

SMALL BUSINESS

REPUTATION MANAGEMENT

**USING GOOGLE MY
BUSINESS, FACEBOOK
& REVIEWS TO GROW
YOUR LOCAL BUSINESS**

SMALL BUSINESS ONLINE REPUTATION MANAGEMENT

Did you know building a positive online reputation can turn Google and Facebook into major revenue generators?

Do a quick search on Google for your business name and take note of what links, images, ads, and information show up on the first page of search results. What you are looking at is what people see when they search for your business.

Google (and all other search engines) want to make sure they are giving search engine users all the best information and a good selection of useful links to click. You may also see links to competitor web or blog pages, links to other businesses whose names are close to yours, and ads enticing away your customers.

The image shows a Google search for "my party rentals victorville" and a Google My Business (GMB) profile for "My Party Rentals Victorville". Red arrows point from text labels to specific elements in the search results and GMB profile.

WEBSITE → My Party Rentals Victorville - Jumpers for rent in Victorville ...

FACEBOOK → My Party Rentals High Desert - Home | Facebook

SECOND LOCATION → My Party Rental High Desert - 12879 San Juan St, Victorville, CA

COMPETITOR → Party Rentals | Water Slides, Jumpers, Chairs, Tents ...

KNOWLEDGE PANEL → My Party Rentals Victorville

GMB PHOTOS → See photos

GOOGLE REVIEW STAR RATING → 3.8 ★★★★★ 44 Google reviews

GMB INFO → Address: 13250 Amargosa Rd, Victorville, CA 92392

SMALL BUSINESS ONLINE REPUTATION MANAGEMENT

Do another quick search for your type of business or service in your area, and you'll see which businesses are ranking high, getting the most eyes, and gaining new customers from all the people in your town using Google search (around 98% of consumers).

Is your business listed as one of the top options in your area?

If not, then you have some Online Reputation Work to do! Google My Business, Facebook, and getting reviews is where you start.

LOCAL 3-PACK →

GOOGLE MAPS
PIN FROM GMB →

#1 WITH 44
REVIEWS →

SECOND
LOCATION →

party rentals victorville ca

All Maps Shopping Images News More Settings Tools

About 993,000 results (0.66 seconds)

Mountain View Acres
Luna Rd
La Mesa Rd
Northstar Ave
The Home Depot
Nisquall Rd
Bear Valley Rd
Spring Valley Lake
Country Club
Ridgecrest Rd
Bear Valley Party Rentals
Map data ©2020

Rating Hours

⚠ Hours or services may differ

My Party Rentals Victorville 3.8 ★★★★★ (44) · Party equipment rental service 13280 Amargosa Rd Open · Closes 9PM · (760) 301-1515	WEBSITE DIRECTIONS
Bear Valley Party Rentals 4.4 ★★★★★ (52) · Party equipment rental service 12402 Industrial Blvd · In FOXBROROUGH BUSINESS PARK Open · Closes 5PM · (760) 955-5195	WEBSITE DIRECTIONS
My Party Rentals High Desert 4.2 ★★★★★ (29) · Party equipment rental service Open · Closes 9PM · (760) 282-4105	WEBSITE

WHAT IS O.R.M.?

ORM is short for online reputation management, and it's an important part of any search engine optimization (SEO) plan.

With ORM, you're creating a positive perception of your business online, concentrating your efforts where potential customers are looking for information about the specific services or products you provide.

The actual reputation management process is about creating, gathering, and promoting positive and correct information and links about your business. You want to control as much as you can what people see when they search for your business.

More importantly, the more positive a reputation you build online, the higher your business name and website links will rank in online searches for the products and services you provide.

The goal is to populate the internet with enough positive and accurate information that your business shows up high in online searches so you can grow your customer base and increase revenue.

REPUTATION MANAGEMENT FOR LOCAL SEO

Note: For SEO to work for any small business, the first thing you need is a strong online foundation of having a mobile-ready website Google can index, and claiming and optimizing your business accounts on major social media networks, review sites, and business listings (aka citations). Those aren't covered here, but you can contact us to speak with our SEO specialists for more information on these aspects of SEO.

One of the advantages of running a small business over larger, national enterprises is you have to do much less work to see a huge return for your local SEO efforts.

Make no mistake that local SEO has a huge impact on how fast and how well you attract new customers and connect with high-quality leads.

According to BrightLocal's 2019 Local Consumer Review Survey, **90% of people search online for local businesses, and 33% do so every day.**

The survey found that **82% of people read online reviews of local businesses, and 97% of people who read the reviews also read the businesses' responses to those reviews.**

Big corporations must invest heavily in full-cycle advertising and social media campaigns to reach their regional and national audiences and stay top of mind. Local businesses can use SEO to do the same thing while ranking high in local searches done by people in their area who are looking to buy now and close by.

Online paid ads such as PPC (pay-per-click such as Google Ads) and display ads (shown on websites and networks other than your own) do increase your visibility online. They can even expose your offers to new people or remind existing customers of what you offer.

But local SEO can position your business as the best option at the exact moment when people are making their buying decisions using search engines.

**90% of people
search online for
local businesses**



**33% do so
every day**

-BrightLocal

Using Google My Business for Small Business ORM

Remember when you searched for your type of business on Google and took a look at the search engine results page (SERP)?

Whether searching your business name or your business type, the only way to show up in that high-impact Google 3-pack is to have an optimized (complete and correct) Google My Business listing.

if you want to have the knowledge panel show up to give search users all the information they could want at a glance, guess what you need?

You got it! A Google My Business listing for Google to pull all that information from.

Google My Business is a free tool from your friends at Google to input all the information and images needed to promote your business online. Google favors its own GMB business listings and reviews when ranking businesses for local results. Claiming and verifying your Google My Business listing is the first and most basic step to local search engine optimization (SEO).

Complete and accurate Google My Business listings with up to date information and recent reviews are rewarded with higher search rankings and increased visibility – that’s the simplified local SEO lesson for today.

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Populating all the sections of your GMB account is an easy way to ensure your business is visible and ranking in local search engine results.

To signal Google and future customers that you are the best option for local searches, you’ll want to get as many good reviews on that GMB listing as possible. When a customer lands on your business listing on Google search - on desktop or mobile device - they have the option of writing a review and rating your business on a five-star scale.

Look at your search engine results from earlier, and you’ll see how important it is to gather good reviews to truly optimize your Google My Business listing.

Facebook and Local Reputation Management

While Google is running things over on the search engine side, it isn't the only place local customers use to find the best place to spend their money. A recent Square's survey found that 52% of people have discovered new businesses on Facebook.

According to ReviewTrackers.com, about 2 in 3 Facebook users will visit a local business page at least once a week. And 1 in 3 people will use Facebook to look for recommendations and reviews.

With the widespread use of Facebook, it's easy to see how influential a positive online presence on the most used social network can be. For small business online reputation management, you'll want to put a consistent effort to set your business apart from the competition.

To build your reputation on Facebook, you're going to leverage your verified Facebook page to give future customers all the information they need to find you and make a purchase:

- *Business name*
- *A concise description of products/services*
- *Categories*
- *Address*
- *Phone number*
- *Open hours*

Schedule relevant content in the form of special offers, photos, videos, and product information. But take care not to be overly self-promotional. Getting customers to post their content in the form of photos or kudos will help you fill up your profile and gives you an opportunity to engage with your customers where others will see it.

2 in 3 Facebook users will visit a local business page at least once a week.

- ReviewTrackers

**55% of consumers consider
Facebook as the most
common place to learn about
new brands or products**



**66% of people likely to share
their thoughts, experiences,
and opinions on purchases via
Facebook.**

The Importance of Reviews in Small Business ORM

85% of consumers trust online reviews as much as they trust traditional recommendations.

- BrightLocal



97% of consumers who read online reviews also read businesses' responses to online reviews.

-BrightLocal

Combined, Google and Facebook get a higher volume of reviews than any other site. To build a positive online reputation, it's vital to encourage your customers to write reviews.

Getting positive reviews on your Google My Business profile helps raise your ranking in local search results, which gets more eyes on the influential customer recommendations that increase foot traffic.

That means consistently encouraging happy customers to leave reviews and monitoring your Google My Business account to respond to the reviews posted is a must.

Why?

Because those Google reviews show up in several high-impact locations, including the local 3-pack, next to your business name in local search results, and on your business listing on mobile results and the desktop knowledge panel on the left of search engine results.

Facebook reviews, called Recommendations, is a feature that asks people to respond yes or no when asked, "Would you recommend this business?" Then they are encouraged to add a comment, photos, tags, and other feedback. All of that is combined to create a review that will show up on the business's Facebook page.

You want those reviews and ratings to show up on your Facebook page when people are looking for local places to make a purchase so remember that you **MUST** enable Recommendations before customers can use the tool and for you to reply to comments.

Small Business Reputation Management Using GMB, Facebook and Reviews

Online reputation management for small and local businesses boils down to one thing: presenting a positive image to prospective customers on the platforms they use to find new and close places to do business with. Specific industries have dedicated sites that are very popular (think Angie's List or TripAdvisor), but ALL industries have customers on Google and Facebook.

Use ORM to increase your business visibility and trustworthiness where your customers spend their time, and you'll soon see what a revenue machine your online reputation can be.

Contact us to learn more about our Reputation Marketing platform that will help your business monitor your online reputation and get more 5 star reviews!



www.sparkwireagency.ca