

The Benefits of Doing Reputation Management the Right Way

“Regard your good name as the richest jewel you can possibly be possessed of.” –Socrates

What Is the Positive Impact of Having a Great Reputation Management Strategy?

As we mentioned at the beginning of this book, the better your reputation is, the more positive effects it will have on virtually every aspect of your business.

Hopefully, the past few chapters have given you a new perspective on just how important it is for the future success of your brand to invest in your online reputation.

A great reputation, driven primarily by ratings and reviews and search-optimized helpful content that your audience is looking for, will significantly improve virtually every KPI, including traffic, conversion, AOV, net profit, bounce rates, return rates, PPC and organic click-through rates, customer acquisition costs, customer satisfaction, lifetime value, improved employee satisfaction, and more.

And, over time as you fully embrace reviews and Q&A (helpful content), you will eventually become the trusted authority in your space—and you will have done it in an honest and ethical way.

Ever since the World Wide Web was created, people have continually been trying to beat the system. Heck, even today, businesses are paying SEO companies thousands of dollars every month to try to get them backlinks in an effort to boost their content's perceived authority and popularity to help them rank better in search.

How about instead of trying to continually game Google, we just give them exactly what they're asking for on a silver platter? Honest, authentic ratings and reviews, and helpful, objective Q&A at the industry, brand, category, and product level, and answers to what Google has already identified as the top 5 search modifiers:

- Ideas for _____
- Best (top 5 type comparison articles and buyers guides)
- Difference between product A vs. product B type comparisons

- Reviews
- Cheap/discounts/price/cost

Think of the above articles as not only helpful content, but helpful resources that you yourself would appreciate having easy access to when you are researching a problem, solution, category, alternatives, or product. Because this is a natural and proven research process, we need to surface this content in search results, and on the website.

And how about we display those reviews, Q&A, and helpful resources in as many strategic locations online as possible, so we get more chances for potential customers to see them online, and come to our website already pre-suaded and ready to buy?

Trust is powerful. Credibility is invaluable. And Reputation is a combination of both.

Remember, customers not only prefer, but are usually willing to spend more with a reputable, trustworthy brand because they are seen as less risky, and people are generally risk-averse.

With a more trusted and reputable brand you can reduce or eliminate the need for steep discounts just to compete. Instead of a race to the bottom with price wars where everyone loses, you can start to charge higher prices, or at least hold your price, while increasing your total number of sales.

Gone are the days of getting bad reviews on open review platforms and feeling powerless to stop them. Gone are the days of wishing there was some way to show up and rank in Google in a meaningful, authoritative way. Just be a good, honest company, provide Google with the type of content they want (UGC and Search-Optimized Q&A), and do it consistently and strategically over time and you will win the reputation game.

And not only will you win, but you'll do it with resilience and confidence—bouncing back faster when unforeseen challenges arise.

According to research by Deloitte, “Companies with well-defined, effective reputation management practices are often able to build their reputation resilience and shape business outcomes in good times and bad.

“...A brand's reputation is among its most important—and most vulnerable—assets today, but cultivating reputational resilience with a cohesive and technology-enhanced strategy can enable companies to both prepare for crises and create enduring value.”
[\(Deloitte\).](#)

We wholeheartedly agree with this statement, and that's why we exist.

Why Is It Important to Have Both the Right Tools and the Right Strategy?

You might be surprised to hear that there are over 8,000 apps in the Shopify marketplace alone, yet it's estimated that between 90-95% of Shopify sites still fail within a year. ([InternetRetailing](#)).

How is that even possible?

How can over 9 out of 10 websites fail when they have every app imaginable to help them succeed—all at the click of a button?

It's because even the best tools, without the right strategy and proper execution, have little to no value.

Tools are simply instruments that are designed to perform a certain task. And not all tools are created equal. Put the right woodworking tools in the hands of a craftsman with the skills and the strategy to properly use them, and you have beautiful furniture. But put the same tools in the hands of an uneducated novice without the skills and you'll likely end up with junk.

For example: The Online Influence Institute found that 90% of optimization tests fail to produce a positive outcome. Whereas 60% of optimization tests succeed (600% more successful) when in the hands of behavioral science experts who can start from a baseline of expertise and deep, strategic knowledge of online behavioral science.

Ultimately, you need to have the right tools and the right skills, strategy, and execution to succeed.

Case in point...

Seller Ratings are practically worthless if you don't know what to do with them.

- You need to be actively collecting as many Seller Ratings as you possibly can because quantity and recency are incredibly important variables that consumers look for.

- You need to be syndicating them to as many places in Google and Bing as you possibly can.
- You need to use them to build trust and credibility with stars in your paid ads, targeting competitive keywords and your competitor's brands.
- You should be sending a percentage of your customers to leave Seller Ratings on open review platforms in order to eliminate Open Review Syndrome and normalize your true reputation across the web.
- You need to be leveraging them on your website in order to get people to immediately trust you and let down their guard.

Only posting Product Reviews on your product pages is a low-down dirty shame.

- You should be attempting to collect a product review every time you collect a Seller Rating in the same survey. If you don't, you're missing out on a golden opportunity to strike while the iron's hot.
- You need to be syndicating them to Google and Bing so they show up in paid, organic, and Shopping listings. So many people don't do this, and they really miss out—especially since Google made Google Shopping free.
- You should be implementing schema markup (structured data) so that your review stars show up in your product page organic search listings.
- You need to be adding aggregate review data to your website's category pages. This is an easy win that's often overlooked.
- You need to leverage all of your product reviews on your review platform's website so that you get a second chance for your products to show up in organic search results.

And only limiting Q&A to your product pages is a really big missed opportunity.

- You need to be answering every question you can think of that a customer would ever ask, and strive to become the WebMD of your space.
- You need to appropriately include your category, product, brand, or industry name in every question and answer so that Google can properly index them and

know what to do with them in search. You also need to make sure you are leveraging schema markup in order to maximize your chances of becoming a Featured Snippet

- You need to make sure that each Q&A is optimized for search by writing 40-60 word answers, referencing an authoritative source when possible, linking to an appropriate internal asset or article that expands on the answer, or provides the solution, and making sure that you're providing honest, objective information—even if it helps a competitor.
- You need to be taking advantage of AI to help you come up with helpful questions and answers that you can improve and enhance, in order to speed up the process.
- You need to leverage AI to convert your existing blogs, product pages, manuals, support, and help docs, and product reviews into Q&A.
- You need to include images and video in your answer when available and appropriate.
- You need to provide multiple answers to a single question if possible. Some short (40-60 words), some long (200-300 words), and some as listicles or bullet point lists.

It's the strategy and execution that makes all the difference!

We've done our best to share with you many of the top strategies we've learned from over 25 years from every side of the review industry, with the hope that it will help you to multiply and enhance your reputation management efforts in ways you've never considered before.

Even if you use another review platform, many of these systems and processes can still be implemented. Ultimately, we just want you to be successful no matter which platform you use.

What If My Competitor Already Has a Great Reputation?

If your competitor already has a great reputation, unless they're a Shopper Approved client then it's highly unlikely that they're aware of many of the tools, expert insights, and strategies that we've shared with you in this book.

This gives you a serious advantage, that over time will help you to surpass them as the more successful, trusted leader in your space.

It also helps you to see the world differently.

No longer are traffic and conversion separate worlds—they are now and forever directly connected. The Conversion Path is the key because you now know that you can literally guide, pre-suade, and impact consumer decisions from their very first search, clear down to your checkout page.

You now know how to take back control of your reputation by sending a portion of your customers to leave reviews on open review platforms.

You now know how to maximize your Seller Ratings, Product Reviews, and Video Reviews—both in search and on your website.

And you now know the true power of Search-optimized Q&A.

With all of this insider information, how is your competitor ever going to keep up with you?

You have the knowledge advantage. Now you just need to leverage it.

