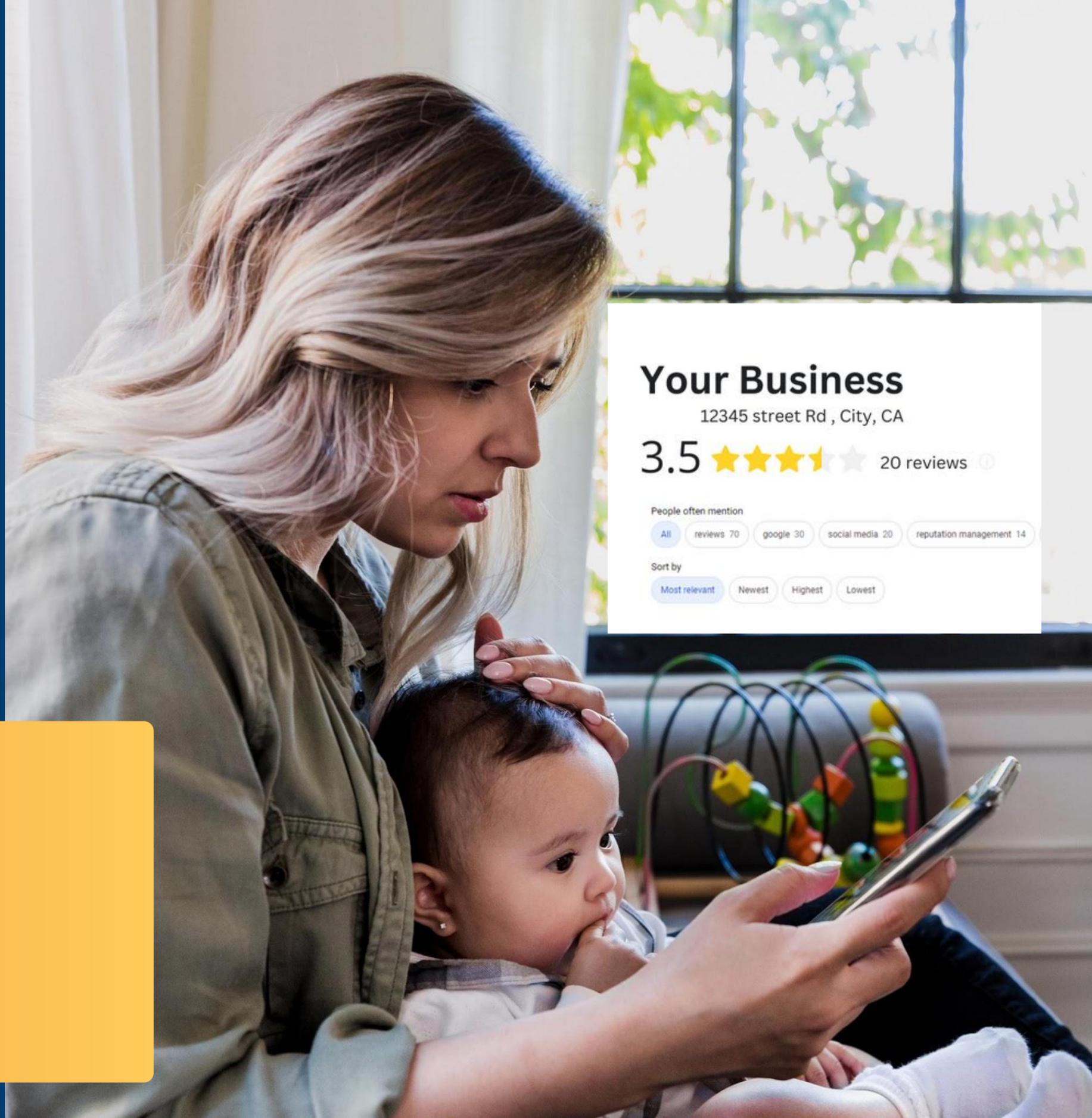




# Eliminating Customer Doubt

How to Make Your Franchise the Preferred Choice



# Helping Brands Make a Lasting First Impression

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**Xan Gulish**

VP Business Development

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# Exploring Strategies for Optimal Online Reputation

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- ✓ How does reputation management help eliminate consumer doubt?
- ✓ Strategies for reputation management
- ✓ Real brand success



plumber and restoration near me San diego California



Maps

Free estimates

Cheap

Free

Best

Images

Shopping

Videos

News

## Businesses

Rating ▾

Hours ▾

### Bill Howe Plumbing, Heating & ...

4.9 ★★★★★ (3.9K) · Plumber

40+ years in business · San Diego, CA · (...)

Open 24 hours

Onsite services · Online estimates



Schedule



Website



Directions

### Able Plumbing & Drain Service

5.0 ★★★★★ (15) · Plumber

25+ years in business · San Diego, CA · (619) 985-8204

Open · Closes 6 PM

Onsite services not available



Website



Directions

### My Plumber San Diego

4.7 ★★★★★ (295) · Plumber

40+ years in business · San Diego, CA · (858) 247-0558

Open · Closes 5 PM

👤 "They Send us Manuel Boulter and he was the Best!!!"

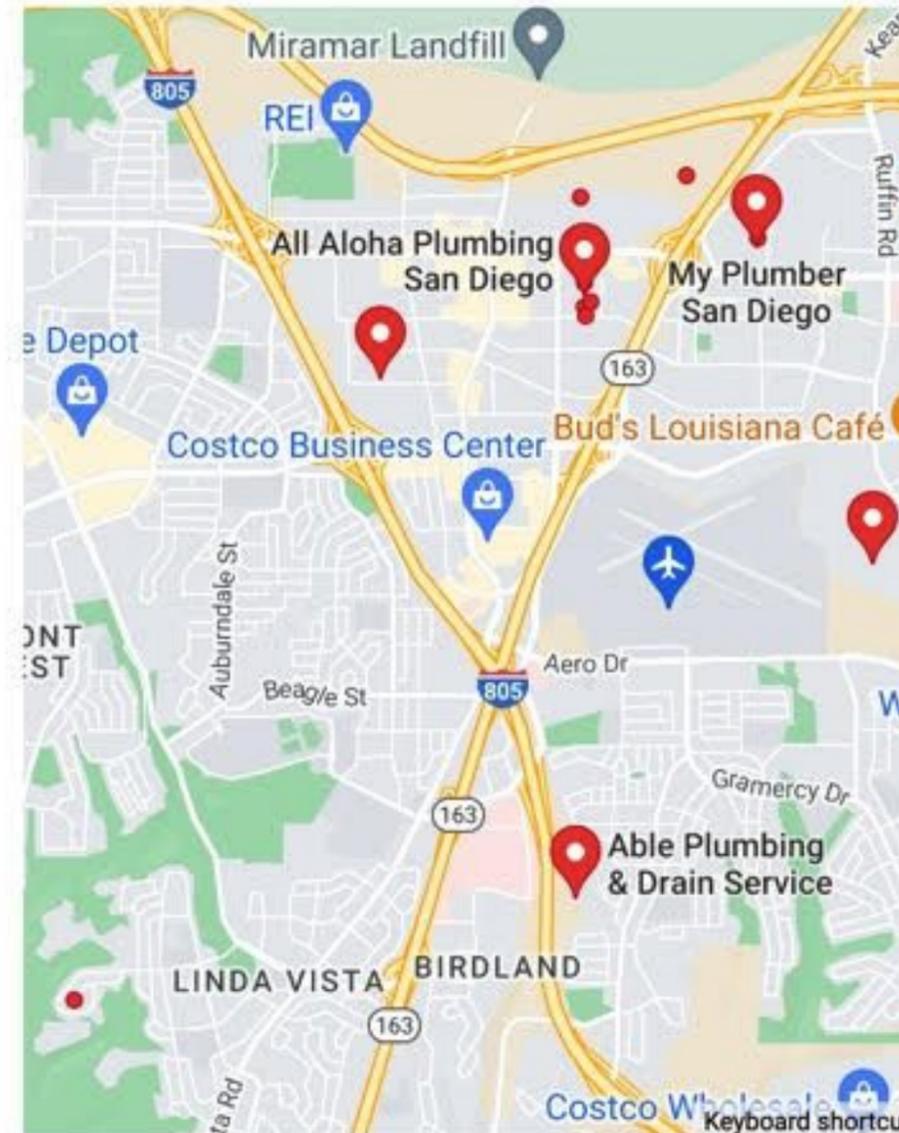


Website



Directions

More businesses →





# The Market Is Changing



Potential customers go online to search for their next purchase

Search



**500%**

Increase in online searches for the "best business near me."

**81%**

of consumers are turning to the Internet for information, a comprehensive reputation management strategy is crucial.

# Reputation is not just about reviews; it's about online visibility.

---



# How Reputation Management Eases Consumer Doubt



## Enhancing Online Ratings

Reputation management focuses on improving online ratings to meet customer expectations.

**49% of consumers require a minimum four-star rating before considering a business.**



## Boosting Local SEO

Optimize locations for higher rankings in local search results.

**Businesses in the Local 3-Pack enjoy an average click-through rate of 44%.**



## Building Trust

Reputation management helps shape consumer trust through positive reviews.

**85% of consumers trust online reviews as much as personal recommendations.**



## Showcasing Positive Customer Experiences

Highlight real-life success stories and testimonials to meet customer needs.

**Nearly 3 out of 4 consumers trust a company more if it has positive reviews.**

---

# 3 Steps To Ease Consumer Doubt & Win Customers



# Navigating the Path to Preferred Franchise:

---

A strategy ensures a smooth journey for customers, leading them to choose your franchise over competitors.

**1**

**Comprehensive Review Management**

**2**

**Local Listings & SEO**

**3**

**Strategy Not JUST Technology**

# Step 1

# Comprehensive Review Management

# Comprehensive Review Management



## Monitor

Track brand mentions and customer feedback across multiple platforms.

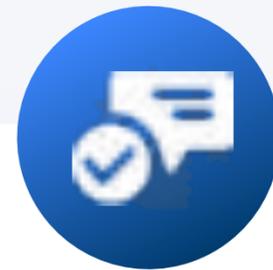
- **Control what consumers find:** 43% of consumers across all ages turn to social networks when looking for more information about the brand.



## Generate

Generate positive reviews through various channels.

- Google wants to show its users the best, most relevant results for their query, they reward well-reviewed businesses with greater visibility.



## Respond

Establish a system for timely responses to both positive and negative reviews.

- Respond to Reviews Strategically.
- Use keywords to help boost SEO



## Protect

Illegitimate Review Removal

- Negative reviews can cost up to 30 potential customers.
- Mitigate the impact of negative reviews through direct addressing or dispute strategies.

# Monitoring Review Sites



**It's important to regularly monitor all the platforms where people can review your brand. This includes Google, Facebook, and other industry-specific sites.**

The screenshot shows a mobile app interface for 'Happy Home Cleaning'. At the top, a white box displays '220 Total Locations' with a green location pin icon. Below this is a photo of cleaning staff. The business name 'Happy Home Cleaning' is prominently displayed, followed by a 4.5-star rating and '(976 Google reviews)'. A '+ Follow' button is visible. A navigation bar includes 'OVERVIEW', 'UPDATES', 'SERVICES', 'REVIEWS', and 'PHOTOS'. Below the navigation bar are icons for 'CALL', 'DIRECTIONS', 'SAVE', and 'WEBSITE', along with a 'REQUEST A QUOTE' button. A map shows the address '4321 Main St, Huntington Beach, CA, 92549'. At the bottom, a white box shows '42 Unique Directories' with a location pin icon, and another box shows '20 Unpublished Locations' with a red exclamation mark icon and a 'View All >' link.

- Helps ensure your brand is being represented accurately and positively.
- Provides an opportunity for direct engagement with customers.
- Identifying strengths and weaknesses in products, services, and customer experiences.



## Text Messages

How It Works: Send this message to customers who have recently interacted with your business. Include a shortened Google Review link for their convenience.



## Email Requests

How It Works: Send this email to customers after a transaction or service. Include a direct Google Review link and a clear call to action.



## QR Code

How It Works: Include a QR code that, when scanned, directs customers to your Google Review page. Ensure the QR code is easily accessible on your printed materials.



## Review Links

Share direct review links prominently. Use shortened URLs for user-friendliness.



## Landing Pages

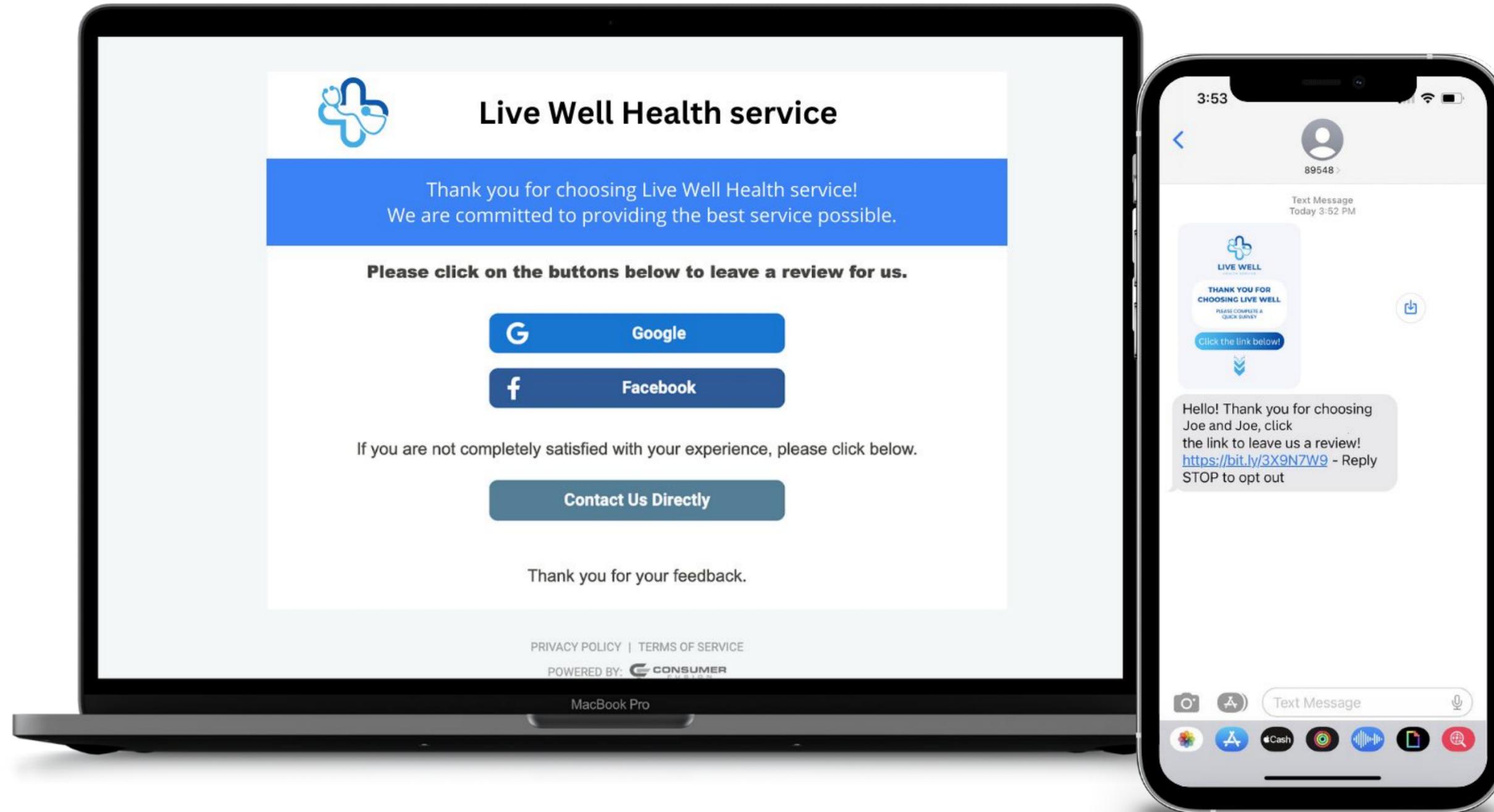
Create a dedicated landing page on your website with instructions and a direct link to leave a Google Review. Promote this page through various channels.



## Using Employees to Ask

Instruct your staff to ask customers for feedback and guide them through the review process when necessary. Encourage them to mention that reviews help improve your business.

# Review Request Templates



# Responding to Reviews Strategically



**How it Helps Online Ranking:** Use keywords related to your business when responding to reviews to boost SEO value.

**Include:**

- Business Name
- Location
- Service

EX:

Thanks for choosing **[Your Business Name]** in **[City]**! We're thrilled to hear about your positive experience. Our team works hard to provide top-notch **[product/service]**, and we can't wait to serve you again!"



# Illegitimate Review Removal



## What Reviews Can You Dispute?

- **Inappropriate Content:**

If a review contains offensive language, personal attacks, hate speech, or violates platform policies, it may be eligible for removal.

- **False Information:**

If a review contains false or misleading information about your business, products, or services, you may have grounds to flag it.

- **Review Policy Violations:**

Reviews that violate the platform's review policies, such as being posted by a competitor, an employee, or someone with a conflict of interest, may be flagged.

- **Irrelevant Content:**

Reviews that are not related to your business or are spammy in nature should also be flagged.



# Step 2

## Local Listings & SEO



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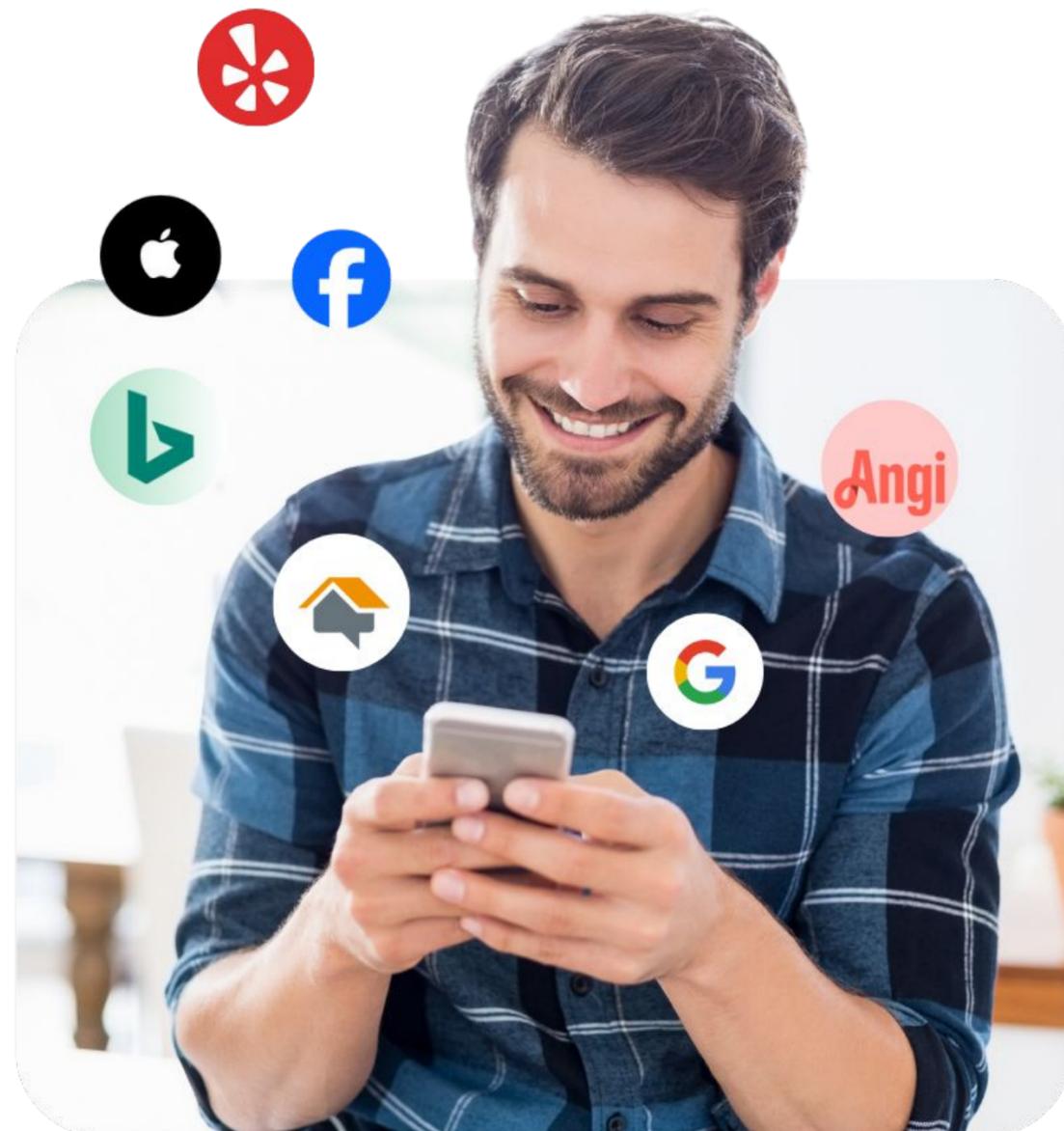
# Ever wondered what being #1 on Google means for your business?

It's not just about being on top—it's about being the go-to choice!

# Enhancing Visibility through Local Listings



## Over 60 + Different Sites



## Diversifying Review Platforms

### Benefits:

- Increased local search visibility.
- Better online discoverability for potential consumers.
- Improved local SEO.

### Strategies:

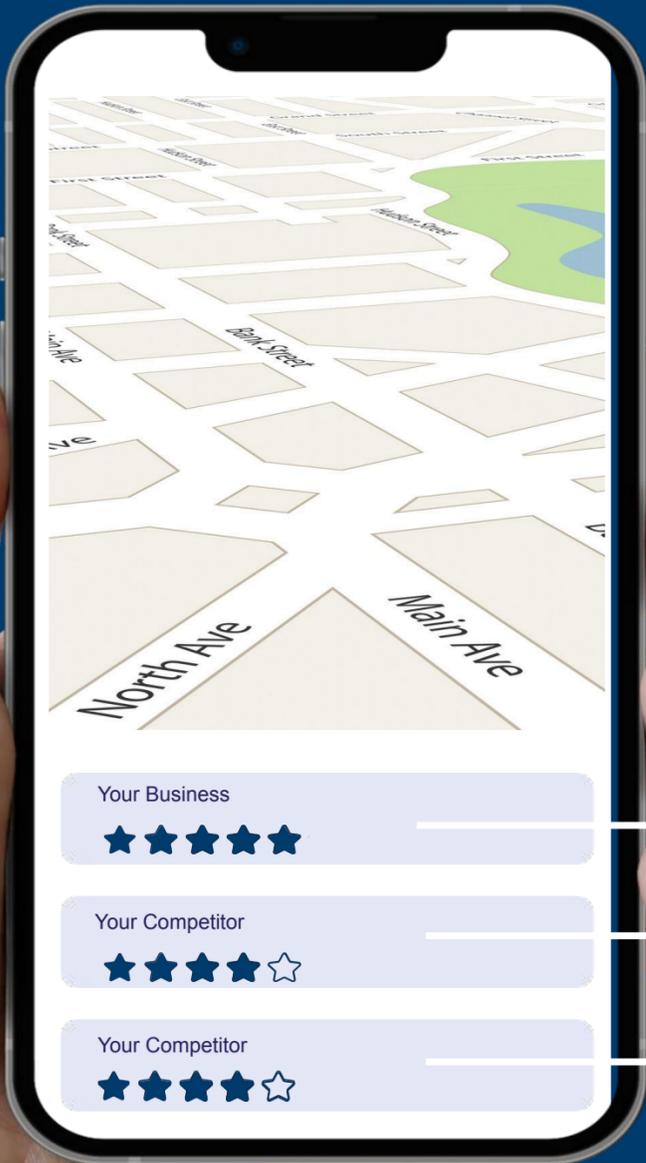
- Optimize your listings with accurate information.
- Ensure consistency across all local listings.
- Encourage consumer reviews on these platforms.

# Why Local SEO Matters



Google considers the following metric when prioritizing business in Google Searches:

- Overall Star Rating
- Quality of Reviews
- Quantity of Reviews
- Frequency of Reviews
- Business Response



42% of clicks

24% of clicks

11% of clicks

34% of Google's search algorithm is based on reviews.

Search Engine Land



# Your Go to Strategy to Rank Higher



**Number One Rank**  
4.8 ★★★★★ (976)  
10+ Years in business - Huntington Beach, CA (714) ...  
**Open** - Closes 7 PM  
[Website](#) [Directions](#)

---

**Number Two Rank**  
4.8 ★★★★★ (62)  
8+ Years in business - Huntington Beach, CA (714) ...  
**Open** - Closes 5 PM  
[Website](#) [Directions](#)

---

**Number Three Rank**  
4.9 ★★★★★ (219)  
5+ Years in business - Huntington Beach, CA (714) ...  
**Open** - Closes 6PM  
[Website](#) [Directions](#)



Encourage Reviews



Address Negative Reviews



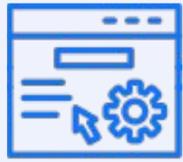
Prompt Response to Reviews



Utilize Customer Feedback for SEO



Optimize Google Business Profile



Leverage Review Platforms

# Step 3

**Strategy Not JUST  
Technology**

# The Power of a Dedicated Team



To effectively run a reputation strategy for your brand, consider hiring a dedicated reputation management team.

- **Tailored strategies for each franchise location:**

- Streamlining reputation management processes while offering personalized support to all franchisees.
- Customize strategies to cater to the specific needs of each location.
- Ensure consistency in brand messaging and reputation management efforts across all locations.

- **Real experts combined with cutting-edge technology for personalized support:**

- Employ a team of experienced professionals well-versed in reputation management practices.
- Seamlessly integrate human expertise with automated processes for optimal results.

- **Offensive and defensive strategies:**

- Implement a holistic approach that not only defends against threats but also actively builds and maintains a positive brand image.
- React swiftly and effectively to mitigate the impact of negative reviews or crises.



# What does success look like?





Care and comfort at a moment's notice.



255 Location Count



597 Illegitimate Reviews & Photos Removed

High Organic Ranking!

Review Requests

1838 TOTAL REVIEW REQUESTS

504 Total Email

403 Total SMS

Review Responses

AUTO REPLIES 2,163 TOTAL HOURS SAVED 108.15

Google Customer Actions



144,430

Monthly Views on Google search and Maps



24,520

Monthly Actions on Google search and Maps

Monthly Breakdown

8,543 Website Visits

6,183 Cell phone

9,794 Direction Request

Sponsored

my.caring.com https://my.caring.com > in-home-care

In-Home Senior Care - Affordable Home Care Options Empathetic, expert guidance to give you everything you need to find the right care for you

Places Medicare/Medicaid Rating Hours

Senior Home Service 5.0 (1) Home health care service New York, NY Website Directions

Senior Care Authority - New York City 5.0 (23) Assisted living facility New York, NY (646) 233-0222 Open 24 hours Has online care Website Directions

Senior Helpers 4.3 (12) Home health care service New York, NY (646) 374-4682 Open 24 hours Medicaid accepted "Senior Helpers has set the bar high when it comes to homecare." Website Directions

More places ->

Visiting Angels https://www.visitingangels.com > long-beach Senior Care Services Long Beach California Visiting Angels Long Beach is a non-medical senior care services agency assisting families in Long Beach, Lakewood, Seal Beach, Sunset Beach, Rossmoor, ...

Senior Helpers https://www.seniorhelpers.com > long-beach Home Care Services In Long Beach, CA Senior Helpers offers customized in-home care plans to meet the unique needs of your elderly loved one in Long Beach, CA | Senior Helpers of Long Beach.

City of Long Beach (.gov) https://www.longbeach.gov > healthy-living > individual Healthy Aging Center The Healthy Aging Center launched in May 2018, is co-located at the 4th Street Senior Center in Room 111 at 1150 E 4th Street, Long Beach, CA 90802 and ...

Home Instead https://www.homeinstead.com > location In Home Senior Care | Home Instead | Long Beach, CA In home care services provided by Home Instead of Long Beach, CA, helps seniors age safely at home. Trained caregivers provide loving, personalized care.

Caring.com https://www.caring.com > ... > Los Angeles County The 10 Best Home Care Agencies for Seniors in Long ... Home Care Agencies in Long Beach, CA; Acti-Kare - Long Beach CA. 1200 Gaviota Ave #1307, Long Beach, CA, 90813; Homecare Companions - Lomita, CA. 2315 Lomita ...

Comfort Keepers



**197**  
Location Count



**1,175**

Illegitimate Reviews  
& Photos Removed

## High Organic Ranking!

### Review Responses

**AUTO REPLIES**  
**9,456**

**TOTAL HOURS SAVED**  
**473**

#### Sponsored

yelp.com  
https://www.yelp.com

#### House deep cleaning services | Don't Overpay for Cleaners

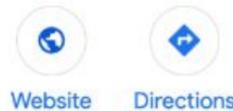
Let Yelp Find You Top Rated Cleaners In Your Area. Quick and Easy. Get Started Today!

#### Businesses

Rating Hours

#### The Cleaning Authority - Northwest Valley

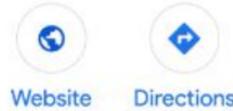
4.7 ★★★★★ (400) · House cleaning service  
15+ years in business · Glendale, AZ · (623) 552-4840  
Closes soon · 5 PM



"Did a great job of cleaning."

#### Spotless Touch Cleaning, LLC

5.0 ★★★★★ (12) · House cleaning service  
20+ years in business · Glendale, AZ · (480) 650-2498  
Closes soon · 5 PM



"They clean several of my homes."

#### Wicked Clean

4.9 ★★★★★ (19) · House cleaning service  
(602) 391-3297  
Closes soon · 5 PM



"They clean things that you didn't even think needed to be clean."

#### People also ask

- How much do most cleaning companies charge?
- What do most cleaning companies offer?
- How much does a house cleaner cost Columbus Ohio?
- How can you keep your house clean?

Feedback

The Cleaning Authority  
https://www.thecleaningauthority.com/fresno

#### Fresno House Cleaning

Life's too short to spend cleaning! Choose the eco-friendly house cleaning services from The Cleaning Authority - Fresno. We serve Clovis, Madera & beyond.

Masters Helping Hands  
https://www.themastershelpinghands.com

#### Fresno, CA House Cleaning Services - Masters Helping Hands

... cleaning today! Call Now (559) 348-2100. Masters Helping Hands. 1421 N Clovis Ave Ste. 110. Fresno, CA 93727. 93727-8064. Company. Our Company · A Detailed ...

Yelp  
https://www.yelp.com/search?find\_loc=Fresno,+CA+9...

#### Best Home Cleaners near CA, CA 93727

These are some highly rated businesses for home cleaning near , CA: MC Cleanings (5/5). M&J Cleaning Service (5/5). Master's Helping Hands ...

Yelp  
https://www.yelp.com/search?find\_loc=CA,+CA+93727

#### THE BEST 10 Home Cleaning near CA, CA 93727

Best Home Cleaning in - Dp cleaning, MC Cleanings, MNM Cleaning Crew, Healthy clean, Peak Cleaning, M&J Cleaning Service, Cost Less Cleaning, House Cleaning ...

### Google Customer Actions



**194,224**

Monthly Views on  
Google search and Maps



**24,520**

Monthly Actions on  
Google search and Maps

#### Monthly Breakdown

**14,670**

Website Clicks

**7,617**

Cell Clicks

**13,193**

Direction Request

#### People also ask



220

Location Count



High Organic Ranking!

Places : Hours ▾

**A Sponsored**

**AGM Transport Inc.** :  
Trucking company  
Joliet, Illinois · (800) 644-3465  
Closed · Opens 9 AM Fri  
Chicago Based Carrier - Save 10%-15% By working Direct with AGM. Get Personal 1-to-1

**B College Hunks Hauling Junk and Movi...**  
Mover  
1351 W Altgeld St Unit 3A · (312) 940-3484  
Open · Closes 9 PM  
Onsite services

**C Vanek Brothers Trucking Inc**  
Trucking company  
3920 S Loomis St · (773) 254-5099  
Closed · Opens 9 AM Fri

**D Brite Logistics trucking company**  
Trucking company  
5000 S Homan Ave · (312) 846-6858  
Closed · Opens 7 AM Fri  
Onsite services

More places →

Yelp  
https://www.yelp.com › Yelp › Home Services › Movers

**THE BEST 10 Movers in BALDWIN COUNTY, AL**  
Top 10 Best Movers Near Baldwin County, Alabama · College Hunks Hauling Junk & Moving - Baldwin County · Free price estimates from local Movers · L and L Moving.

robinsonmovingservice.com  
https://robinsonmovingservice.com

**Robinson's Moving Service**  
We are Baldwin County's Most Experienced Movers. Serving Gulf Shores, Orange Beach, Foley, Daphne, Fairhope, Loxley and Spanish Fort since 1995.  
Residential & Business Moving · Long Distance Moving · Packing Services · FAQs

College HUNKS Hauling Junk & Moving®  
https://www.collegehunkshaulingjunk.com › baldwin-c...

**College HUNKS in Baldwin County, AL**  
College HUNKS Hauling Junk & Moving® will take the weight off your shoulders and the strain off your back, with our stress-free junk removal and moving services ...

People also ask :

How much are movers in Alabama?

What is Baldwin County Alabama known for?

Who is Baldwin County named after?

How much is a moving company in Georgia?

Two Men and a Truck  
https://twomenandatruck.com › movers › al › foley

### Review Responses

**AUTO REPLIES**

**91,028**

**TOTAL HOURS SAVED**

**4,551**

4,052

Illegitimate Reviews & Photos Removed

### Google Customer Actions

Google

**360,776**

Monthly Views on Google search and Maps

Google

**23,644**

Monthly Actions on Google search and Maps

### Monthly Breakdown

**14,526**  
Website Clicks

**9,118**  
Call Clicks



# Uniting Technology and Expertise



INTERNATIONAL FRANCHISE ASSOCIATION

# Key Takeaways

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- ✓ Reputation Management is Essential
- ✓ Building Trust Matters
- ✓ Integrating Technology and Strategy Bring Results!



**Xan Gulish**

VP Business Development

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