Yell.com Ratings & Reviews

A guide to managing your online reputation

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Why reviews matter

Did you know... 72% of UK consumers are more likely to do business with a company after reading a positive review online[1]?

Reviews significantly influence user behaviour. When looking at who to contact, a review can be the deciding factor between choosing your business or the competition.

Users aren't just looking for a single good review, they are after up-to-date relevant feedback from multiple customers. We've made it easy for you to meet this need and take control of your online reputation with our FREE Yell.com Reviews feature.

85% of consumers only consider 1-3 local businesses before deciding to buy[2].

With Yell Reviews you can:

- Stand out in search results
- Get chosen over the competition
- Request and respond to reviews from recent customers
- Manage and enhance your online reputation

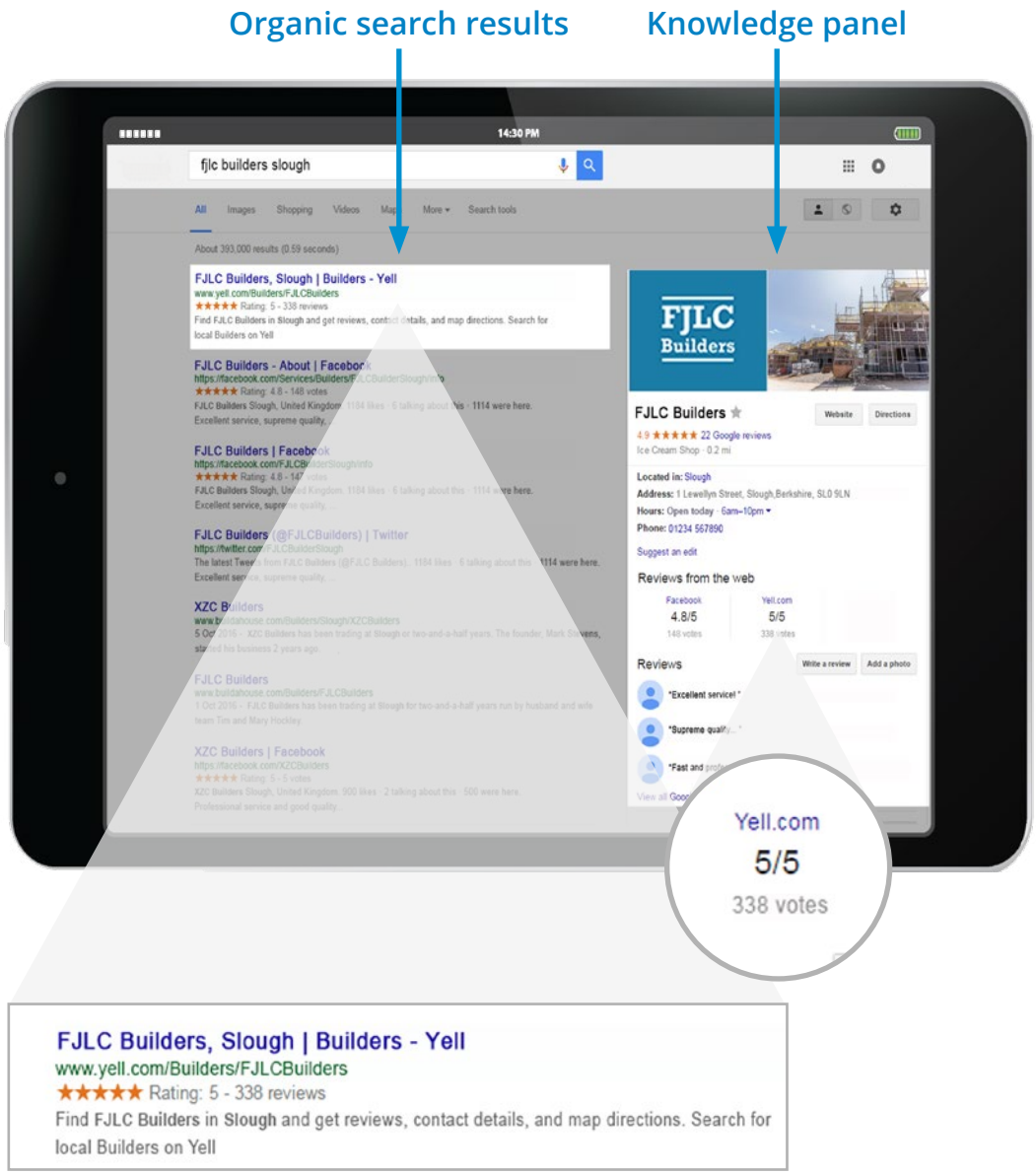
Want to stand out on Google?

Reviews can even boost your visibility in search engines and help you stand out online.

Reviews are fresh content which search engines like Google love. For some businesses, your Yell.com reviews may even be pulled into your local listing in what is known as the 'knowledge panel', helping you to build up your credibility and to stand out against competitors. This change happened back in September 2016, you'll need a 'Google My Business' account to potentially benefit.

Review star ratings can also help your business be chosen over the competition in organic search results too.

84% of Yell.com advertisers say Yell.com enables their business to be found when people search on Google[3].



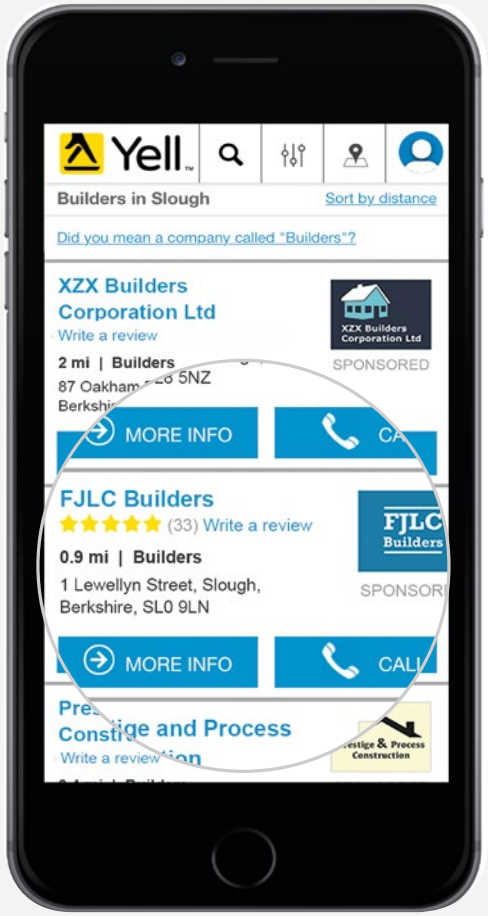
Influencing users on Yell.com

Reviews feature prominently on your Yell.com business listing, helping you stand out against others in search results.

When a user clicks through to your listing, they will see a summary of your reviews at the top of your profile page, on the left hand side. The full reviews are listed below your business information. All reviews are visible on both desktop and mobile.

Profile page

Search results on mobile

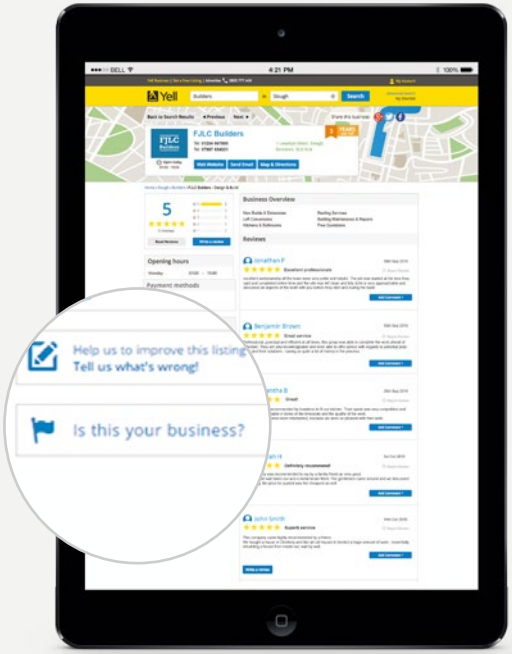


Adding reviews to your Yell.com listing can drive up to **4 times more** visits[4].

Managing your Yell Reviews: How to log in

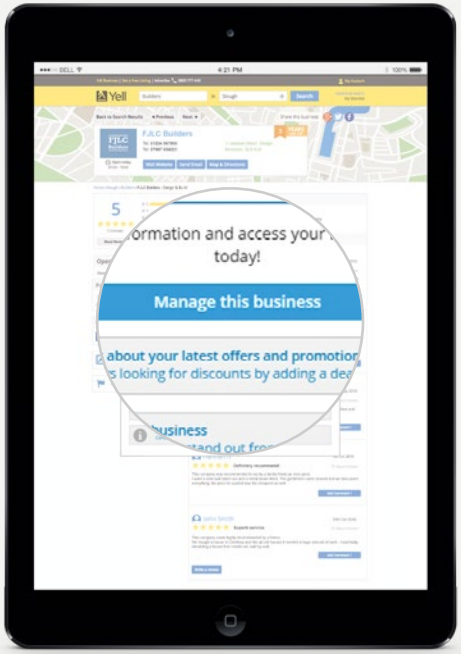
1

Find your listing by searching for your business name and location. Click through to your listing and select 'Is this your business?'.



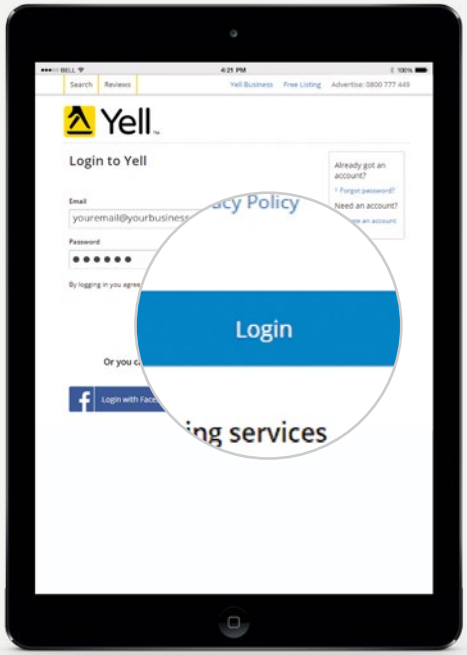
2

Then select 'Manage this business' from the pop-up menu or click here for a link to log in to your account.



3

To log in either register or enter your log in details. It is also possible to log in using your Facebook and Google details.



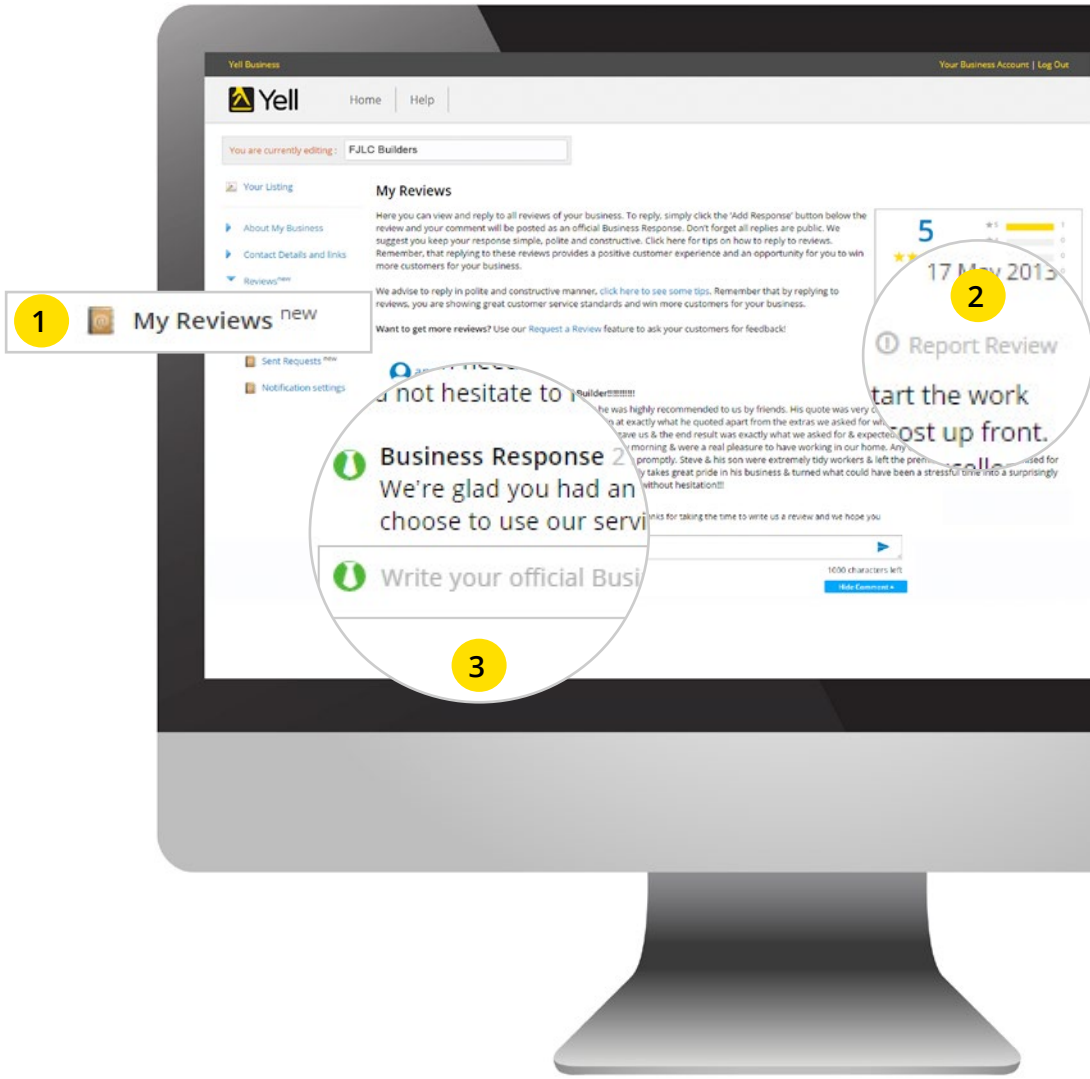
Managing your Yell Reviews:
How to view and respond to your reviews

Once logged in click the 'Reviews' link in the left hand navigation of your online dashboard. This will open four additional links. The first link is 'My Reviews'.

1. In the 'My Reviews' section you can see all the reviews of your business

2. You can 'report' a review to our Customer Services department if you believe it contravenes our review policy

3. You can also respond to reviews as the business owner which is then visible to all users as the official 'Business Response'

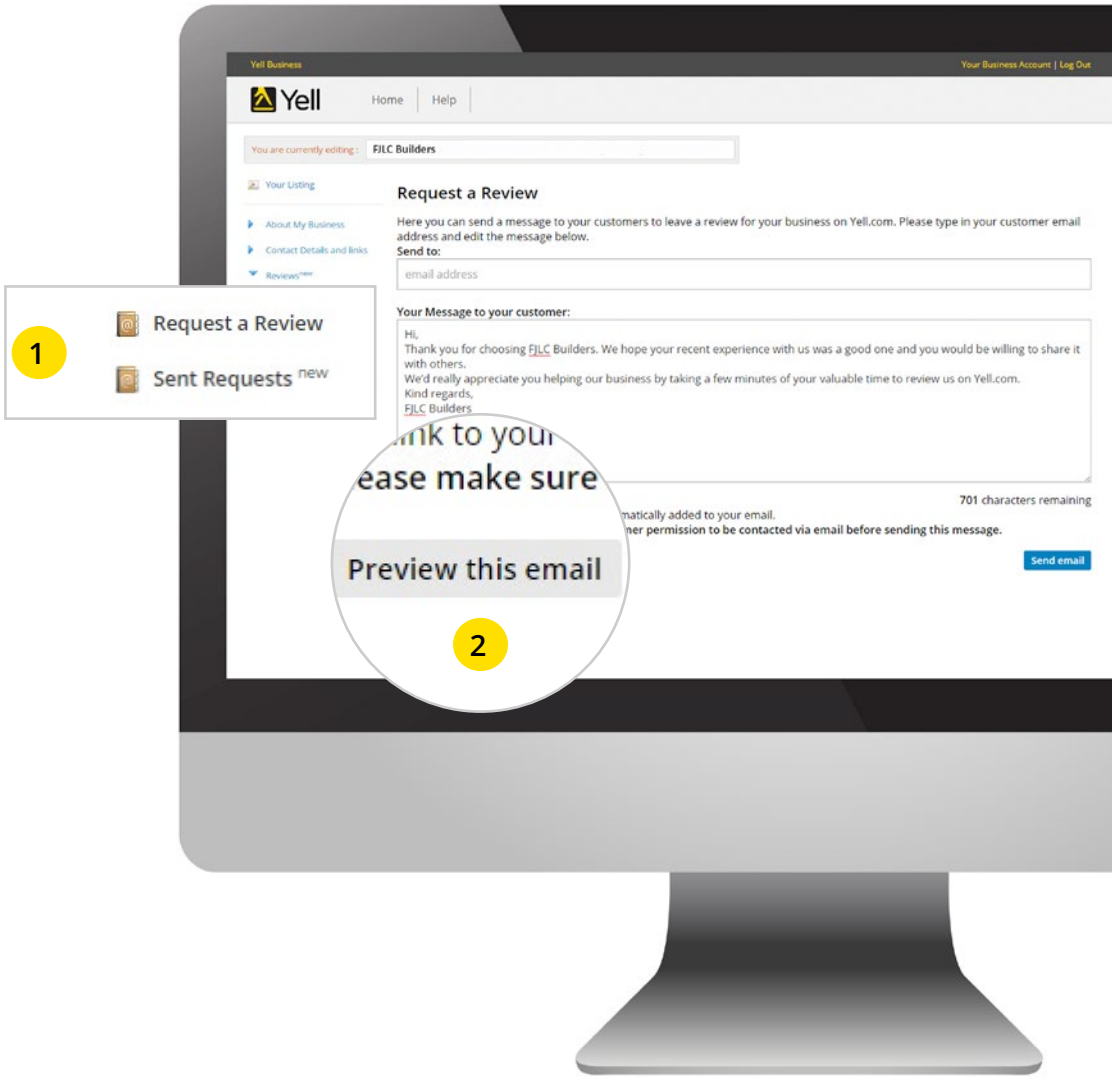


Managing your Yell Reviews: How to request a review

The second and third links in the 'Reviews' section allow you to request reviews from your customers and view your sent requests.

1. In the 'Request a Review' section you can send emails to recent customers asking for a review of your business. The 'Sent Requests' area allows you to keep track of the invites you've already sent

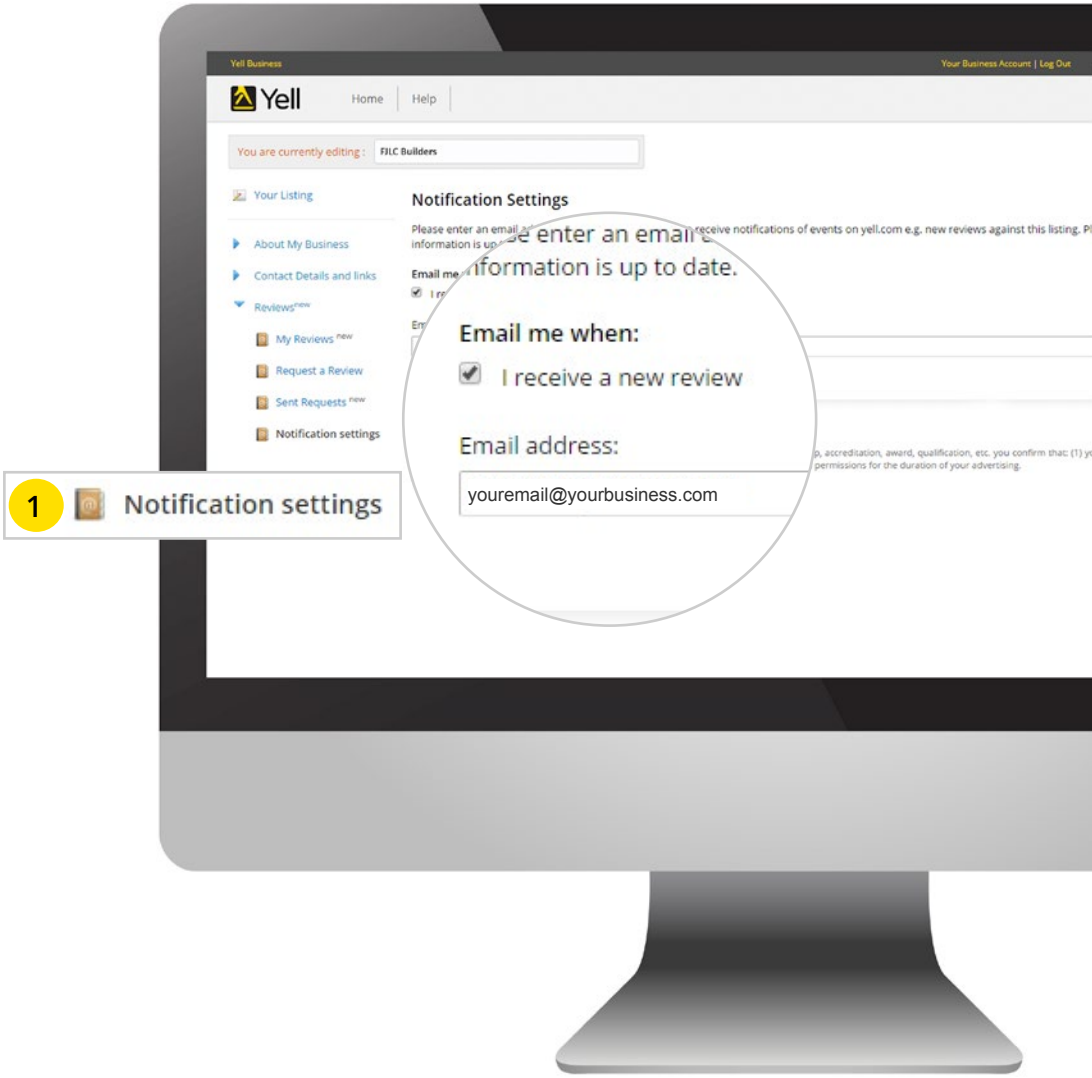
2. You can personalise and preview your message prior to sending



Managing your Yell Reviews: How to stay notified

The final link in the 'Reviews' section is for notification settings. This enables you to receive an email every time a new review or comment is published on your Yell.com listing.

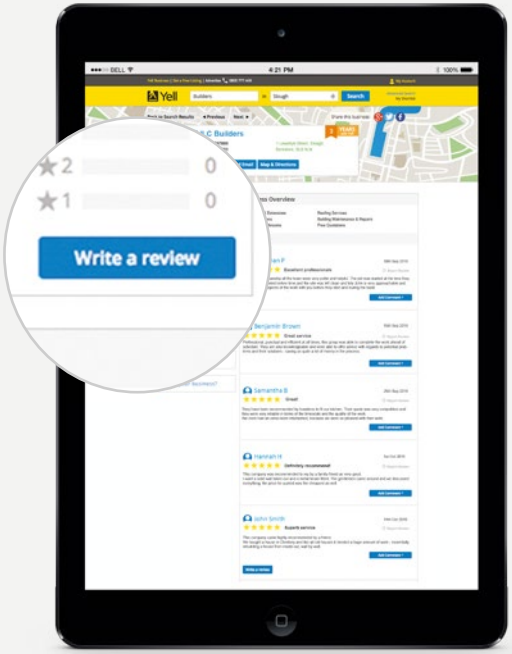
1. To request notification emails just add your preferred email address, ensure the tick box is selected and hit 'save'. This ensures you're kept up-to-date with what is being said about your company online and reminds you to respond in a timely manner



Get your customers to review your business on Yell.com

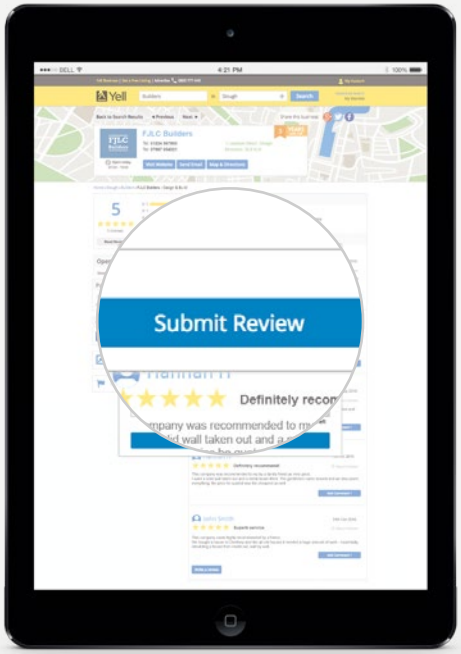
1

Ask your customers to search for your business name and location on Yell.com and then click on your listing to visit your profile page.



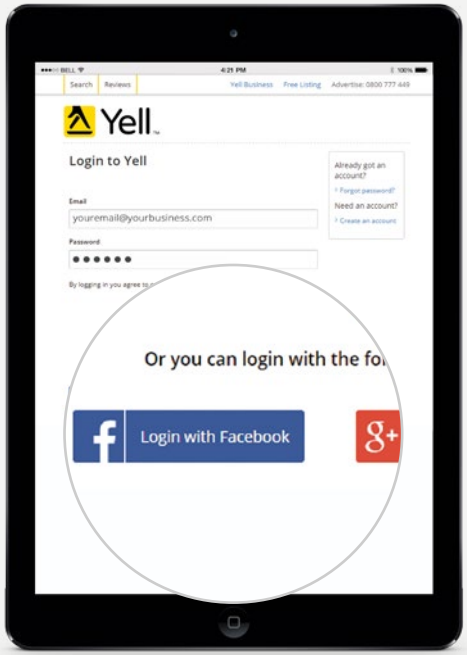
2

Your customer will then need to select 'write a review' and add a title, star rating with info on their experience, before they hit the submit button.



3

To post this review, your customer will need to log in/create an account. (Or just complete via the Facebook/ Google option as an even faster route).



Replying to reviews

1. Turn on your 'review notifications' to be prompted to respond in a timely fashion
2. Make sure you are logged into your business account so that your response is from the 'Business owner'
3. Thank the user for leaving their review and acknowledge their specific feedback in your reply
4. Keep it short and remember your response is public so respond in a professional manner

Managing negative reviews

Before you reply to a negative review, take the opportunity to read through the feedback. Negative reviews can provide invaluable insight into your product or service. When it comes to replying, tailor your response around:

- ✔ **Where a mistake has taken place**
  Resolve the issue by offering solutions publicly
- ✔ **When you have a disagreement on events**
  If you dispute the content of a review, we recommend that you take the discussion offline. If you know who the customer is and you have their contact details, take the initiative of calling or emailing them directly in order to resolve their issues. If you don't have the customer's details, then ask the user to contact you directly so that the conversation is not visible for all to see
- ✔ **Where a review is not genuine**
  If the review is not for your business, or if you doubt the authenticity of the review, you may report the review to Yell for investigation

Generate new reviews!

Counteract negative reviews by increasing your reviews on your Yell.com listing. This will give a more balanced view of your business and is simple to do via our 'Request a review' feature, see page 7.

Best practice: Top Tips

Take control of your online reputation with ratings and reviews on Yell.com, see below for our top tips.

- **Request reviews.** Ask all of your customers to review your business on Yell.com. Simply use our 'Request a Review' feature to invite all of your customers via email, see page 8 for more information
- **Be notified.** Turn on notifications and get informed immediately when a new review is left publicly on your business listing, see page 9 for more information
- **Engage and respond.** Use 'Business Response' to show your customers (and prospective customers) that you appreciate all feedback, see page 7 for more information
- **Turn a negative into a positive.** Consumers trust listings with a range of reviews instead of a listing with just 5 star reviews. Don't be afraid to respond to all reviews, even what you may feel is 'negative' can have a positive impact on your business if you deal with the issue effectively. It also gives you a chance to showcase your customer service standards

Manage your reviews on the go 24/7 with our 'Yell for Business' customer app, available on iPhone and Android.

Best practice: Promoting your Yell Reviews

Once you have generated a number of reviews, you are in a position to showcase these to your potential customers. This will promote your credibility and increase trust, see some top tips below.

- **Promote your reviews offline.** For example: on your van, shop front, business cards etc. Just get in touch with your account manager or our customer services department and they can send you some free stickers
- **Add a 'Review us on Yell.com' button to your website** (linking through to your Yell.com listing). You can obtain this graphic as a downloadable file here
- **Set up your 'Google My Business' account.** This will ensure that you are making the most of your reviews in Google search results. If you are not sure where to start, we can do this for you via our Connect product, just ask your sales contact for more information

Get in touch

If you need help making reviews work harder for your business or have any questions about Yell Reviews, please speak to your Account Manager or call us on **0800 555 444**.

Follow us on

Sources

1. Trustpilot / Censuswide Survey, 2016
2. Google Consumer Barometer 2015
3. Critical Research Ltd 2016
4. Yell Internal Statistics, June 2015

Results are based on past research and are no guarantee of future behaviour.

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