



YELP / LOCAL REVIEW WORKSHEET

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INTRODUCTION. Reviews are critical to success on sites like Yelp, Google+, and others. On the one hand, you usually MUST ask for reviews; on the other hand, this is a violation of terms of service. So the trick is to do it in a polite, honest fashion to avoid getting into trouble.

SPONTANEOUS REVIEWS. List reasons why customers might SPONTANEOUSLY review you? Either good, or bad. What are the scenarios that provoke a review?

Scenario #1: _____

Scenario #2: _____

Scenario #3: _____

Scenario #4: _____

CURRENT REVIEWS. Assess your current reviews on each relevant review site. How many reviews do you currently have? Are they good, or bad, or mixed? How do they compare with competitors?

Site: _____ Your Listing URL _____

Review status: _____

Site: _____ Your Listing URL _____

Review status: _____

Site: _____ Your Listing URL _____

Review status: _____

Claimed? Email that controls: _____ Password: _____

Reviews, and how many? _____ Comments: _____

REVIEW SOLICITATION STRATEGIES:

- Spontaneous.** It is LIKELY that happy customers will review your business:

- Face-to-face.** Who can ask a happy customer for a review face-to-face? What is the scenario likely to be?

- Flyers or hand outs?** Could you create paper flyers or hands outs to assist the “staff in the trenches” to motivate the customer, make it easy?

- Email follow up.** Could you send a follow up email? If so, who would send it? What would it say?

- Phone follow up.** Could you do a follow up phone call? If so, who would do it? What would it say?

- Pre-survey.** If you have many UNHAPPY customers, should you create a pre-survey to identify ONLY the happy ones and ask ONLY the happy ones for reviews? How would this work?

REVIEW INCENTIVES: BE CAREFUL.

How important do you think it is to INCENTIVIZE customer to write reviews? Would a simple “thank you” be sufficient? Might you need to offer a monetary incentive for a completed, honest review? Do you see competitors “playing dirty?” If so, how?

Could you incent the employee (rather than the customer) to encourage him / her to ask for a review; if so – how?