

# Review Responses Standard

## Do-It-For-Me Solution

Work with our talented professionals to respond to your reviews and improve your online reputation.

### What to Expect Next:



#### Fulfillment Form

##### Requirements

To ensure a smooth and efficient process, please fill out the order and fulfillment form with as much detail as possible. This will help streamline the entire experience.

**Timeline:** We'll review the order and start the process within 2 business days.

**Please note:** if information is missing from the form, this will delay the overall process and delivery of the review responses.



#### Gaining Access to Review Sites

##### Requirements

Our team will not be able to draft review responses for reviews left on sites that we do not have login access to, so it's essential that you help us gain access to all the necessary review sites. We can help you claim certain review sites, but if you already have access, here's how you can help us accomplish this:

**Facebook:** Your Facebook Business page will receive a request to add 'Digital Marketing Services' as a page Admin.

**Google:** There are two options through which a business can provide us with access to their Google Business Profile listing.

- **Preferred method:** You can login directly and add our Google Agency as a co-owner of your listing, then you will be notified of this request via email, and it will allow us access to the listing without requiring personal login credentials.
- **Secondary method:** You can provide us with your Business's login credentials used to claim the listing, and we will use them to connect the account. If there is two-factor authentication on the account, we will be required to contact you every time we need to update or reconnect the listing.

**Yelp:** Along with the username and password, it is required that the Yelp profile is complete with a user photo (must be of a person) in order to post review responses.

At this time we will install a dynamic review widget on your Website Pro website. We will use the same Google account access for the installation.

**Please note:** We do not offer this service for websites not hosted on Website Pro

**Timeline:** We will attempt to login or claim these review sites within 1 business day.

# Review Responses Standard

## Do-It-For-Me Solution

Work with our talented professionals to respond to your reviews and improve your online reputation.

### What to Expect Next:



#### Responding to Reviews

##### Requirements

Once we have access to the review sites, you can sit back and relax as we begin to respond to reviews. Our process for responding to positive and negative reviews differ slightly to ensure we handle each customer appropriately.

##### Positive Reviews:

Positive Review responses are published within 2-4 North American business hours of our system pulling them in. There will be no required involvement from you!

##### Negative Reviews:

Negative Review responses are drafted within 2-4 North American business hours of our system pulling them in. Once we've drafted a response, we'll send a request for approval via email to the business contact to ensure they are satisfied with our response. If we do not receive feedback within 1 business day, we will go ahead and publish the response.

**Timeline:** We will respond to all reviews within 2-4 North American business hours of the reviews being pulled into our software.



#### Monthly Ongoing Service

##### Requirements

Our team will continue to respond to reviews on your behalf until the service is turned off. Feel free to communicate any updates with our team, at any time, including:

- Updates to the negative review response approval process
- New guidance on review response verbiage used by our team

**Timeline:** We will incorporate any updates to your provided strategy within 2 business days.

# Documentation for **Your Business**

## Process Expectations for Review Responses Standard

**Now, it's time for the fun part—let us help build your online reputation! Here's what you can expect:**

### **Responding to Reviews**

Once we have access to your review sites, we can begin replying to online reviews within 2 business days of the review being pulled into our Reputation Management software.

It should be noted that different platforms will display different users as the review responder. For example:

- **Google:** Review responses will appear as though they were written by the owner.
- **Facebook:** Review responses will show the business name as the responder.
- **Yelp:** Review responses will show the picture and name associated with the Yelp account.

It should also be noted that our approach to review responses differs whether the reviewer's comments are positive or negative to ensure they feel heard and understood.

When **responding to positive reviews**, our team will address the reviewer by name, when possible, with a personalized and grateful message. We'll also include your business name in the response to associate the positive response with your brand, and we'll invite them back for another visit at their earliest convenience.

When **responding to negative reviews**, our team will also address the reviewer by name, when possible, with a personalized and apologetic message. We'll avoid using the business name in the response to avoid further associating the brand with the negative experience, but we will add a sentence or two confirming that the business takes the feedback seriously. We'll always invite the reviewer to resolve the issue online with us. For example, "Please kindly call Joe at (306) 555-5555, so we can address your concerns directly, as your business is valued. Thank you."

Due to the sensitive nature of negative reviews, we will always opt to gain approval from you, for the review response we've drafted. If no approval is received within 1 business day, we will go ahead and post the response to ensure your customers are promptly addressed.

### **Ongoing Monthly Service**

Our team will continue to respond to all reviews, both positive and negative, that are pulled into the Reputation Management software until the service is turned off. If you have any requests or feedback, you are welcome to share them with us at [marketingservices@yourdigitalagents.com](mailto:marketingservices@yourdigitalagents.com).

# Documentation for **Your Business**

## Process Expectations for Review Responses Standard

**Now, it's time for the fun part—let us help build your online reputation! Here's what you can expect:**

### Accessing Review Sites

Next, our team will work to access the review sites on where you're listed, as we can only answer reviews on sites that we have access to. We'll work with you to access sites that are relevant to your business, such as Facebook, Yelp, and Google Business Profile. If you already have access to platforms, we'll request access to them so that we can start answering the reviews. Here's how:

**Facebook:** Your Facebook Business page will receive a request to add 'Digital Marketing Services' as a page Admin. Accepting this request is important as we need this level of access in order to post review responses.

**Google:** There are two options through which a business can provide us with access to their Google Business Profile listing.

- **Preferred method:** You can login directly and add our Google management account as a co-owner of the listing.
- **Secondary method:** You can provide us with your business's login credentials used to claim the listing, and we will use them to connect the account. If the business has two-factor authentication on your account, we will be required to contact you every time we need to update or reconnect the listing.

**Yelp:** Along with the username and password, it is required that the Yelp profile is complete with a user photo (must be of a person) in order to post review responses.

### Installation of Website Review Widget

If your website is hosted on our Website Pro platform, we will install a dynamic review widget which will display Google reviews directly on your website! This will put an additional spotlight on your website for customers to see.

*Please note: We do not offer this feature for websites not hosted with Website Pro.*

# Review Responses Plus

## Do-It-With-Me Solution

Work with our talented professionals to get new reviews, respond to your reviews and improve your overall online reputation.

### What to Expect Next:



#### Fulfillment Form

##### Requirements

To ensure a smooth and efficient process, please fill out the fulfillment form with as much detail as possible. This will help streamline the entire experience.

**Timeline:** We'll review the order and start the process within 2 business days.

**Please note:** if information is missing from the form, this will delay the overall process and delivery of the review responses.



#### Onboarding Call

##### Requirements

After receiving your confirmation email, please schedule an onboard call using the provided booking link. This call is required to ensure a clear understanding of your business's brand for both you and our teams.

Please prepare for this call by having these details confirmed:

- Login access to any review sites you currently have claimed
- A contact at your business where we can direct negative reviewers to
- A contact at your business who can approve drafted negative review responses
- A business logo
- Chosen Review Platform Sources
- Any special instructions for response drafting
- Completed Customer List

**Timeline:** This call can be booked in as little as 1 business day, depending on your availability.



#### Gaining Access to Review Sites

##### Requirements

Our team will not be able to draft review responses on sites that we do not have login access to, so it's essential that you help us gain access to all the necessary sites. We can help you claim certain review sites, but if you already have access, here's how you can help us accomplish this:

**Facebook:** Your Facebook Business page will receive a request to add 'Digital Marketing Services' as a page Admin.

**Google:** There are two options through which a business can provide us with access to their Google Business Profile listing.

- **Preferred method:** You can login directly and add our Google Agency as a co-owner of your listing. You'll be notified of this request via email, and it will allow us access to the listing without requiring personal login credentials.
- **Secondary method:** You can provide us with the login credentials used to claim the listing, and we will use them to connect the account. If there is a two-factor authentication on the account, we will be required to contact you every time we need to update or reconnect the listing.

**Yelp:** Along with the username and password, it is required that the Yelp profile is complete with a user photo (must be of a person) in order to post review responses.

At this time we will also install a dynamic review widget on your Website Pro website. This will use the same Google account access for the installation.

**Please note:** We do not offer this service for websites not hosted on Website Pro

**Timeline:** We will attempt to login or claim these review sites within 1 business day.

# Review Responses Plus

## Do-It-With-Me Solution

Work with our talented professionals to get new reviews, respond to your reviews and improve your overall online reputation

### What to Expect Next:



#### Responding to Reviews

##### Requirements

Once we have access to the review sites, the you can sit back and relax as we begin to respond to reviews. Our process for responding to positive and negative reviews differ slightly to ensure we handle each customer appropriately.

##### Positive Reviews:

Positive Review responses are published within 2-4 North American business hours of our system pulling them in. There is no required involvement from you!

##### Negative Reviews:

Negative Review responses are drafted within 2-4 North American business hours of our system pulling them in. Once we've drafted a response, we'll send a request for approval via email to your business contact to ensure you're satisfied with our response. If we do not receive feedback within 1 business day, we will go ahead and publish the response.

**Timeline:** We will respond to all reviews within 2-4 North American business hours of the reviews being pulled into our software.



#### Request Reviews Template

##### Requirements

Once our team has collected the information necessary to build the Review Request template, feel free to review the Review Request template to ensure it suits your business's brand and vision. If you are interested in SMS review requests, reach out, we can also create an SMS template for an extra charge.

**Timeline:** Once the template has been approved and the completed customer list has been received, our team will use Reputation Management Premium to upload the list and send a request for reviews to the customer list within 2 business days.



#### Monthly Ongoing Service

##### Requirements

Our team will continue to respond to reviews on your behalf until the service is turned off. You're also welcome to communicate any updates with our team, at any time, including:

- Updates to the negative review response approval process
- New guidance on review response verbiage used by our team

When you're collecting a new list of customers, feel free to share the list with our team to upload and fulfill the service as frequently as you're collecting lists of contacts.

**Timeline:** We will incorporate any updates to your provided strategy within 2 business days and send out the review request within 2 business days.

# Documentation for **Your Business**

## Process Expectations for Review Responses Plus

**Now, it's time for the fun part—let us help build your online reputation! Here's what you can expect:**

### Onboarding Call

The onboarding call is our opportunity to chat with you about your business and to provide a full understanding of how you might benefit from answering the customers' reviews online, increasing the number of reviews you'll receive online. It also helps for to understand the full process and avoid any surprises down the road.

Prepare for this call by ensuring you have a:

- **Login access** or credentials to any review sites you currently have claimed. By having this information prepared, we can help walk you through the process of providing us with access or sharing credentials verbally as necessary.
- Your **contact** at your business to which we'd direct negative reviewers. This contact information will be shared in negative review responses to provide the customer with an outlet to resolve their concern.
- Your **contact** at the business who can approve drafted negative review responses. They will be responsible for ensuring that our review response is appropriate and meets the expectations.
- A clear **business logo** on hand and ready to share
- A list of **review sources** on which you'd like to increase reviews
- A complete [Customer List](#) of the individuals you'd like to reach out to for new reviews.

### Accessing Review Sites

Next, our team will work to access the review sites on which your business is listed, as we can only answer reviews on sites that we have access to. We'll work with you to access sites that are relevant to your business, such as Facebook, Yelp, and Google Business Profile. If you already have access to platforms, we'll request access so that we can start answering the reviews. Here's how:

- **Facebook:** Your Facebook Business page will receive a request to add 'Digital Marketing Services' as a page Admin. Accepting this request is important as we need this level of access in order to post review responses.
- **Google:** There are two options through which a business can provide us with access to their Google Business Profile listing.
  - **Preferred method:** You can login directly and add our Google management account as a co-owner of your listing.
  - **Secondary method:** You can provide us with the login credentials used to claim the listing, and we will use them to connect the account. If the business has two-factor authentication on the account, we will be required to contact you every time we need to update or reconnect the listing.
- **Yelp:** Along with the username and password, it is required that the Yelp profile is complete with a user photo (must be of a person) in order to post review responses.

# Documentation for **Your Business**

## Process Expectations for Review Responses Plus

**Now, it's time for the fun part—let us help build your online reputation! Here's what you can expect:**

### **Responding to Reviews**

Once we have access to your review sites, we can begin replying to the online reviews within 2-4 North American business hours of the review being pulled into our Reputation Management software.

It should be noted that different platforms will display different users as the review responder. For example:

- **Google:** Review responses and Q&A will appear as though they were written by the owner.
- **Facebook:** Review responses will show the business name as the responder.
- **Yelp:** Review responses will show the picture and name associated with the Yelp account.

It should also be noted that our approach to review responses differs whether the reviewer's comments are positive or negative to ensure they feel heard and understood.

When **responding to positive reviews**, our team will address the reviewer by name, when possible, with a personalized and grateful message. We'll also include the business name in the response to ensure the customer will associate the positive response with your brand, and we'll invite them back for another visit at their earliest convenience.

When **responding to negative reviews**, our team will also address the reviewer by name, when possible, with a personalized and apologetic message. We'll avoid using your business name in the response to avoid further associating the brand with the negative experience, but we will add a sentence or two confirming that the business takes the feedback seriously. We'll always invite the reviewer to resolve the issue online with us. For example, "Please kindly call Joe at (306) 555-5555, so we can address your concerns directly, as your business is valued. Thank you."

Make sure to share with us any specific details you would like included in your responses so that we can match your brand image! Due to the sensitive nature of negative reviews, we will always opt to gain approval from your contact at the business for the review response we've drafted. If no approval is received within 1 business day, we will go ahead and post the response to ensure your customers are promptly addressed.



# Documentation for **Your Business**

## Process Expectations for Review Responses Plus

**Now, it's time for the fun part—let us help build your online reputation! Here's what you can expect:**

### Review Request Template Build

Next, you can sit back and relax as our professional reputation management strategists create a Review Request template that matches your brand and helps gain more reviews on online sources.

### Making Revisions

We want to make sure that you're pleased with the review request template we build! Once the template is created, it will be sent to you via email to review. We request that you help us complete **one** round of revisions to your template, which includes your requests. This helps keep us on track to deliver the service in a timely manner.

### Sending out Review Requests

Our team will use the approved template and the provided list of customers in Reputation Management Premium to send out a request for reviews. In doing so, we're encouraging your customers to leave positive reviews on their chosen review sites and increase your great reputation online.

### Installation of Website Review Widget

If your website is hosted on our Website Pro platform, we will install a dynamic review widget which will display Google reviews directly on your website! This will put an additional spotlight on your website for customers to see.

*Please note: We do not offer this feature for websites not hosted with Website Pro.*

### Ongoing Monthly Service

Our team will continue to respond to all reviews, both positive and negative, that are pulled into the Reputation Management software until the service is turned off. As you continue to collect contact information from your new customers, feel free to add these details to a new [Customer List](#). Our team will be happy to upload the list and continue to request new reviews on your behalf.

If you have any requests or feedback, you are welcome to share them with us at [marketingservices@yourdigitalagents.com](mailto:marketingservices@yourdigitalagents.com).

# Frequently Asked Questions

## Service Expectations

### **Is there a limit to the number of reviews that your team will respond to?**

Nope! With this service, our team will respond to as many reviews as you receive on the platforms with which we have access.

### **Are there certain industries that are best suited to this service?**

Definitely. Businesses that fall in the service industry, where customers are prone to leaving reviews, greatly benefit from a service like this. It's important that they are diligently responding to their customers online to provide them with an optimal customer service experience and demonstrating this for future clientele as well.

### **Can I customize the way your team responds to my customers?**

Yes! We will gather any information to ensure that our responses are in line with your business tone and personality.

### **Will you respond to my reviews in other languages?**

Unfortunately, no. Our team will only respond to reviews in English.

### **Do you respond to Google Q&A questions?**

For Review Responses Plus, yes of course! Our team will respond to any questions that come through Google Q&A. With Review Responses Standard, this is not included.

### **Will you respond to replies to my business's reviews? Edited reviews?**

Our team will only respond to your reviews on sites that we've been granted access to. If the review is edited after the fact or if the customer replies to our response, we will not address these interactions. However, we do strongly recommend that you take the time to respond to them.

### **Will you respond to the reviews that I have received in the past?**

The Review Responses service only covers reviews received from the date of activation of the product.

### **Why is it important for me to respond to reviews, both positive and negative?**

Responding to reviews helps to establish credibility for your business and fosters trust with customers. When customers observe the business actively engaging with them, it conveys the message that the business is attentive, committed to delivering on promises, and willing to exceed expectations. It also demonstrates that your business values and cares about its customers. Customers not only pay attention to the feedback from others about the business, but they also observe how you, the business, manages reviews, particularly negative ones.

# Frequently Asked Questions

## Service Expectations

### **Do I have the choice of which review sites my reviews are posted to?**

You can choose between 3rd party review sites like Google, Facebook, and many more.

### **Are there any required products for Review Responses Standard and Plus?**

Yes, we require Reputation Management for Standard and Reputation Management Premium for Plus version of this service.

### **Can I customize the Review Request emails that will be sent to my customers?**

During your onboard with our team, you'll be able to choose from set email templates or upload your own.

### **If I need an update to my Review Request template, can I request one?**

Of course! Send an email or schedule a call with our team to discuss and review any requested changes!

### **What is the maximum number of customer contacts necessary to upload a list?**

Customer lists cannot exceed 500 customers, with no blank spaces, commas, & signs, or asterisks. If the list exceeds 500 customers, it will be need to be divided into tabs of 500.

### **What happens if I don't have a new customer list every month?**

That's no problem at all! Whenever you're ready to upload a new list, you are welcome to share it with our team and we'll take it from there.