



90-Day Google Review & Reputation Management Strategy & Roadmap

Objective: Increase the number of positive Google reviews, improve the overall rating, and enhance your business's online reputation to build trust, attract more local leads, and boost SEO rankings.

Key Metrics to Monitor:

- **Total Number of Google Reviews:** The volume of new reviews generated.
 - **Average Star Rating:** The overall rating across all reviews.
 - **Review Response Time:** How quickly you respond to new reviews (positive and negative).
 - **Conversion Rate from Review Requests:** The percentage of customers who leave a review after receiving a request.
 - **Impact on Local SEO:** Changes in your ranking on Google's Local Pack and search results due to increased review volume and rating.
-

Phase 1: Setup and Planning

Tasks:

1. **Audit Current Google Reviews and Online Reputation:**
 - Review existing Google reviews to assess the current average rating, number of reviews, and feedback patterns (positive and negative).
 - Analyze any negative reviews for common complaints or recurring issues.
 - Identify service areas with fewer reviews or lower ratings and set benchmarks for improvement.
2. **Set Review and Reputation Goals:**
 - Set specific, measurable goals for the campaign, such as:
 - Increase total number of Google reviews by 30% in 90 days.
 - Achieve an average Google rating of 4.7 stars or higher.
 - Ensure timely and professional responses to all new reviews (within 48 hours).
3. **Choose Review Generation Tools:**
 - Select a reputation management tool or software to automate review requests, track reviews, and respond to feedback efficiently (e.g., Podium, Birdeye, NiceJob).
 - Set up integrations with your CRM or job scheduling software to trigger automatic review requests after service completion.



4. **Develop a Customer Feedback Request Process:**
 - Create a structured process to request reviews from customers immediately after service.
 - Draft review request templates for email, SMS, or direct in-person asks, highlighting the importance of their feedback.
 - Train service technicians and customer service representatives to ask for reviews verbally at the end of each service.
5. **Optimize Google Business Profile (GBP):**
 - Ensure your GBP profile is fully optimized with accurate service details, business hours, contact information, and up-to-date photos.
 - Add additional service categories, if applicable, and post regular updates to keep the profile active.

Deliverables:

- Review audit completed and current reputation benchmarks set.
 - Review generation tool selected and integrated.
 - Review request process designed and ready for launch.
 - Google Business Profile (GBP) fully optimized.
-

Phase 2: Campaign Launch and Initial Monitoring

Tasks:

1. **Launch Review Request Campaign:**
 - Begin sending review requests to customers immediately following completed services.
 - Send review requests via email or SMS using your selected automation tool to ensure a consistent stream of feedback.
2. **Monitor Review Responses:**
 - Track new reviews daily using the reputation management tool.
 - Ensure timely responses to all new reviews, particularly addressing negative reviews within 24-48 hours.
 - Respond to positive reviews with personalized messages of gratitude to reinforce customer relationships.
3. **Encourage Reviews from Previous Clients:**
 - Send targeted review requests to customers from the past 3-6 months who haven't yet left feedback, using a polite ask that highlights how their review can help others in the community.
 - Offer incentives such as discounts on future services or small rewards for customers who leave a review (following platform guidelines).



4. **Share Positive Reviews Across Platforms:**

- Highlight glowing reviews by sharing them on your website's testimonial section, social media channels, and in email newsletters.
- Create visual assets (e.g., images with quotes) for social media posts to increase visibility and build trust with potential customers.

5. **Monitor Initial Campaign Performance:**

- Track the total number of new reviews, average rating, and response times.
- Identify any challenges with customer engagement (e.g., low response rates to review requests) and adjust strategies if needed.

Deliverables:

- Review request campaign launched and generating new feedback.
 - Daily review monitoring and response process in place.
 - Positive reviews shared across digital channels.
 - Initial campaign performance data collected.
-

Phase 3: Optimization and Continuous Engagement

Tasks:

1. **Analyze Review Trends:**

- Review the performance data from the first 30 days, focusing on the volume of new reviews, average rating, and common themes in customer feedback (both positive and negative).
- Address any recurring issues or complaints mentioned in reviews and work with your team to improve service quality.

2. **Optimize Review Request Process:**

- Adjust your review request templates if needed to increase response rates (e.g., testing different messaging or offering additional incentives for reviews).
- Fine-tune the timing of review requests (e.g., sending them immediately after service or following up a few days later if no response is received).

3. **Create a Monthly Review Goal:**

- Set a monthly review goal based on the volume of services provided and the average response rate from customers.
- Encourage team members (technicians, customer service reps) to actively request reviews at the point of service, offering incentives for the team when monthly review goals are met.



4. **Address Negative Feedback:**
 - Develop a standard process for resolving negative reviews and complaints. Reach out to dissatisfied customers to address their concerns, offering compensation or follow-up services where appropriate.
 - Document resolutions publicly in your review responses to demonstrate a commitment to customer satisfaction.
5. **Enhance Reputation with Customer Testimonials:**
 - Identify particularly satisfied customers and ask if they would be willing to provide a more detailed testimonial or even a video review, which can be shared on your website and social media.
 - Feature a “Customer of the Month” post, showcasing a positive experience and building goodwill within the community.
6. **Implement Customer Satisfaction Surveys:**
 - Send out short satisfaction surveys to customers post-service to gauge their experience and preemptively address any issues before they escalate into negative reviews.
 - Use the feedback from surveys to further improve customer service and operations.

Deliverables:

- Review request process optimized for better engagement.
 - Monthly review goals set and tracked.
 - Process for resolving negative reviews implemented.
 - Testimonials and customer feedback shared across platforms.
-

Phase 4: Scaling and Long-Term Reputation Growth

Tasks:

1. **Scale Review Requests and Expand to Additional Channels:**
 - Increase the volume of review requests to cover every customer touchpoint, ensuring you’re asking every service recipient for feedback.
 - Begin requesting reviews on other platforms like Yelp, Facebook, and industry-specific directories (Angie’s List, Thumbtack) to diversify your online reputation across different channels.
2. **Launch Reputation Marketing Campaigns:**
 - Use your positive reviews as part of a broader marketing campaign, featuring 5-star feedback in paid ads, email campaigns, and landing pages.
 - Consider running Facebook or Google ads showcasing your Google rating and top customer reviews to boost trust and drive new leads.



3. **Track Long-Term Review and Rating Growth:**
 - Measure your total review volume, average star rating, and how these impact lead generation (increased calls, website traffic, etc.).
 - Analyze how reviews are influencing your Google Business Profile ranking and SEO performance (e.g., whether you're appearing higher in local search results).
4. **Create Referral and Review Incentive Program:**
 - Develop a referral program that encourages customers to refer new business and leave reviews in exchange for discounts, free services, or rewards.
 - Promote this program across your website, social media, and email newsletters to incentivize more participation.
5. **Expand Customer Engagement:**
 - Continue encouraging positive reviews by fostering strong customer relationships at every touchpoint. Ensure that your team is trained to provide excellent service and consistently ask for reviews during every job.
 - Use customer satisfaction survey data to keep refining your service and addressing any areas where improvement is needed.
6. **Monitor Competitor Reviews:**
 - Regularly review your competitors' ratings and customer feedback to understand their strengths and weaknesses.
 - Use insights from competitor reviews to differentiate your services and highlight what makes your business stand out.

Deliverables:

- Review requests expanded to other platforms.
 - Positive reviews integrated into broader marketing efforts.
 - Long-term review growth and rating improvements tracked.
 - Referral and review incentive program launched.
-

Post-90 Day Review and Next Steps:

- Conduct a comprehensive review of the campaign's performance, including the total number of reviews collected, average rating improvement, and impact on lead generation and SEO rankings.
 - Identify areas where your customer feedback process can be further improved or streamlined.
 - Plan future reputation management strategies, including further expansion to other platforms, additional customer engagement initiatives, and continuous monitoring of competitors.
-



Key Metrics to Monitor:

- **Total Number of Google Reviews:** The volume of new reviews generated.
- **Average Star Rating:** The overall rating across all reviews.
- **Review Response Time:** How quickly you respond to new reviews (positive and negative).
- **Conversion Rate from Review Requests:** The percentage of customers who leave a review after receiving a request.
- **Impact on Local SEO:** Changes in your ranking on Google's Local Pack and search results due to increased review volume and rating.

This 90-day strategy focuses on building a robust review and reputation management system for home service contractors, ensuring long-term growth and visibility.