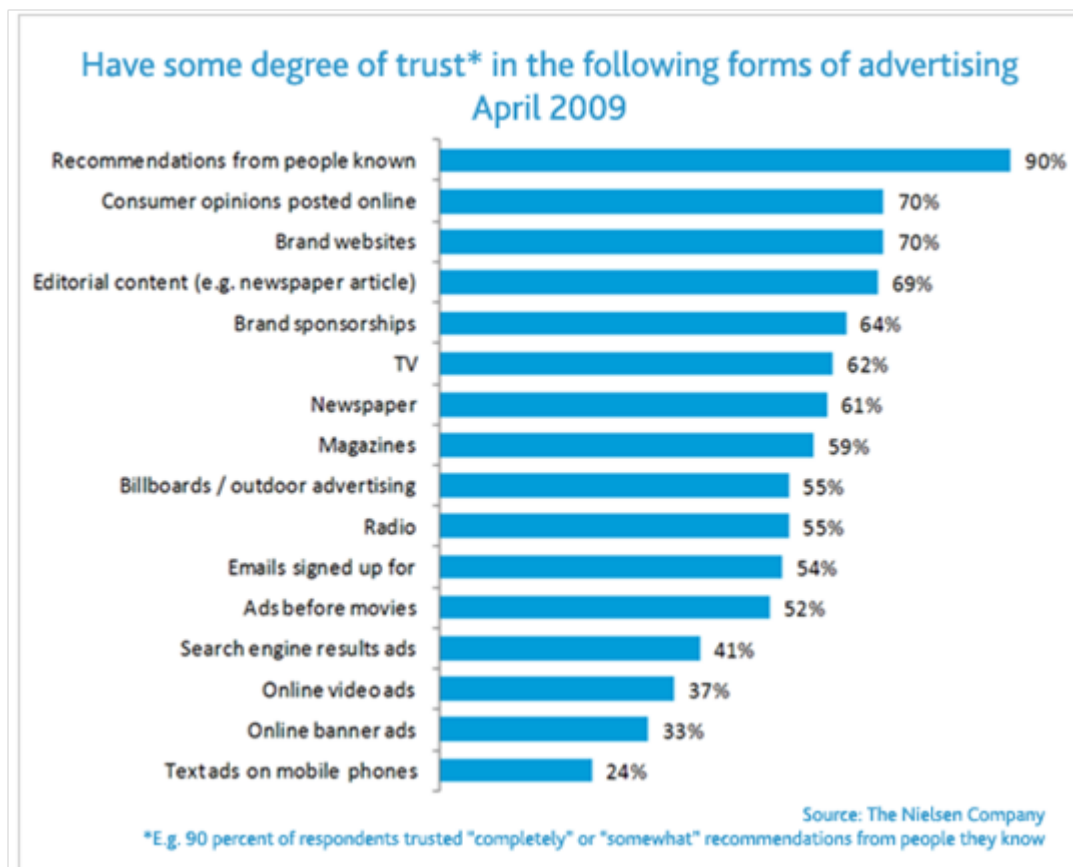
Ratings and Reviews: Introduction to Ratings and Review Sites

Ratings and Review sites like Yelp, CitySearch, and TripAdvisor are **web-based services that help people find great local businesses**. They're places where people **post their opinions** and come to **discover or research a product or service**. So it's important to have a listing on these sites!

Whether you've set up a listing, or a customer has done so for you, chances are your business is already listed on several review sites. We'll show you how to "claim" your listing to ensure that your information is correct.

It's important that you listen and respond to what people say about your business on these sites. Positive reviews can drive sales, while negative reviews offer an opportunity to engage. But don't worry, most reviews are positive, and we'll show you how to properly handle the negative ones.

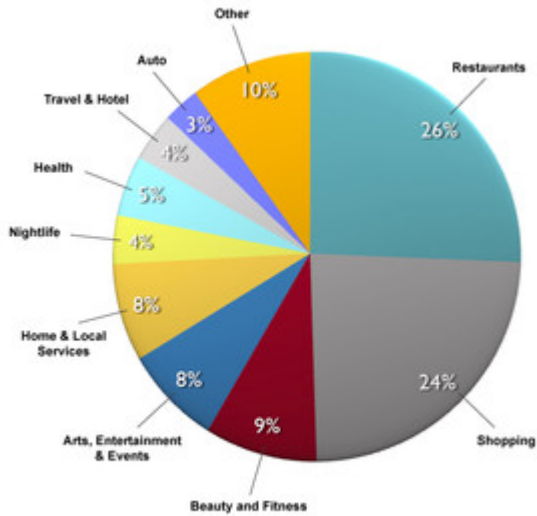
What People Say About Your Business Matters



Should you use Ratings and Review Sites?

This data from Yelp shows a breakdown of the types of businesses reviewed there.

How is your industry represented?



Know Your Options: Yelp

Yelp is one of the top ratings and review sites with more than **50 million unique visitors** a month. There are over 18 million reviews on Yelp, **83% of them rating a business 3 stars or higher**. Every business owner (or manager) can set up a free account to post offers, photos and message their customers.

If you want to have even greater visibility, Yelp sells ads to local businesses - you'll see these clearly labeled "Yelp Ads" around the site.

Yelp also enables business owners to offer **rewards and special deals** to Yelp users who "check-in" to local businesses through Yelp's mobile app. See our section on [location-based services](#), like Foursquare, to learn more.

We'll use Yelp as an example to show you how to get started and other best practices, but first we'll give you the lay of the land when it comes to review sites.



Know Your Options: Citysearch

Citysearch is one of the oldest and best known review sites, covering over 75,000 local business across the US. CitySearch enables business owners and managers to claim or create a listing for free. While you can respond to consumer reviews directly through citysearch.com, the company provides premium features and advertising options for paying customers through its parent company City Grid Media.



Know Your Options: Angie's List

Angie's List is a growing collection of people's real-life experiences with local contractors and doctors. More than 1.5 million people nationwide use Angie's List to find reliable professionals in their area. You may register your company for free on [Angie's List Company Connect](#), but only paying Angie's List members can give your company grades. In fact, that's part of the Angie's List charm: companies

can't pay to be on Angie's List. Grades from members control your company's placement on the List. By registering your business, you can read and respond to reviews and find interesting ways to advertise to Angie's List members.



Know Your Options: TripAdvisor

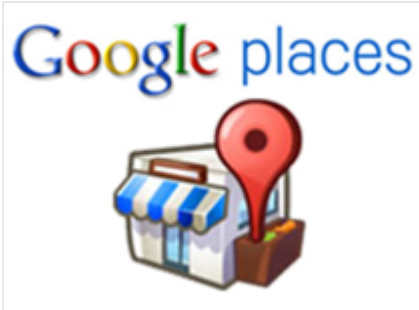
TripAdvisor is one of the largest travel sites with more than 40 million travelers reading and writing reviews each month. If you own or manage a hotel/accommodation, vacation rental, restaurant or attraction, you should [claim or create a listing on TripAdvisor](#). Creating your business account will enable you to update your business details, showcase photos, promote specials and respond to guest reviews. TripAdvisor also offers a wide range of marketing opportunities and content solutions you may want to explore.



Know Your Options: Google Places

Google Places is a service that helps consumers find your business on both Google Search and Google Maps. It's important that you claim or add your listing to Google to ensure your business information is correct. With your listing, it's a good idea to add as much as you can to make your business profile stand out from the rest. Add up to 10 photos, and up to 5 videos (by using the link directly from YouTube).

Google also allows businesses to create coupons that customers can access through your profile – a great way to attract new customers. Google also offers helpful insights so that you learn more about what keywords your customers are searching for, and where they're coming from. You can learn more by visiting <http://www.google.com/places/>



Google Places aggregates and displays reviews from other review sites like Yelp and CitySearch, so it's important that you claim your listings across all ratings and review sites.

Embrace These Sites - Don't Fear Them!

- **Most reviews are positive.** And even if they're not, negative feedback gives you the opportunity to improve right, and potentially delight a disappointed customer.
- **People will review your site even if you don't claim your listing.** We recommend claiming your listing now and start engaging your audience.
- **Chances are, someone has already posted a review of your business online.** What are you waiting for? Take a look!

Your online reputation matters. According to The Nielsen Company, 70% of consumers trust the opinions about a brand that others post online.

What You Need To Do

- Claim Your Listings or Create One
- Ensure the Information is Correct
- Monitor Your Listings

-
- Respond to Reviews When Appropriate

We're going to walk you through these steps using Yelp as an example.

You can find out where you're listed online with <http://getlisted.org/>. By searching this site for your business, you'll be able to quickly spot sites where you need to claim your business listing.

Ratings and Reviews: Adding Your Business Listing to Yelp

Step 1

Let's add your business listing to Yelp.

Start by going to [Yelp](#).

Step 2

Click **Create Your Free Account Now**.



Step 3

You'll want to check to see if your business is already listed on Yelp.

Enter Your Business Name and Location.

Click **Search**.



Step 4

Fill in all your business details and **Click Add**.

Remember that your customers will use Yelp to learn about your business, so it's important to keep this information up-to-date!



The screenshot shows the 'Add Your Business' form on the Yelp Business Owners page. The form includes fields for Country (United States), Business Name (Sirocco's Cafe & Bakery), Address 1 (1214 Walnut Ave.), Address 2, City (New Braunfels), State (TX), Zip (78130), Phone (8308872112), and Web Address (http://www.siroccos.com). There is a section for Hours with a table for days and times, and a section for Categories with 'Restaurants' and 'Sandwiches' selected. A red 'Add' button is at the bottom left, with a yellow arrow pointing to it.

Step 5

Check your email for the link to claim your business page.

Click on the Link.



Step 6

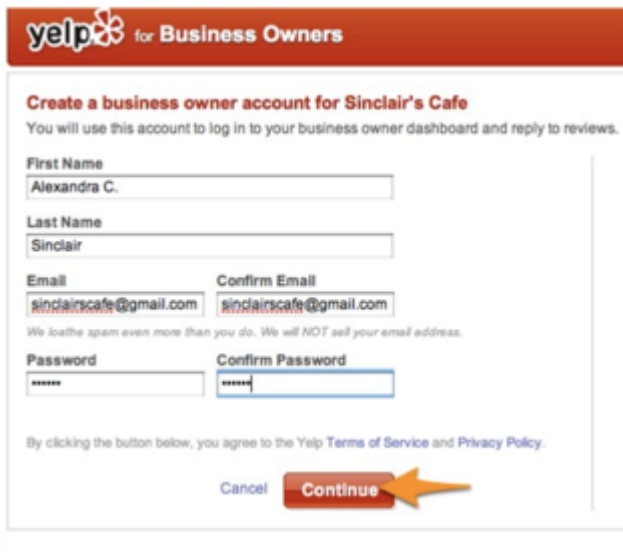
After having followed the link from your confirmation email, **Click Go To Step 1**.



Step 7

Fill in your contact info.

Click Continue.

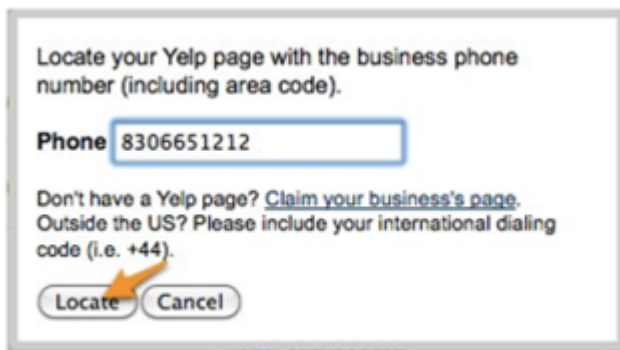


The screenshot shows the 'yelp for Business Owners' header. Below it, the title is 'Create a business owner account for Sinclair's Cafe'. A sub-header states: 'You will use this account to log in to your business owner dashboard and reply to reviews.' The form contains the following fields: 'First Name' (Alexandra C.), 'Last Name' (Sinclair), 'Email' (sinclairscfe@gmail.com), 'Confirm Email' (sinclairscfe@gmail.com), 'Password' (masked with asterisks), and 'Confirm Password' (masked with asterisks). A small note reads: 'We loathe spam even more than you do. We will NOT sell your email address.' At the bottom, there is a disclaimer: 'By clicking the button below, you agree to the Yelp Terms of Service and Privacy Policy.' Two buttons are present: 'Cancel' and 'Continue', with an orange arrow pointing to the 'Continue' button.

Step 8

You'll be asked to enter your phone number to try and locate and confirm your business.

Enter Your Phone Number and Click Locate.



The dialog box has the title 'Locate your Yelp page with the business phone number (including area code)'. It features a 'Phone' input field containing the number '8306651212'. Below the input field, there is a link: 'Don't have a Yelp page? [Claim your business's page.](#) Outside the US? Please include your international dialing code (i.e. +44)'. At the bottom, there are two buttons: 'Locate' and 'Cancel', with an orange arrow pointing to the 'Locate' button.

Step 9

Yelp needs to verify that you entered the right phone number, so they're going to call you up. **Click Call Me Now.**

Enter the Code at the automated prompt.

To protect you and your business we need you to answer a quick phone call.

Be prepared to receive a call from Yelp at (713) 568-9105 .

- ▶ Does an automated phone system answer your calls?
- ▶ Is this phone number incorrect?

Wait for the automated prompt and then enter the code: 6188

Call Me Now 

Congratulations!

Your business page is up and running.

Congratulations, you have claimed your business page.

Go to your Yelp for Business Owners Dashboard 



Ratings and Reviews: Business Profile

Step 1

A Yelp Business Profile is the community presence for your business. From your profile you can announce special offers, message customers, and even track business trends.

From your dashboard, **Click On Complete This Page.**

Step 2

Click Skip This Step (don't worry, we'll be covering Announcements later).



Step 3

Describe your Business Specialties. **Click Publish & Continue.**



This is the first thing people will see on Yelp, so make sure your abstract is fun and engaging. What makes you different? Why should someone come to you instead of someone else? This is a great spot to make you stand out from the pack.

Step 4

Add photos to help people identify your business. **Click Choose File.** Find the photo you'd like to add and **Click Choose.**

Click Publish & Continue.

Step 3 of 5: Add Photos
Business photos are viewed millions of times on Yelp each month. Upload a photo of your business.

Locate Photo sinclaircafe.gif

Add a Caption

[Skip This Step >](#)

Step 5

Share the history of your business with your potential clients to give them a sense of what you're all about.

For example: Did you start your business out of your living room? Did the idea come to you in a dream? Have you always wanted to be doing what you're doing? We love knowing how people got their start, and how they're celebrating their success today. It gives us a sense of the people behind the business.

Click Publish & Continue.

Step 4 of 5: Add Business History
Talk about the history of your business and how the business got started.

In what year was this business established?

(e.g. 1980)

What's the history of this business? (200 of 1000 characters)
Sinclair's Cafe & Bakery was opened in August of 2010. Alessandra Sinclair is passionate about pastries & tea and hopes to share that passion with others.
(She believes that running a successful cafe is about more than just incredible food & drink. It's about creating community.)

Preview

History
Established in 2010
Sinclair's Cafe & Bakery was opened in August of 2010. Alessandra Sinclair is passionate about pastries & tea and hopes to share that passion with others. She believes that running a successful cafe is about more than just incredible food & drink. It's about creating community.

[Skip This Step >](#)

Step 6

Add info about the Business Owner and **Click Publish & Continue.**

This is a great feature because it let's people know more about the people behind the business.

Remember: People like to buy from people they know. So give them a sense of who you are!

Preview

Meet the Business Owner: Alexandra S.

Alexandra Sinclair loves people, pastries and tea. In that order. Sinclair's Cafe is her testing ground for new creations.

 [Publish & Continue >](#) [Skip This Step >](#)

Congratulations - Your Business Profile is Complete!

Sinclair's Cafe

Category: Restaurants [Edit]

1214 Walnut Ave
New Braunfels, TX 78130

(713) 568-9105

Hours:

Mon-Thu 9 am - 5 pm
Fri-Sat 9 am - 3 pm

[Edit Business Info](#)

[Send to Friend](#) [Bookmark](#) [Send to Phone](#) [Write a Review](#)



[Add Photos](#)



[View Larger Map/Directions >](#)

Ads by Google

Menu Covers

Elegance, Quality, Value. Custom Made Covers - Unique Designs
www.CrGrd.com

Print Restaurant Coupons

100's of Printable Coupons Coupons from 1,000's of Restaurants
www.ShopAtHome.com

About This Business Provided by business

[What's This?](#)

Specialties

We're your favorite small town cafe & bakery specializing in home-made pastries, gourmet coffees, and assorted imported teas. We feature live music every Sunday night.

History

Established in 2010

Sinclair's Cafe & Bakery was opened in August of 2010. Alexandra Sinclair is passionate about pastries & tea and hopes to share that passion with others.

She believes that running a successful cafe is about more than just incredible food & drink. It's about creating community.

Meet the Business Owner: Alexandra S.









Alexandra Sinclair loves people, pastries and tea. In that order. Sinclair's Cafe is her testing ground for new creations.

[Flag as inappropriate](#)

Browse Nearby:
[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Movies](#) | [All](#)

Restaurants Nearby

-  **Liberty Bistro**
★★★★ 24 reviews
New Braunfels, TX
-  **River House Tea Room**
★★★★ 11 reviews
New Braunfels, TX
-  **Cooper's Old Time Pit...**
★★★★ 40 reviews
New Braunfels, TX
-  **The Gruene Onion Grill**
★★★★ 11 reviews
New Braunfels, TX
-  **Gruene River Grill**
★★★★ 39 reviews
New Braunfels, TX
-  **Friesenhaus**
★★★★ 32 reviews
New Braunfels, TX



Ratings and Reviews: Yelp Offers and Announcements

Step 1

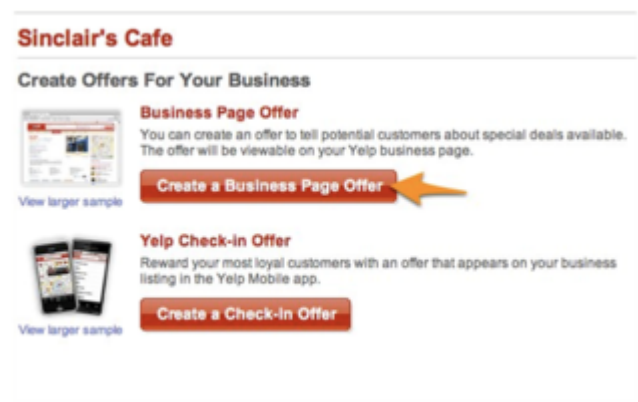
Let's add a Special Offer. **Click on Offers.**

Step 2

You can add two different kinds of offers: a Business Page Offer or a Check-in Offer.

Let's create a Business Page Offer to start. (Don't worry, you can always create a Check-in Offer later). Check-in offers are a great way to encourage mobile app users to let their friends know they are at your business. (To learn more about "Check-in" offers, check out our chapter on [location-based services](#))

Click Create a Business Page Offer.



Step 3

Fill in the offer details.

Click Create Offer.

This is the offer people will see when they visit your page on Yelp.

It's a good idea to tell people to mention that they found you on Yelp. Not only does this help you keep track of where your customers

are coming from, but people who find you on Yelp are more likely to write a review, so it helps you predict who your most vocal critics or supporters might be.

Sinclair's Cafe

Create a New Business Page Offer

Offer Type
Percent Off

Headline
15 % off Pastries
Percentage e.g. "any accessory", "your first order"

Optional Details
Mention you found us on Yelp to receive 15% off any of our homemade pastries.
(63 characters left)

Does this offer expire?
 No
 Yes, expire at end of

Cancel **Create Offer**

Step 4

The next page will give you the opportunity to promote your offer with Yelp Ads.

For right now click **View Your Offer**.

Sinclair's Cafe [View Business on Yelp](#)

Want more exposure for your offer?

Yelp can target your offer to visitors searching for your services. As an advertiser, your offer can appear on search results for your relevant business in your area as well as the business pages of competitors. **You only pay when users click your ads.**

Preview your Yelp Ad


Sinclair's Cafe 1214 Walnut Ave
Category: Restaurants New Braunfels, TX 78130
Location: New Braunfels, TX (713) 568-9105

15% off Pastries
Mention you found us on Yelp to receive 15% off any of our homemade pastries.

[Get started with Yelp Ads](#) [View your Offer](#)

You can also promote your offer through your email newsletter, Facebook page, Twitter, foursquare, and other services.

Business Page Offer



Business Page Offer [Edit](#) [Remove](#)

15% off Pastries

Mention you found us on Yelp to receive 15% off any of our homemade pastries.

Your new Offer will appear on your Business Page.

Step 5

Now let's create an announcement. Announcements let you keep customers informed about special events or crucial information about your location, products, or services.

Click on Announcements.



Sinclair's Cafe
1214 Walnut Ave
New Braunfels, TX 78130

- Recent Activity
- Business Information
- Reviews
- Offers
- Announcements**
- Photos
- Messaging
- Yelp Ads
- Billing

Sinclair's Cafe

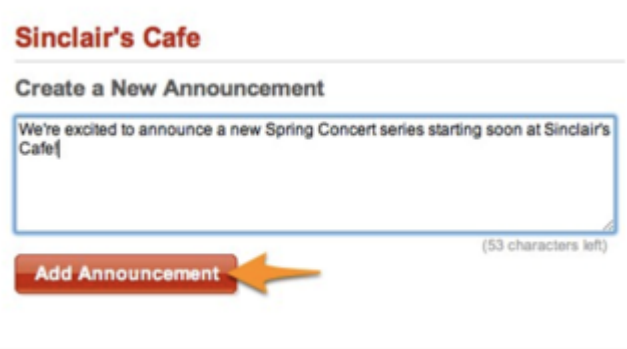
Create a New Announcement

(140 characters left)

[Add Announcement](#)

Step 6

Write your announcement and **Click Add Announcement.**



Sinclair's Cafe

Create a New Announcement

We're excited to announce a new Spring Concert series starting soon at Sinclair's Cafe!

(53 characters left)

[Add Announcement](#)

Congrats!

You've created your first announcement.

Tips for Creating a Great Announcement

- Use Announcements to share news about your business with current and future customers, such as a special event, a new menu, or a new location opening.
- You can use [Offers](#) to let people know about a sale or promotion. These will be featured in search results for your business and other places on Yelp.
- Please don't use Announcements to respond to user reviews (you can do that [here](#)), comment negatively on another business, or solicit reviews for your business. Yelp may remove an Announcement that violates these guidelines or causes an unforeseen problem with Yelp users. In the unlikely event that this happens, we'll do our best to let you know about the removal so that you can re-phrase your Announcement.



Ratings and Reviews: Add Photos

Step 1

Click on Photos.

People come to Yelp to learn more about your business before trying it out. Photos of your location, products and customers can go a long way towards convincing people to try you out.

Customers can upload their own images, but you can too! Let's get started!

Step 2

Click Choose Photos.



Step 3

Choose the photos you'd like to add from your hard drive. **Click Open.**

You don't have to add a caption to your photo, but why not do it? Not only does it give users more details, but because Yelp is indexed by search engines, adding text to your photos can give you a SEO boost.

Sinclair's Cafe

Photos

View photos uploaded by the Yelp community or make changes to photo

✔ Finished! Next, add captions or [add more photos](#).



Delete

Caption (optional)

Sinclair's Cafe & Bakery

Update Caption



Delete

Caption (optional)

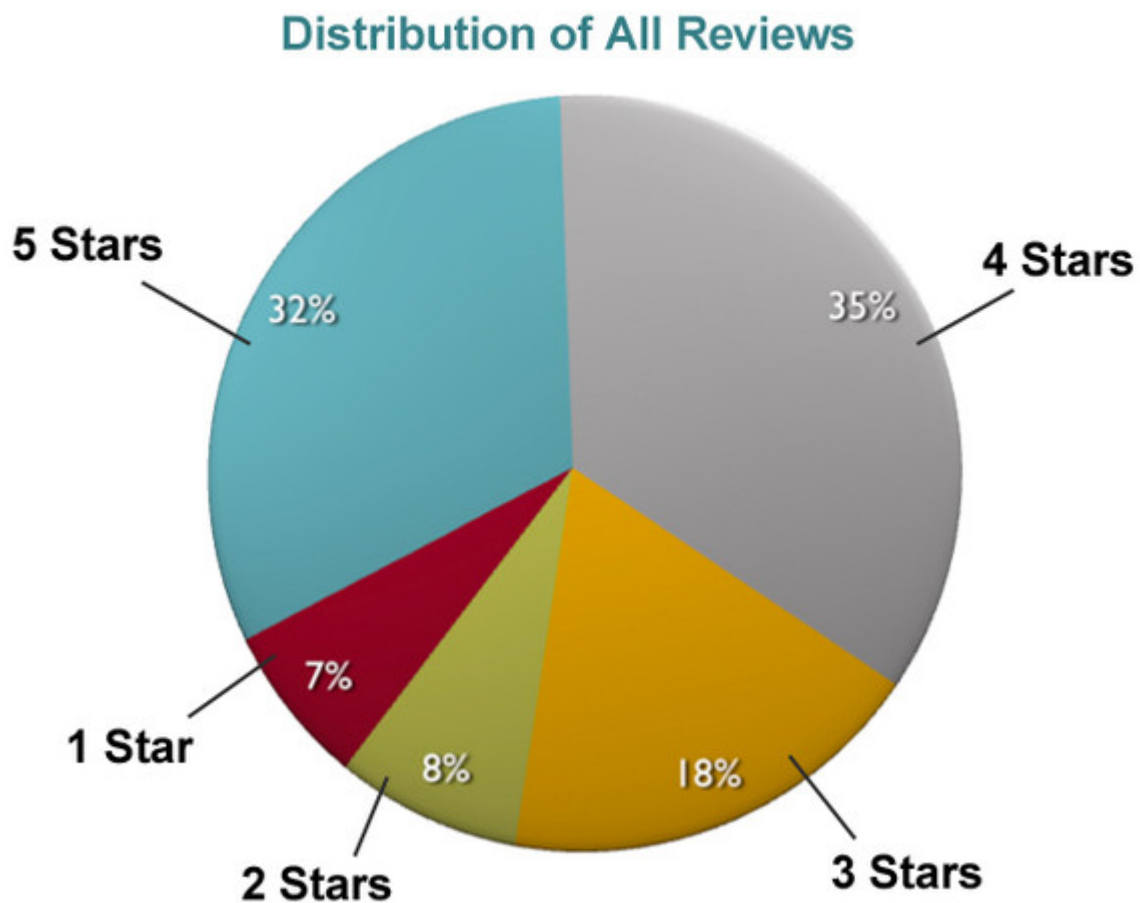
Update Caption

Ratings and Reviews: Responding to Reviews

In this section, we're going to highlight some best practices when it comes to responding to reviews.

But first - here's some good news. 85% of the reviews on Yelp are positive.

Distribution of All Reviews



Don't Be Defensive

The response below is an example of what **not** to do.

Acknowledge the problem.

Apologize for their experience.

Offer to makes things right.

Combating negative reviews does not have to be painful. Stay calm in your response.



Do Engage Positively with Reviewers

The response below is an example of how to properly respond to a negative review.

As you can see here, Linda thanks the reviewer for their feedback - acknowledges their experience, and then explains how they are hoping to rectify the situation for future guests.

Keep in mind it can be just as helpful to engage with positive reviewers. Try to respond to every review if you can - with at least a thank you.



Things to Remember

Keep in mind that it's against Yelp's policies to solicit reviews or to directly incentivize positive reviews. That being said, you can still let people know you are on Yelp. And if you provide a good experience, people will review.

Three Things to Remember:

- The most successful businesses on Yelp focus on providing great customer service, not soliciting reviews. Word of mouth will take care of itself.
- Don't over-focus on any single review.
- Take advantage of the free tools from (biz.yelp.com). Your business page will look better, and this will attract new customers.



Where'd It Go?

Some reviews disappear over time. If you're wondering why a review has been removed from Yelp, it's probably because a user removed a review, the review was flagged since it violated guidelines, or it was caught by an automated filter that suppresses some reviews.