

Promote Your Business Using Online Review Sites



◀ **BROADLY** ▶

[BROADLY.COM](https://www.broadly.com)

Table of Contents

CHAPTER ONE

4

The Top Online Directories:
Google, Facebook, and Yelp

CHAPTER TWO

8

Using Your Online Directories as
Your Social Media Platform

CHAPTER THREE

11

How to Take Advantage of Your
Online Reviews

CHAPTER FOUR

14

Making Use of Other Online
Listings for Your Business

CHAPTER FIVE

16

Local Citation Best Practices for
Small Business



CHAPTER ONE

The Top Online Directories: Google, Facebook, and Yelp

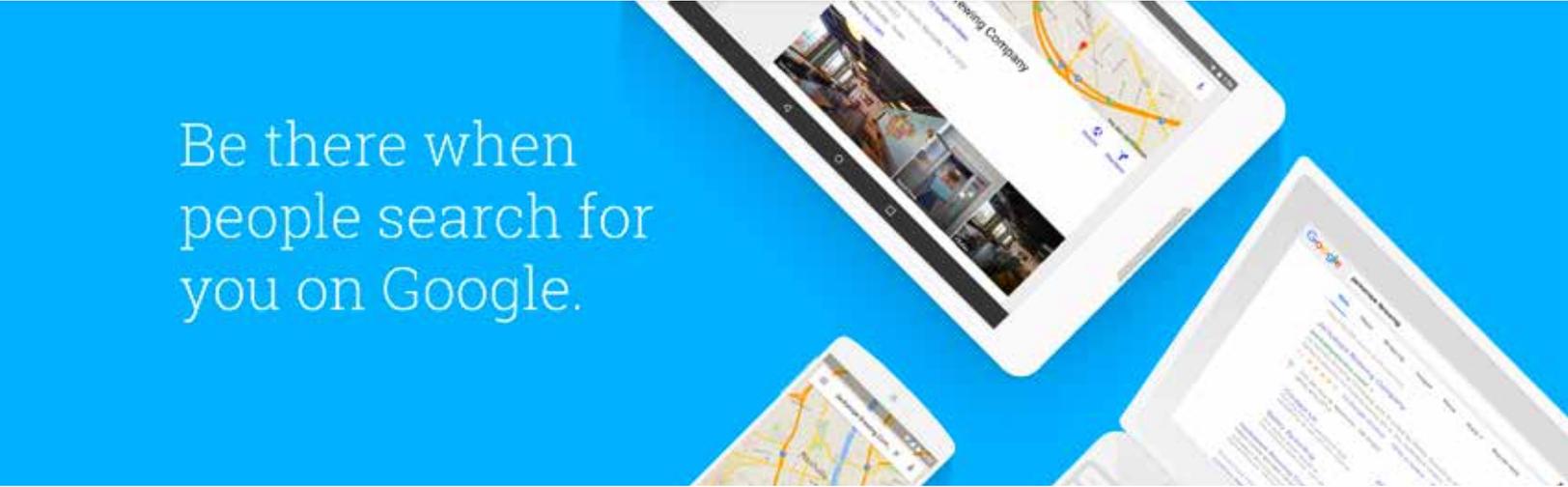
Ten years ago, many of us might have used a phone book to search for businesses and services in our area. Nowadays, 80% of consumers are using search engines when purchasing local products and services. Making your business visible on the internet is more important than ever before. In this ebook, we'll talk about how to use online directories to make it easier for consumers to find your business.

80% of consumers use search engines to find new goods and services.

The Top Online Directories

There are tons of local online listings to sign up for. As a rule, the more directories you can establish a presence on, the better. For now, let's just talk about

the top three modern directories that offer the most promotional value for your business online: Google, Facebook and Yelp. Standing out on the top online directories will enable your website to rank more effectively. Plus, with popular search engines like Google and Facebook, you'll have a social platform to engage with your customers, receive customer feedback, and boost your search ranking.

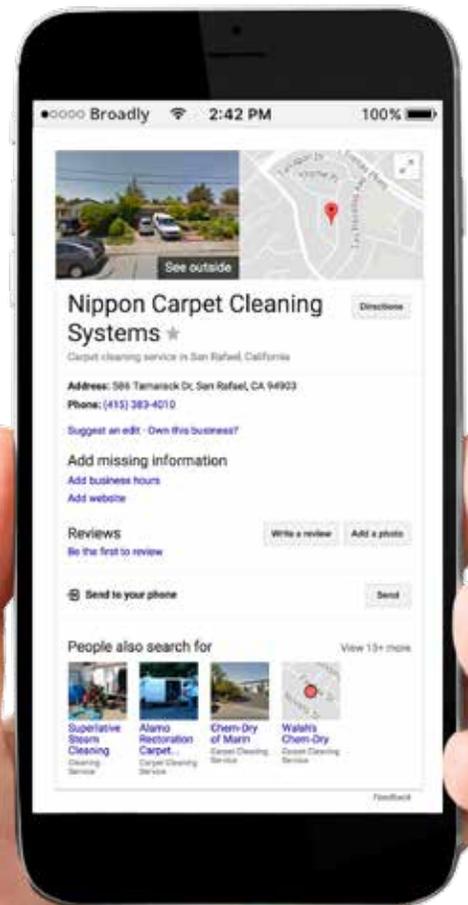


Be there when
people search for
you on Google.

Google My Business

Business owners should strive for a strong ranking on Google: the most popular search engine in the world. The first step to getting your business found on Google is setting up your [Google My Business](#) profile. You can think of Google My Business as a one-stop shop for all of your business information. Your Google My Business account includes a reviews platform and a social media platform to more effectively connect with your customers. When people search on Google for the products or services you provide, they'll have easy access to your business' general information, contact information, location, and customer reviews.

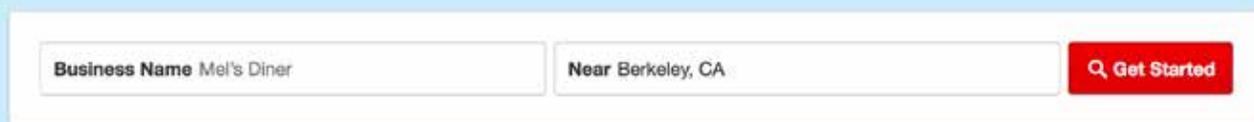
Most importantly, Google My Business is directly tied to Google's search engine. Setting up your business page correctly gives you a much better chance of being seen on Google's top search results.



By creating a Google My Business page, your business can connect directly with customers. You can also share content, news, promotions, photos, and videos to engage with your customers. Making full use of Google's platform will improve your visibility as well. For example, when you add driving directions, you boost the likelihood of click-through by 42%. The more engagement you receive on your Google page, the more Google will recognize activity from your business and the more likely that your ranking will improve.

Investing your time to establish your presence on Google is one of the most valuable things you can do for your business -- and it's absolutely free!

Find and Claim your Yelp Business Page



Business Name Mel's Diner Near Berkeley, CA [Get Started](#)



Respond to reviews as the business owner



Measure visitor activity on your page



Call to get started
(844) 889-6823

Yelp for Business Owners

Consumers trust what they read on Yelp before making a buying decision. Therefore, it's important to make your presence on Yelp look its best.

There is a common misconception that one must pay Yelp to have a strong Yelp presence. The good news is that there are many things you can do to build a great presence on Yelp, for free!

Once you [claim your Yelp page](#), you will gain full control of your business profile. You will be able to formalize your citations and update your company details such as your hours of operation, location, a company bio, and your contact information. You can also respond to customer reviews either through private messaging or as a public comment, customize your page with photos and information.



Facebook Pages

Connect with people and tell them about your business with a Facebook Page.

Create a Page

Facebook Business Page

Facebook is increasingly critical for local businesses. Since last year, more than half of the U.S. population now visits Facebook at least once a month. Moreover, over 70 million businesses now have pages on Facebook, and 60% of users “like” at least one business page. Having an established profile on their platform will put you ahead of the curve.

You can set up your Facebook Business profile within a matter of minutes. Update your page with your business name and a representative image of your business, such as a logo or a team photo. Add general information such as your hours of operation and website address. An “About” blurb describing your business and values will personalize your page and distinguish you from your competitors. You can also add a call-to-action button on the header image of your profile (such as a “call now” or “book appointment” button) so you can prompt visitors to call you directly or visit your website.

Once you’ve updated your profile, you can communicate with your customers directly through Facebook messenger, publish new content, and promote your page to your target audience.

Conclusion

Establishing your business on the top online directories is the first step to connecting with modern consumers. A strong presence on Google, Yelp, and Facebook allows you to effectively promote your business through reviews, your website, and social media.



CHAPTER TWO

Using Your Online Directories as Your Social Media Platforms

Some businesses may be skeptical about leveraging social media to promote their businesses. Investing in your social media accounts may seem like a waste of time, but maintaining a healthy presence on sites like Facebook and Google+ can engage your customers and promote your business.

A study from the Pew Research Center found that 73% of adults in the US use some form of social media. This means that when you promote yourself on your Facebook, Google+, and other social media profiles, there's a good chance you're reaching out to consumers who are using the same channels.

73% of adults in the US use some form of social media.

We've found that many business owners won't bother with social media because they are unsure of how to use it. However, social media is a powerful platform for engaging customers, sharing information and improving your business. You can use your social media as a platform for:

- Facilitating discussion about your industry or service.
- Positioning yourself as a local expert.
- Learning more about your customers.
- Providing a central place for customers engage with your business.
- Learning from your competitors to see how they engage with their audience.

With social media engagement, you can gain both insight and SEO benefits for your business.

Post on Your Google and Facebook profiles

Earlier, we talked about the benefits of setting up your business listings on sites like Google and Facebook. Now you can put these pages to work! Posting pictures of happy customers or providing valuable information such as tutorials, giveaways, and discounts can help drive people to your page and ultimately to your business. The more valuable the content on your page is to your followers and the more attractive your business looks, the more traffic you'll gain.

Engage your Audience

Existing customers who engage with your business on social media are more likely to continue to asking for your services. A study by Bain & Company found that customers who engage with companies over social media spend 20-40% more money with those companies than other customers.

Chances are that your customers will use social media to communicate with one another, and share their experiences through reviews or posts. As your business grows, so will the number of opportunities to engage with customers. You can even experiment with other social profiles like Twitter, LinkedIn, Instagram, and other social platforms. Keep in mind that some platforms may be more suited to some types of businesses than others. Give yourself the space to experiment and see which platforms work best for your business.

Say “Thank You”

When a new customer mentions your business on Google, Facebook, or any other type of social media platform, be sure to respond! Say “thank you” for choosing your business and let them know you care.

Reach Out For Feedback

In some cases, you may want to ask for more detailed feedback. Not only will this help you more effectively understand your customers, but it goes a long way in building loyalty in your local market.

Learn From Your Competition

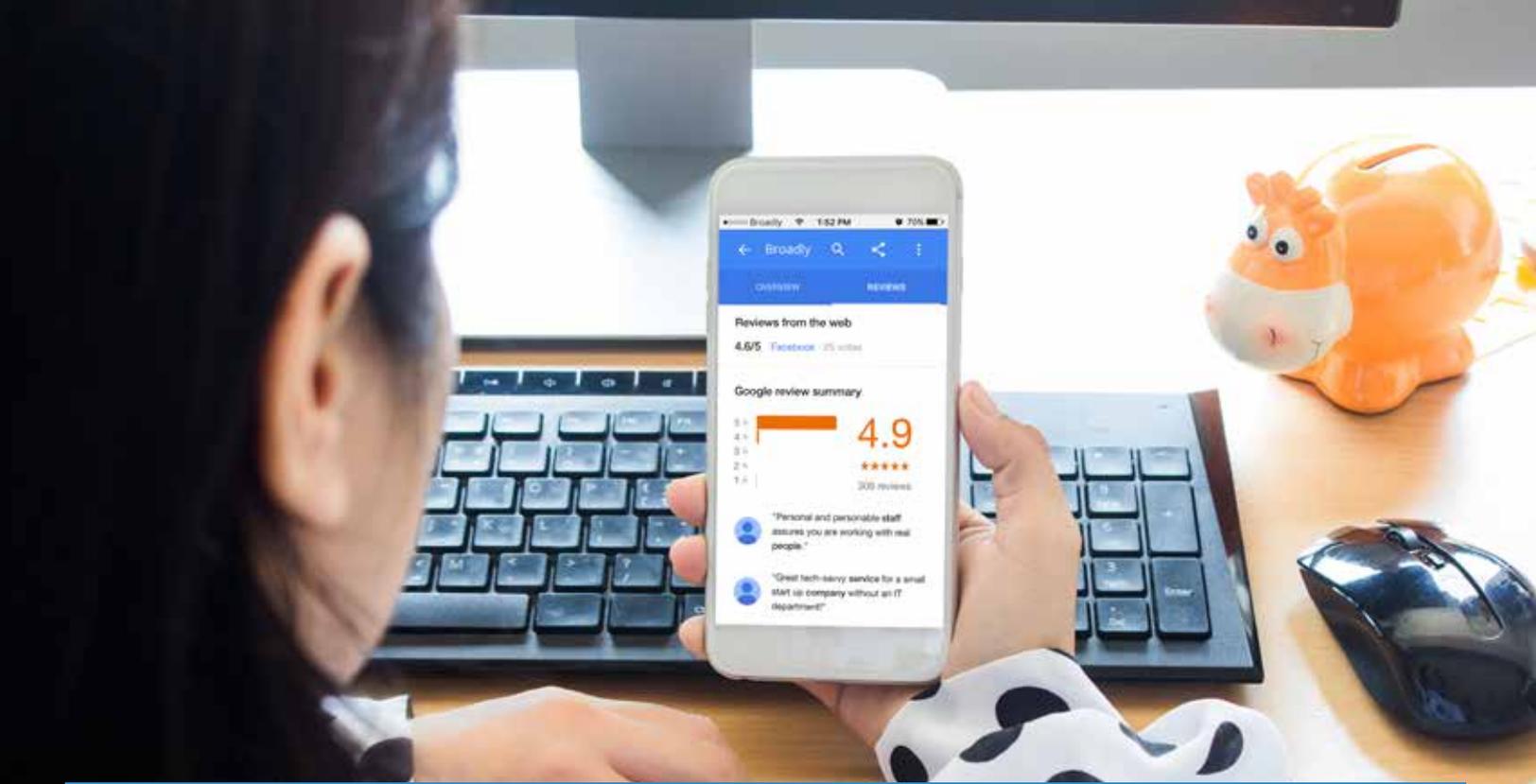
If you have strong competitors in your area, monitoring their social media accounts is a great place to learn from them. Learning from your competitors is the first step to surpassing them, especially when it comes to understanding how they engage with their customers. Research some of your strongest competitors to evaluate:

1. What type of customer service they are providing via social media.
2. How your local competitors address customer requests, complaints, and positive reviews.
3. How they engage customers through content, campaigns, raffles, and competitions.

Watching your competitors is also a great way to learn what *not* to do with social media. Some business owners will actively spam their followers by posting unsolicited ads or updating the same content over and over again. From the business owner’s perspective, letting your customers know that you’re open and ready for business makes perfect sense. Considering the customer’s perspective takes a more considerate approach.

Conclusion

Social media has become an essential tool for promoting your business. Fortunately, social media now integrates with your business listings on Google+ and Facebook.



CHAPTER THREE

How To Take Advantage of Your Online Reviews

Many online directories include a review platform enabling customers to evaluate the quality of your services. Take advantage of your reviews to improve and promote your business for free. We've come up with some of the most common ways to promote your business through reviews.

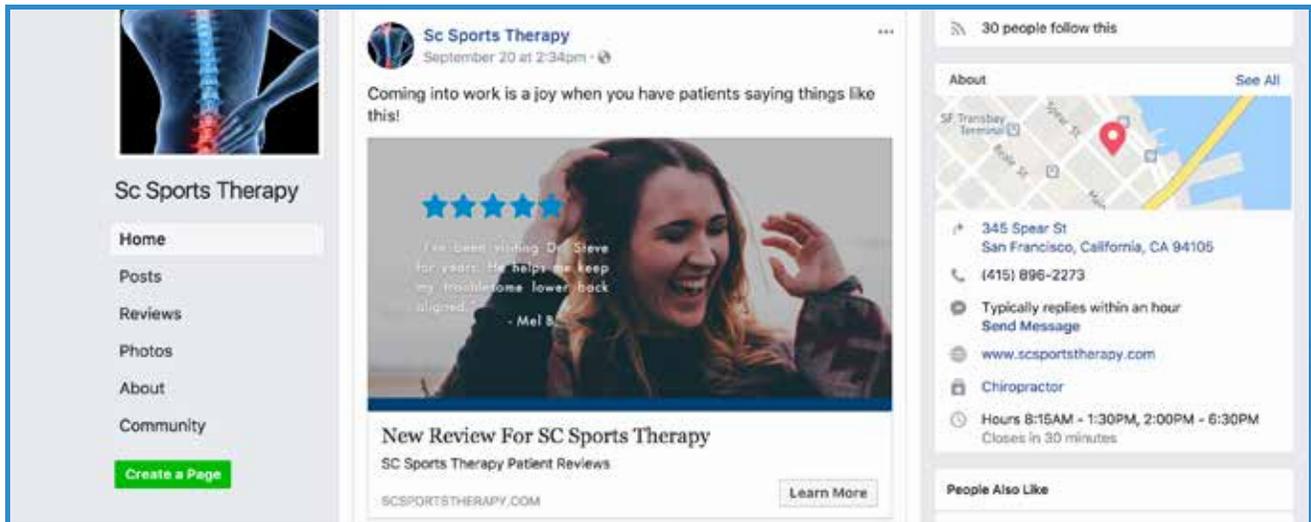
Post Existing Reviews on Your Website and Social Pages

Reviews not only showcase quality of your work -- they are also free content that you can use to promote your business.

Do you know how to use reviews on your online profiles to promote your business?

In fact, many business owners now post their best reviews on their websites and other social profiles. Google, Yelp, and Facebook each offer free embeds that you can add to your website to showcase your customer reviews.

Business information all in one place.



Review shared on business facebook profile.

Posting Reviews Improves Search Results

Posting reviews from your happy customers on your social profiles is a great alternative to writing your own content. Posting customer reviews can also improve SEO on your Google My Business and Facebook profiles. Google especially values businesses that actively and consistently post relevant content online, including reviews. Once Google recognizes activity on your social pages and website, your business will rank higher in search results.

Responding to Feedback Improves Your SEO

Generally speaking, replying to reviews shows that you value constructive dialogue with your customers. Being receptive and responsive helps to build loyalty and trust, especially a customer felt that he or she had a bad experience. Google recognizes this, and chose to stand in favor of responsive business owners. business owners tend to have the customer's best interest in mind.

In November 2016, [Google confirmed that responding to customer reviews improves local SEO](#). Google values businesses that respond to customer feedback because responsive

Our Conclusion? Get More Reviews!

It's no secret that none of the above is possible without consistently getting great customer reviews for your business. With more reviews on your online listings, not only will you speak to the majority of local consumers who use reviews to make a purchasing decision, you'll be able engage with your customers and boost your SEO in the process.



CHAPTER FOUR

Making Use of Other Online Listings for Your Business

Although Google, Facebook, and Yelp are a great start, they aren't the only online directories that will make a difference in your local marketing plan. Building a presence anywhere your customers might potentially find you is critical to attracting new customers and growing your business. This can be achieved by signing up with a variety of free and paid directories and data-aggregators to automate citation creation for your business.

Perfect the Essentials: Google, Yelp, and Facebook

It's important to ensure that your name and address

Do you know how to get the most out of other online directories?

are perfectly compliant with [Google My Business guidelines](#) before moving on to other online directories to post your citations. Making sure you're pitch-perfect on Google means that you won't have to fix those items in the event of a citation violation on another site.

Where to Sign Up

Don't overlook directories like Trip Advisor, NextDoor, [Bing Places](#), [Yahoo Local](#), and Apple Maps. The process for all listings is similar, but there are variations for every site. Each site has a separate set of rules that you must follow.

Remember: every online directory that you register your business with is an opportunity to be found online and to earn additional business citations from other sites. If you're considering purchasing a listing, do some research first to make sure you're targeting the right audience.



Moz has an excellent guide for finding the best listings for your type of business. [Check it out here.](#)

Use Low-cost Data Aggregators

Low-cost data-aggregators such as Infogroup, Acxiom, and Localeze collect verified business information for search engines like Google to compare and validate existing listings. Data aggregators can enable you to improve your local presence, build strong backlinks, and help your business rank higher in local search results at a low cost.

Google considers the number of times your business is mentioned, which includes all of your online listings and associates your business' relevance and prominence in your area of service. The more links that associate your website with your business name, location, and contact information, the more effectively your brand can be found online.



CHAPTER FIVE

Local Citation Best Practices for Small Business

Setting up your citations on multiple online listings can be tedious. However it is incredibly important that your citations are thorough, consistent, and reach as many relevant online directories as possible. When your citations are properly formatted and strategically placed on a variety of online directories, your business will benefit from the strongest online presence possible.

What takes just a few good hours can require even more time without proper technique. We've come up with a few tips to help you power through setting up your citations correctly on your local listings, so that your business can be found online.

Do you know best practices when it comes to creating local citations for your business?

Do it Yourself

There are numerous services you can pay to claim, manage, and optimize your citations on your behalf, but chances are you're the best possible person to catch any errors. It is always best to set up your citations by yourself or side-by-side with a professional partner -- that way, you can catch any misinformation specific to your business, and your partner can catch anything that doesn't follow citation best practices. Mistakes in your citations could cost you in the long run, so don't leave it up to a stranger to get it right.

Make Sure Your Citations are Consistent and Remove Duplicate Listings

Make sure that your citations are consistent, and fix your current citations if you have any. Make sure that your business is correctly spelled, and that your location and area of service are the same on every citation. Keep in mind that the number of citations you have will grow naturally over time – without your direct involvement – because some sites will feed business info into others. These automatically generated citations will come more easily and naturally if you first spend some time fixing your current citations.

Automatically generated business citations often results in duplicate listings of your business. Make sure to check every once in awhile for duplicates: the more you catch the better off your overall SEO will be.

You can check the consistency of your listings and catch duplicate listings for free with [Moz Local](#), a citation management tool that locates your business listings and identifies areas for improvement.

Keep Track of Your Login Information

This *should* go without saying, but everyone's been in a situation where they wished they had kept all of their login information organized in one place. As a business owner, it is extremely important centralize your login information, especially when it comes to your online business listings. If you can't retrieve your information, you risk inaccurate business listings that you can't edit. Not only do inaccurate listings potentially confuse prospective customers, but they can also hurt your search rankings.

Final Thoughts: Double-check, triple check!

Once you get all your online directory listings set up, give yourself a pat on the back! Putting in the work to getting your citations consistent and out there on the web will pay off in dividends.

If you want to be extra careful, check [Moz Local](#) to make sure there aren't any inconsistencies in your listings. Google's business listings are ultimately an assemblage of data points -- only one of which is the information you put onto your Google My Business profile. Google aggregates listings based on everything pointing to your business, so it's up to you to ensure that the information is correct across all sources.

◀ **BROADLY** ▶

BROADLY.COM

Broadly helps you get great reviews
and attract new customers.

Go to www.broadly.com to learn more.

LEARN MORE