



# GOOGLE REVIEW SWIPE FILE



Avvo

tripadvisor®

yellowbook™

YAHOO!

dexknows™



Google

yp™

Citysearch®

yelp\*

healthgrades®



HomeAdvisor

bing





AN INTELLIGENT PERSON  
ARMED WITH A CHECKLIST IS NO  
SUBSTITUTE FOR EXPERIENCE.

~JOY GUMZ

Good or bad, accurate or not, Google, Yelp, and other online portals are publishing your reputation for your prospects to see.

You're about to discover how to take control of it back.

Since you've downloaded our Google Review Swipe File, you're obviously a savvy business person. So, now that you're armed with this document, you're good to go right? Well, maybe.

Obviously, these strategies aren't going to implement themselves. Whether you delegate in-house, or take advantage of ReviewJump, ensure your profitability by doing them (and doing them right).

### **3 Quick Tips**

1. The order of these items is not important. Getting them done is.
2. Utilize the checklist portion of this document and check off each box.
3. Review it in six months to ensure you're still on track.



THANKS TO YOU GUYS, WE  
HAVE THE MOST GOOGLE  
REVIEWS IN THE CITY!



**Ted Wagner**  
Boise, ID  
ReviewJump User



ReviewJump is a web application designed to make it easy to monitor your online reputation, get more 5-star reviews, and track employee performance.



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### **We're glad to help!**

If you would also like to make your competition envious of all your 5-star reviews and #1 rankings, just let us know. We're happy to show you how ReviewJump makes it easy for you.

# Reputation Checklist



## Be Proactive

- Chain of Responsibility:**  
Complaint management is assigned to a specific person and other employees know who that is.
- Scripts:**  
Written responses and instructions are in place for processes, including answering calls and complaints.
- Secret Shoppers:**  
Trust, but verify, your customers are being served exceptionally well. Hire others to call and act as a customer to obtain *real* feedback. ReviewJump can also give you this type of feedback (see pages 2 and 3).
- Daily Monitoring:**  
Google your business name and check top ranked review sites daily to ensure your online reputation is positive.



## Local Directories

Ensure each of your business locations are accurately listed with all the major local online directories and aggregators, including the following:

- |                                    |                                     |  |
|------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Google    | <input type="checkbox"/> Acxiom     | <input type="checkbox"/> Yahoo             |
| <input type="checkbox"/> Yelp      | <input type="checkbox"/> Neustar    | <input type="checkbox"/> SuperPages.com    |
| <input type="checkbox"/> Infogroup | <input type="checkbox"/> Citysearch | <input type="checkbox"/> Insider Pages     |
| <input type="checkbox"/> Factual   | <input type="checkbox"/> Bing       | <input type="checkbox"/> Niche directories |

# Reputation Checklist



## Google Reviews

- Goal #1:**  
Obtain 5 unique Google reviews to qualify for the visually appealing “5-star” graphic along side your local listing.
- Goal #2:**  
Obtain 1 more review than your competitor with the most reviews.
- Goal #3:**  
Obtain 2x as many Google reviews as your top competitor.



## Promote Feedback

- Website:**  
Add a “Review Us” or “Feedback Wanted” button to your website.
- Signs:**  
If customers visit your place of business in person, use signs to promote your review page.
- Email Signature:**  
Link to your review page as part of your email signature. Utilize an image to make it more appealing.
- Statements:**  
In the footer or message area of your printed statements, add a URL or QR code for your review page.
- Business Card:**  
Add a URL or QR code for your review page to the back of your card.
- Thank You:**  
Send thank you notes or gifts to customers after their purchase and include a request for a review.

# Reputation Checklist



## Use Testimonials

- Capture Testimonials:**  
From each customer, obtain feedback, a photo, and written permission to use their testimonial in your marketing.
- Website:**  
Publish customer testimonials on your website along side landing pages and calls-to-action.
- Social Media:**  
Re-purpose customer testimonials by creating them in an image and posting on your social media profiles.
- Advertising:**  
Enhance your paid advertising by including testimonials in television, radio, direct mail, and other print ads.



## Feedback Outreach

- Text & Email:**  
Send a message via text or email to your customers, and include a link to your review page. ReviewJump is optimized to do this easily for both you and your customers (see pages 2 and 3).
- Handouts & Direct Mail:**  
Create and print simple instructions on a card, or in a letter, that instruct customers on how to leave you feedback. Provide it to every customer after their purchase.
- Social Media:**  
Periodically post a request on your social media profiles asking your audience for their feedback.

# Reputation Checklist



## What NOT To Do

- Bribe Customers:**  
Don't offer a discount or prize to customers who leave you a review online. This can be seen as unethical, and is often against the guidelines set by review sites like Google and Yelp.
- Setup a Review Kiosk:**  
Handing your customer a tablet may be convenient for them to review you, however, the review site may discredit their feedback since all your reviews are coming from the same location. This is called IP tracking.
- Only Rely on Email:**  
Many people have two email addresses: one they use, and the other for junk email. Even if you have their primary email address, your review request may not make it past the spam filter and into their inbox.
- Fail to Warm Up Customers:**  
Sending a cold message requesting a review isn't always effective. Giving your customers a heads-up that they're going to receive a message and that it would mean a lot to you if they took action, is more effective.
- Undervalue Reviews:**  
Since people trust online reviews almost as much as friends and family, you should, too! Scientific studies have also shown the more highly rated reviews you have, the more customers you'll obtain.
- Focus Only on One Platform:**  
Be careful to not judge your customers' habits by your own preferences. Even though you may not use a site like Yelp, Facebook, Google, or another site to read reviews, your customers may.
- Overlook Branded Searches:**  
No matter how they heard about you, 4 out of 5 people will conduct online research about your company or product before buying from you. This research is often done with branded searches (company or product).

# Postcard & Email Swipe Files

If you're not surveying your customers first (not ideal), the time to ask for a review is at the happiest moment of their interaction with you, typically immediately after you've given them amazing service.

Here are examples of an email and postcard that you can swipe for your own use. Nothing fancy. Just word these requests as though they are personally coming from someone in your company. Also, be sure to customize them by swapping out the [bracketed text].

## POSTCARD SWIPE FILE

**Tip:** Print these on demand on a 1/2 page of card stock. Take it to the next level and handwrite your note. Doing so will likely produce much better results.

Dear [FirstName],

I want to personally thank you for coming in a few days ago to [customer action]. It's great to have you as our customer.

If you're not 100% happy with the service we provided you, please call me right away and let me know...  
[YourPhoneNumber]

I don't know if you saw my email or not, but I wanted to ask you a quick favor. If you are thrilled with your experience, will you please take just a minute to share your feedback online? Even a single sentence or two would be very helpful.

Visit any of these links to leave me a review:

[short link to Google review page]

[short link to Yelp review page]

[short link to niche review page]

Thank you in advance [FirstName]. I appreciate your feedback!

[Your Name]

P.S. If you need help leaving a review, let us know and we'll walk you through it!



# EMAIL SWIPE FILE

**Tip:** We suggest using the email below in place of emails sent by automated CRM (content relationship management) software.

Dear [FirstName],

It was great seeing you! Thank you once again for coming in to [customer action]. I'm hoping you're thrilled with the service you received.

If for some reason you're not, please reply back to this email right now and let me know. My goal is to make sure you're 100% happy with the service we provide.

Are you thrilled with your experience? Please do me a quick favor and take a moment to share your good experience online. Even just a sentence or two would be great!

Click on one of these links to leave me a review:

[\[link to Google review page\]](#)

[\[link to Yelp review page\]](#)

[\[link to niche review page\]](#)

I'm looking forward to what you have to say and appreciate it very much.

Thanks in advance!

[Your Name]

P.S. Remember, your online review doesn't have to be long. Even a single sentence about your positive experience would help to spread the word about our company. Thank you!



*"All feedback is good feedback. BUT... the best thing in the world is ReviewJump allowing me the opportunity to reach out to these people BEFORE the negative feedback makes its way to Google/Yelp/BBB. So thanks!"*

**Delane Rouse** ▶ Washington, DC  
ReviewJump User

# DISCLAIMER:

## 4 Unseen Issues with these Swipe Files

In full disclosure, we've seen a handful of critical issues with using these swipe files.

### 1. Not a Filter

Although these messages attempt to redirect unhappy customers to contact you, the review site links are still included in the copy, making it convenient for them to also leave negative reviews. This means you *have* to be the filter before requesting reviews which, in turn, brings us to issue #2.

### 2. Not “Third-Party”

Scientific studies show that when asked for their opinion, unhappy customers will likely not share it with you in person. Even if you ask if they were happy with the service they received, many will say “Yes” to avoid conflict. This will leave you unaware that you asked an unhappy customer to leave you a review— until you see their negative feedback published online for the world to see.

### 3. Not Automated

Chances are, the daily task of monitoring your reputation will not be kept up. Without software, this a mundane task that will likely be overshadowed by more important to-dos. Without automation, consistent monitoring will be near impossible.

### 4. Not Convenient

Not everyone keeps up with their email inbox. They'll “get to it later.” That, and many sort their mail over the trash can. Even if your postcard doesn't get filtered out, they have to stop what they're doing, go online, pull up your review site, and type out a review. That's asking a lot of your customer, which means they probably won't give you a review.

# 5-Steps to Put Your Review-Getting Process into Automatic Hyperdrive

ReviewJump is a web application designed to make it easy for you to monitor your online reputation, get more 5-star reviews, and track employee performance.



## Step 1: Saves You Time & Money

Through automated monitoring, ReviewJump tracks your online reviews so you (or your employees) don't have to. When a new review is captured, it notifies you via email. And since ReviewJump can be set up to automatically survey your customers, it's another task you don't have to worry about anymore.

## Step 2: Convenient for Everyone

With the use of email, text messaging, device detection, and automation, ReviewJump removes as many obstacles as possible for your customers to leave you 5-star reviews. Your customers will love it! This unsolicited testimonial from Craig Henderson, a ReviewJump user, says it all:

*"To quote one of my customers... 'I was very surprised by how fast and easy it was. You should emphasize this when asking people for a review.'"*

Happy customers want to leave you 5-star reviews. ReviewJump just makes it easy for them!

## Step 3: Filters Out the Negative

You'll want to survey everyone through ReviewJump, even if they're pissed-off at you. This may seem unconventional, but sometimes unhappy customers just want to vent, and ReviewJump gives them a private place to do so. Happy customers, however, may be asked to review you on Google, Yelp, etc.

## Step 4: True, Honest Feedback

If your customer isn't happy, you want to know about it, right? Because ReviewJump is a third-party tool, your unhappy customers will feel more open to reveal what they really think about your company. This allows them to avoid a confrontation with you, and distracts them from publicly complaining online.

## Step 5: Employee Performance

Through 1-Click Surveys, ReviewJump helps track employee performance. This allows you to either discover costly issues before they get out of hand, or reward employees who are excelling and taking great care of your customers. In the end, you get happier, better performing employees, and happier, better-spending customers!