



PERFECTING YOUR ONLINE REPUTATION

How to manage, respond to, and gain positive client reviews.



First and Foremost

Ask Clients

The best way to get more reviews is to simply ask! Hang signage in your office, train staff to request a review from clients before they leave, and include links in your follow-up emails.



Don't Forget to

Always Respond

It's easy to take the simplest things for granted. Whether it's a positive or a negative review, make sure to be gracious and appreciative of the feedback.



Always

Be Genuine

It's easy to be authentic when you receive a positive review. But, even with negative reviews, be sincere when apologizing so that other readers see you take pride in your work and have true concern for clients.



Make Sure to

Say "Thank You"

When happy clients take time to leave a review, make sure to thank them personally, either in an email or at their next appointment, for taking the time to leave kind words about your business.



When Appropriate,

Flag as False

Occasionally, you will get a false review from a competitor or an online troll. If this happens to you, report the review and flag as false. Most websites will work with you to promptly remove false reviews.



Utilize

Multiple Channels

Today, there are many places online that clients can read and leave reviews. We recommend gaining a healthy mix of reviews across all channels including your website, Google My Business, Facebook Business Page, and Yelp.

Make a Positive First Impression Online!

To learn more about how CPA Site Solutions helps accounting and financial professionals manage their online reputation,

call **CPA Site Solutions** at **(800) 896-4500** or visit

www.CPASiteSolutions.com