

# Your Customers are Gold! How To Ask Them To Endorse You?

Getting Reviews Tutorial  
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# Introduction -----

At Samsung, we understand the importance of your business presence online. Our goal is to help you reach thousands of online customers and gain more businesses. As a follow-up to **Get Listed – Get Found** tutorial which helped you get found online, **this Get Review – Get Higher Rank** tutorial is another initiative to help you increase your business credibility online and obtain more qualified leads. **Your Success is Our Success.**



## Get Listed – Get Found: <----- *Get Listed Tutorial*

Directory databases are one of the primary database sources that search engines such as Google and Bing will crawl to get local business information. **The more directories** your business is listed on, **the better opportunity** you will **get found** by your local customers.



## Get Reviews - Get Higher Rank: <----- *This Tutorial!*

Getting a higher ranking position than your competitors is critical to your business. Your ranking will be affected by some factors such as: local distance, website SEO (search engine optimization), and **customers' rating & reviews**. Therefore, gaining your customers' reviews plays an important role to your ranking.

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# Table of Contents -----

**Understanding Search Results**

**5 Reasons To Get Online Reviews**

**Getting Started**

**2 Steps To Collect Reviews**

**Communication Collateral Kit**

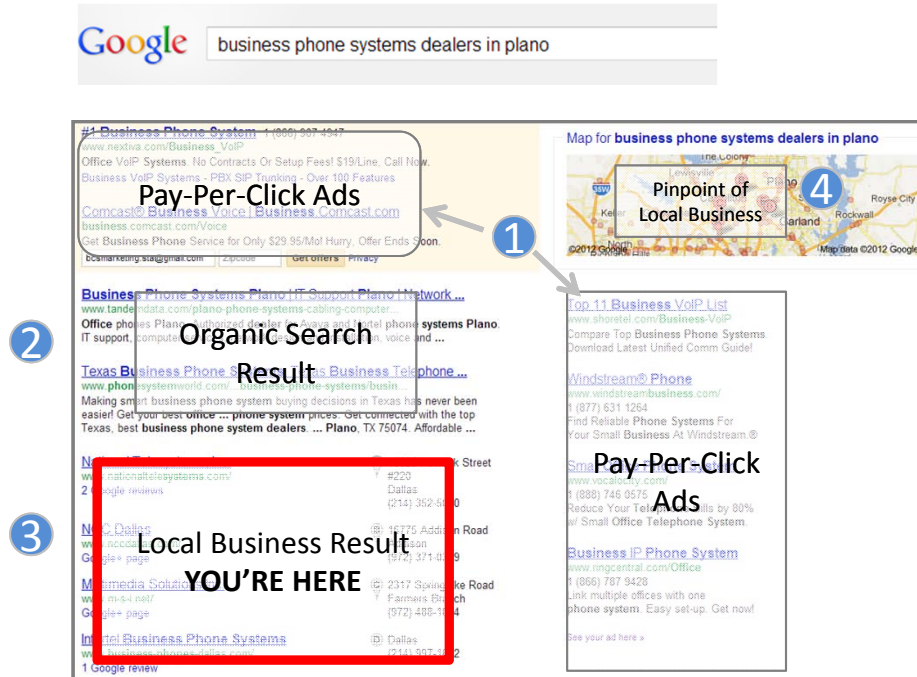
**How To Monitor Reviews**

**How To Respond to Reviews**

# Understanding Search Results -----

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Before starting to get online reviews, it is good to gain an understanding of all aspects of a Search Engine Result Page (SERP) and where you see yourself on the page. The following is a skeleton of a SERP for the query “business phone systems dealers in plano”:



- 1 Pay-per-Click Ads:** Advertisers pay Google to place their ads in this overlay position. There are around 7 to 10 ads displaying on the top and right side.
- 2 Organic Results:** Google will crawl its database to pull up information. The displayed URLs could be corporate websites, blogs or articles whose topics are close to the search term. The better the search engine optimization a website has, the higher ranking it will get.
- 3 Local Business Results:** Different from general organic results, Google reserves this above-the-fold area to display local business information based on a specific geography of the searcher (for example, Plano). The display includes business name, address, website and reviews. To stand out on the list, a local business needs to claim itself on as many web directories as possible and obtain good reviews.

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# 5 Reasons To Get Reviews -----



People don't care what you say about your business. They care what other people say."



**66 percent** of customers search online to find a local business <sup>(1)</sup>



**76 percent** of customers said that they read online reviews to determine whether a local business is good or not. <sup>(2)</sup>



Consumers are more likely to trust a business that has positive online reviews.



Reviews bring more traffic to websites. Businesses with more reviews stand out in the search result page and always get more clicks from customers.



Reviews affect Search Rankings. **Search engines use reviews as a signal of trust and popularity.** Reviews have a big impact on your business rankings in the search results.

# Getting Started

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Now that you know how important customer reviews are, it's time to get started with following steps:

1

**Get Listed** : Be sure to have your business information listed on primary web directories. If you have joined our Get Listed program, go to [getlisted.org](http://getlisted.org) and get an updated dashboard of your listings. If you are new to the concept, **download the Get Listed tutorial**. We recommend getting started with several main directories such as: Google+, Bing Local, Yahoo Local, Yelp, Yellow Pages, CitySearch, Localeze and Superpages.

2

**Follow our Getting Review procedure**: there are 3 main pillars in this procedure, including Collecting Reviews, Monitoring Reviews and Responding to Reviews. Let's get ready to start:



# 2 Steps to Collect Reviews

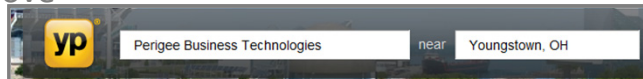
## 1 Preparation – To-Do List

Before asking for customers' reviews, you will need to prepare some communication materials to send your customers. **Following is a list of to-do items:**

- ☐ **Decide on a list of web directories:** Start with a small list. You could consider 3 popular directories such as: [Google+ Local](#), [Yellow Pages](#) and [Yelp](#).
- ☐ **Let your customers know where to leave reviews:**
- ❖ **For desktop users:** Provide direct links (URLs) of your business profiles on web directories. Naturally, these links are hundreds of character long, so try to minimize the length using free shortening link services such as [bit.ly](#) and [goo.gl](#).

### Steps to shorten URLs

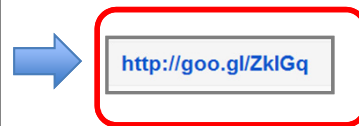
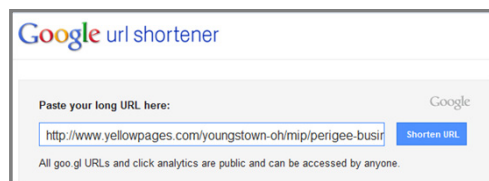
- ① Search for your business profile on the web directories mentioned above



- ② Copy your URL string



- ③ Search for [bit.ly](#) or [goo.gl](#) and paste the URL in the displayed field



This is the shortened link which you can send to your customers.

## 2 Steps to Collect Reviews

- ❖ **For smartphone users:** Alternatively, you can create a QR Code to direct users to your listings. QR Code is short for Quick-Response Code, a barcode-like image which can be scanned by smartphones. Here is how it works:

### Steps to create QR code:

- ① Go to a FREE QR code generator website such as [qrcode.kaywa.com](http://qrcode.kaywa.com)
- ② Paste you URL into the box and click **Generate Free**



- ③ Right-click on the code to save it. If you have a review corner on your website , you also can copy the HTML snippet and paste the code on the website.
- ❑ **Prepare a how-to-review instructional handout:** It is always good to instruct your customers on how to leave you reviews. We have created simple Instructional Handouts which you are able to customize with your company information before sending out. Refer to the Communication Collateral Kit for a sample and downloadable links.
  - ❑ **Compose an email template to ask for reviews:** Now the final step is to compose an email asking for reviews. You can find a template email in the Communication Collateral Kit.



# 2 Steps to Collect Reviews

## 2 Collecting Reviews

Now it's time to ask for reviews. Make sure you approach your loyal customers first as they are more likely to leave positive reviews. The following are some ideas to reach your customers:



### Idea 1

- Approach your customers through emails.
- Attach the Handout to guide your customers.



### Idea 2

- After closing a deal, send a thank you card including a slip of QR codes and URL links.
- Attach the Handout to guide your customers.



### Idea 3

- Make a QR code sticker and place it at your front desk to get reviews from those who visit your office.



Image courtesy of QuestionPro.com

# Communication Collateral Kit

The communication collateral kit allows you to fill in/ replace with your company information before sending out to your customer, including:

- ✓ Email Template
- ✓ Instructional Handout

## Email Outline

SUBJECT: Review [Your company name]

Dear Valued Customer,

Thank you very much for choosing [Your company name] as your Samsung phone system provider. We always want to provide you with the best products and services. So, your feedback is very important to us.

We would love to hear from you. It only takes you a few minutes to leave your opinion which not only will help us to get better, but also help other customers looking for suitable phone systems and services.

**Here are direct links to leave reviews:**

Google+: **[Your shortened URL on Google+ here]**

Yellowpages: **[Your shortened URL on Yellowpage here]**

Yelp: **[Your shortened URL on Yelp here]**

Attached you will find an instructional handout for assistance.

Thank you for your support.

Best Regards,

[Your Name]

This is an email template for your reference

Handout

Download

**Note: Follow the instructions in the brackets to replace with your company information**

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★ Follow instructions in the brackets to customize before sending to your customers

## 4 Easy Steps To Leave Us A Review

[YOUR LOGO  
HERE]

Do you have a Gmail Account?

Yes

No

\*Download a Barcode reader to your phone to scan QR codes

### 1 Find us on Google Places™

Click here

<http://goo.gl/.....>

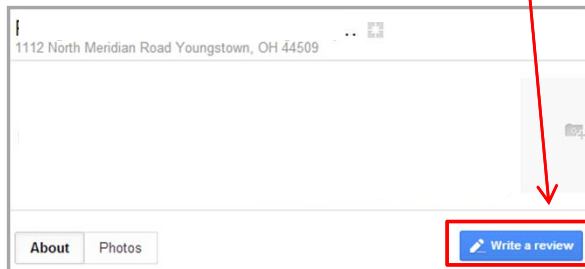
[Insert your shortened link into the box]

Or scan this code using your phone\*

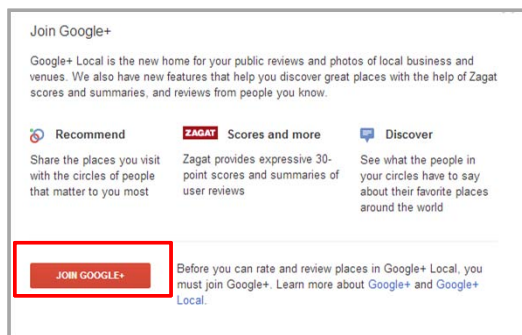
[Insert your QR Code here]



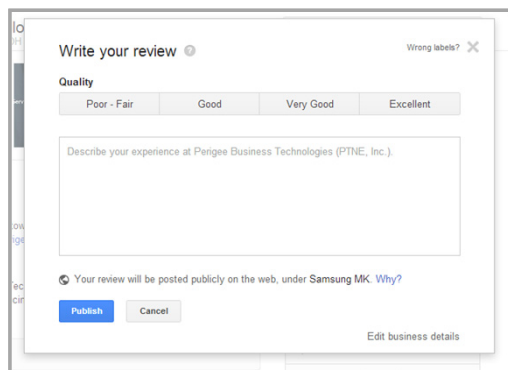
### 2 Click Write a review on the result page



### 3 Join Google+ if you haven't done so. Take only 60 seconds to sign up.



### 4 Write us a review



### 1 Find us on yp.com

Click here

<http://goo.gl/.....>

[Insert your shortened link into the box]

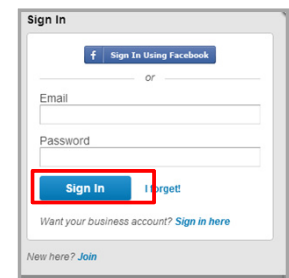
Or scan this code using your phone\*

[Insert your QR Code here]



### 2 Look for Write a Review (Top or Bottom)

### 3 Sign in or Join if you are a new user (30 seconds)



### 4 Click to the link in the email and write a review

### 1 Find us on yelp

Click here

<http://goo.gl/.....>

[Insert your shortened link into the box]

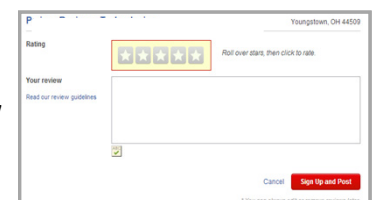
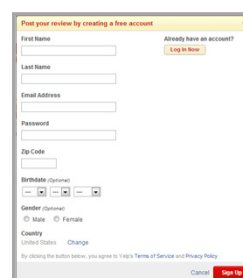
Or scan this code using your phone\*

[Insert your QR Code here]



### 2 Look for Write a Review

### 3 Write a review



### 4 Sign up if you are a new users (10 seconds)

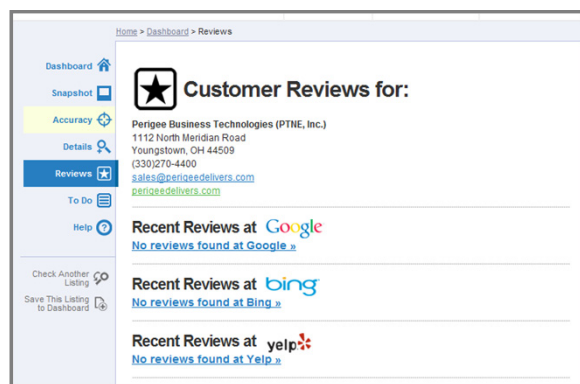
Thank you very much!

# How To Monitor Reviews

When it comes to getting reviews, it would be a good idea to monitor what people are saying about your business. Here are some tools for you.

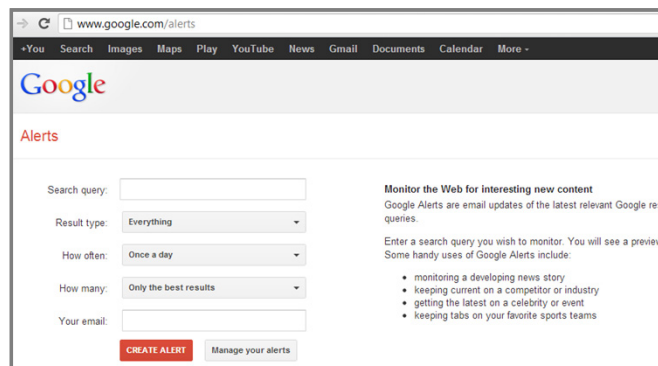
## Getlisted.org

Visit [Getlisted.org](http://Getlisted.org) and select the **Reviews Tab** on the left. You will be able to see and monitor reviews on web directories.



## Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries such as your business name. Visit [google.com/alerts](http://google.com/alerts) and input the query. Google will generate a list of online posts every time your business name is mentioned online.



# How To Respond To Reviews

When you go public, you should stay prepared for both positive and negative reviews. Nobody is perfect. It is always good to have an appropriate response ready.

## Positive Review

- Express your gratitude for a good review publicly. Your prospects will see that you care and value your customers.
- Do not offer any incentive for a good review. A big Thank You response is good enough to show your appreciation.

## Negative Reviews

- **Stay calm and be nice:** Take the high road by thanking your customers for giving their thoughts, even though they might be negative. It shows your professionalism.
- **Be honest:** There may be a misunderstanding. Review the problem and offer a solution to make it right. Try to contact the person and take it offline if possible.
- **Don't encourage a back-and-forth:** It is not a good idea to spam the web directories with a bunch of comments. Make a short and sweet response then move on.

# How To Respond to Reviews

Sometimes, not every review is genuine. In a pessimistic scenario, your competitors may play dirty by leaving you negative reviews. Here is what you could do:

- **Flag a negative review:** There is a little red flag in the bottom right corner of each review that you can flag and mark as unhelpful. However, do not flag every bad review, you might get flagged by the web directories' admins.



- **Ask for more reviews:** Naturally, reviews are shown in a chronological order. New feeds will take the first eye-catching position on the page, so use this tactic to push negative reviews down the page.
- **Contact the web directory admin:** You can always contact the directory admins about serious unethical reviews. They will investigate and take any necessary actions. We recommend you [thoroughly read the guidelines and policies of every website](#) which you intend to use to obtain reviews.

We know that getting reviews is critical and important to your business. The more you are prepared, the better you are able to handle the reviews. Again, we hope that you can establish a clear policy and procedure for your business.

We would love to hear your feedback and opinion about how helpful this guide was to your business. Contact us at [samsungbcs@sta.samsung.com](mailto:samsungbcs@sta.samsung.com) if you have any questions or feedbacks.

At Samsung, we make all efforts to support your growing business. **Your Success is our Success.**

# Thank You!