

Reviews + Reputation Management

Earn trust, manage reputation and boost local + AI visibility

Why Reviews Matter

- Reviews are a major trust signal for consumers.
- Review quantity, quality and recency all matter.
- Reviews provide real-world insight into the customer experience.
- Your reputation exists whether you actively manage it or not.
- Your online profiles are your digital storefront.



Reviews and Local Search

- Reviews can influence local search visibility.
- Location and service-related language in reviews can be valuable.
- Consistent positive reviews strengthen your local presence.
- A complete, active Business Profile supports your review strategy.
- Reviews are one piece of a larger local search engine optimization strategy.

3X

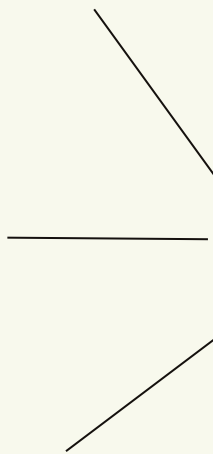
Listings averaging 4.5+ stars often see up to 3x higher click-through in local search engine results page than other listings.

10 - 20

Receiving 10–20 authentic reviews over 90 days signals recency to search algorithms and AI Large Language Models.

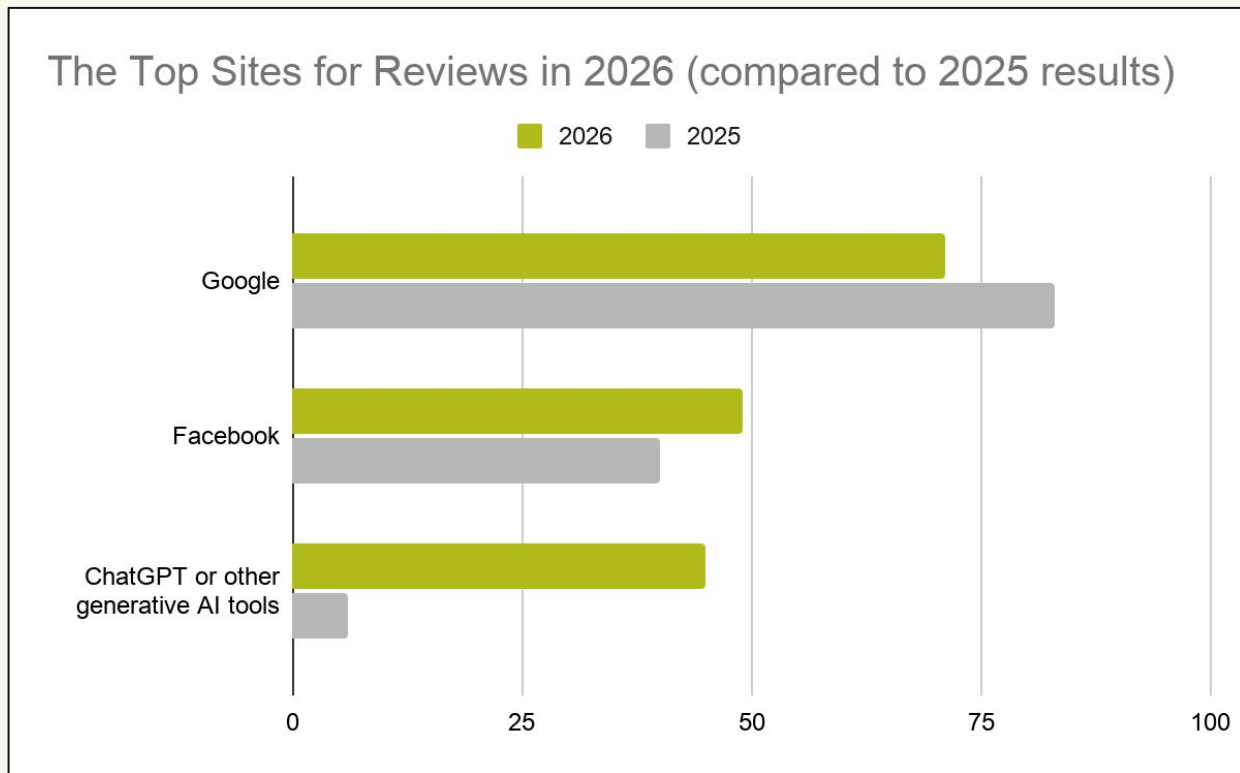
75 - 100%

Publicly responding to more than 75% – 100% of reviews can lift conversion from listing views to inquiries and builds consumer trust.



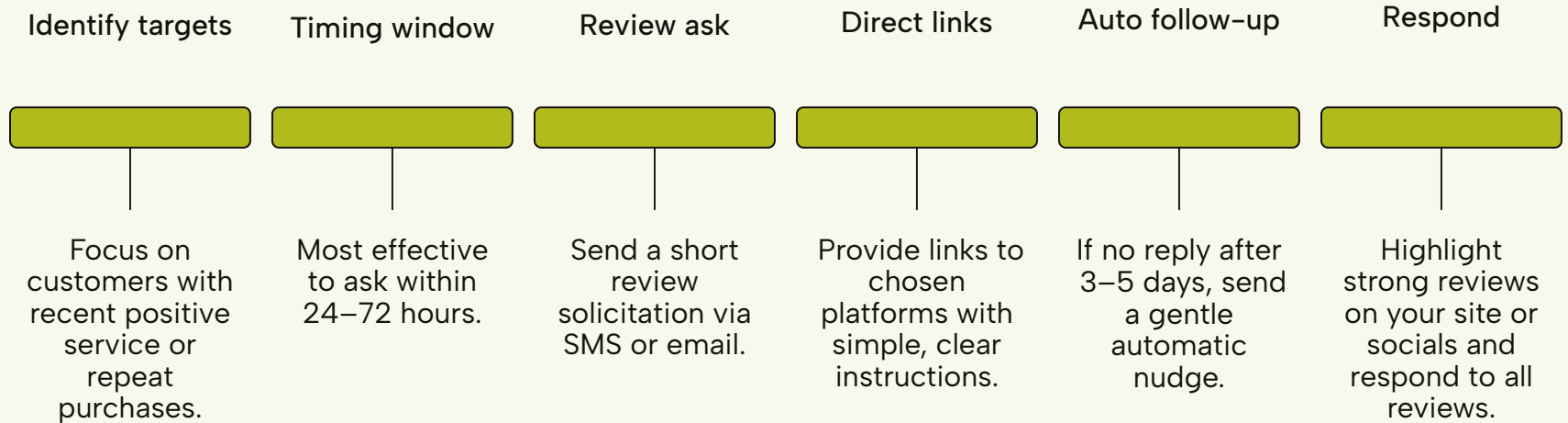
Quality and volume of reviews translate into higher visibility and more conversions when listings are optimized.

Generative AI tools have become the third most popular source of business recommendations.



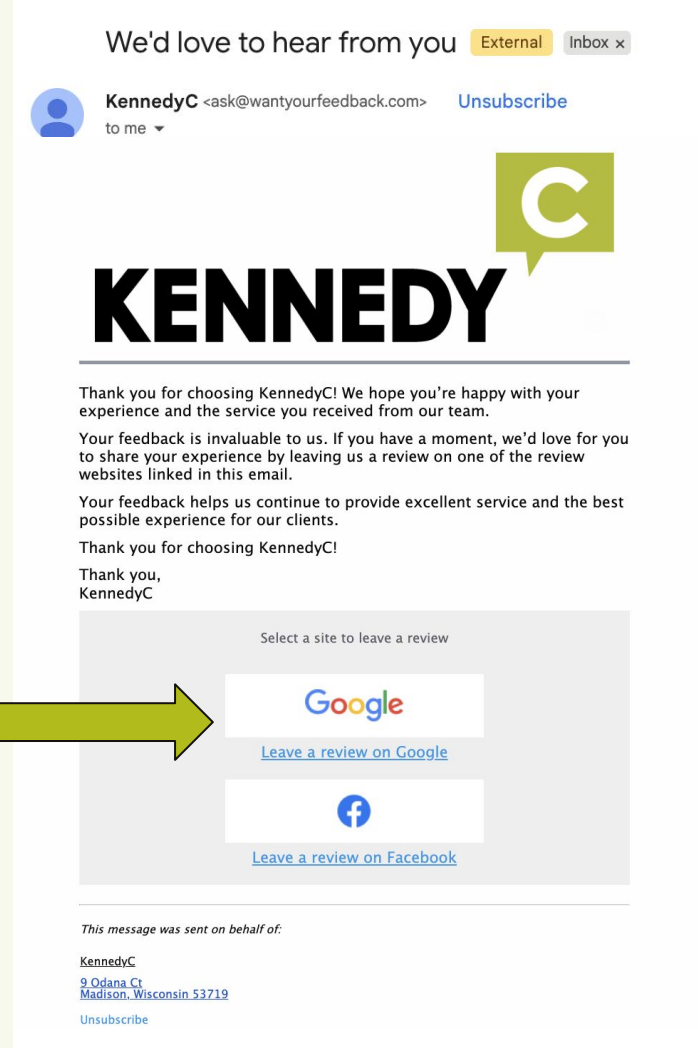
BrightLocal consumer review survey, February 2026

How to Earn Better Reviews



Review Solicitation

- Email or SMS.
- Keep the message simple.
- Use a personal, customer-focused tone.
- Make it easy to take action.



Types of Review Content AI Loves

- Specific and detailed.
- Authentic and experienced based.
- Context rich.
- Unique insights.
- Natural language.
- Consistent themes.

Customer reviews say:

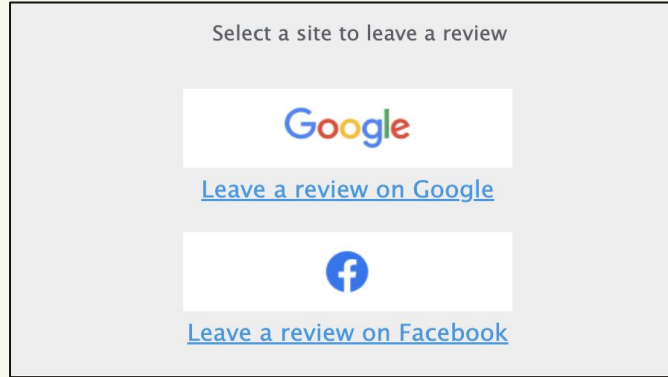


- "The battery lasts almost two full days."
- "The camera is great in daylight, but low-light photos are grainy."
- "It feels lightweight and comfortable to hold."
- "Charging is noticeably slower than competing phones."

How to Earn Better Reviews



Window Signs



Email Review Request Solicitation



QR Codes

Don't Put All Your Eggs in One Platform!

Google is important, but your reputation lives across the web.

Google

Yelp

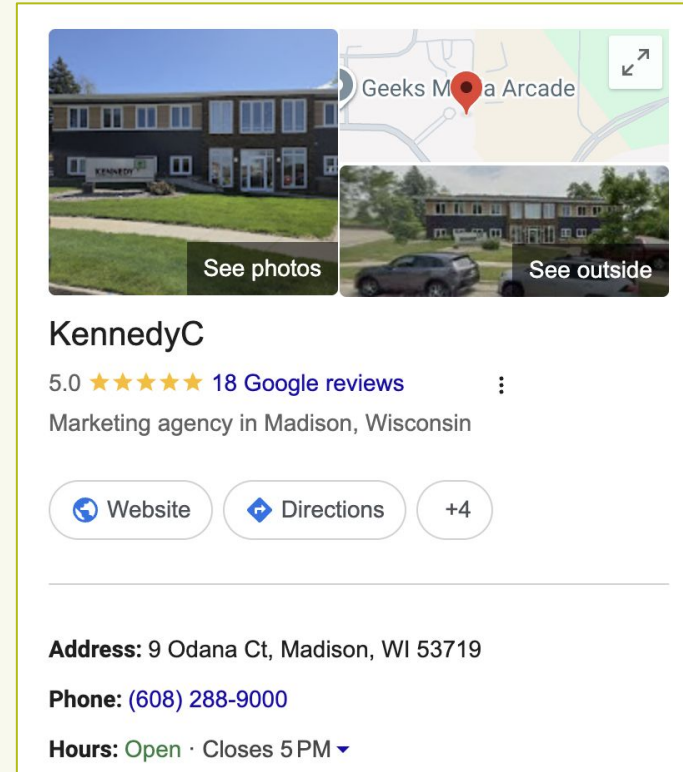
Bing

Other Industry Sites

Focus your efforts where customers and search engines are paying attention.

Optimizing Your Business Listings

- Keep your business name, address and phone number accurate.
- Maintain consistent hours, website links, etc. across platforms.
- Choose the most relevant business categories.
- Keep services, service descriptions and products up to date.



Optimizing Your Business Listings

- Add location specific photos.
- Complete as much of each profile as possible.
- Monitor listings for outdated or incorrect information.
- Make it easy for customers and search engines to understand your business.

← Business information

⋮ ×

AboutContactLocationHoursMore

Description✎

KennedyC (Kennedy Communications) is a full-service advertising agency located in Madison, Wisconsin. We partner with clients locally or nationally to bring them the most comprehensive marketing plans to meet their needs and budgets while maximizing reach and building long-term relationships. Our team of talented marketing professionals specializes in a variety of services from in-house creative to media buying to website design and management. You can count on KennedyC to outthink the competition, not outspend them.

Opening date✎

August 1983

Contact information

Phone number✎

(608) 288-9000 PRIMARY

(608) 288-9001

Reputation Management 101

- Reputation management isn't just responding to reviews.
- Monitor what customers are saying about your business.
- Respond to both positive and negative feedback.
- Don't wait for a crisis to start managing your reputation.

Responding to Positive Reviews

- Thank customers for taking the time to leave feedback.
- Personalize responses when possible.
- Reference specific details from the review.
- Reinforce your commitment to customer service.
- Keep responses natural and conversational.
- Don't use the same response for every customer.
- Remember that your response is also being read by potential customers.

Responding to Negative Reviews

Ineffective Reply



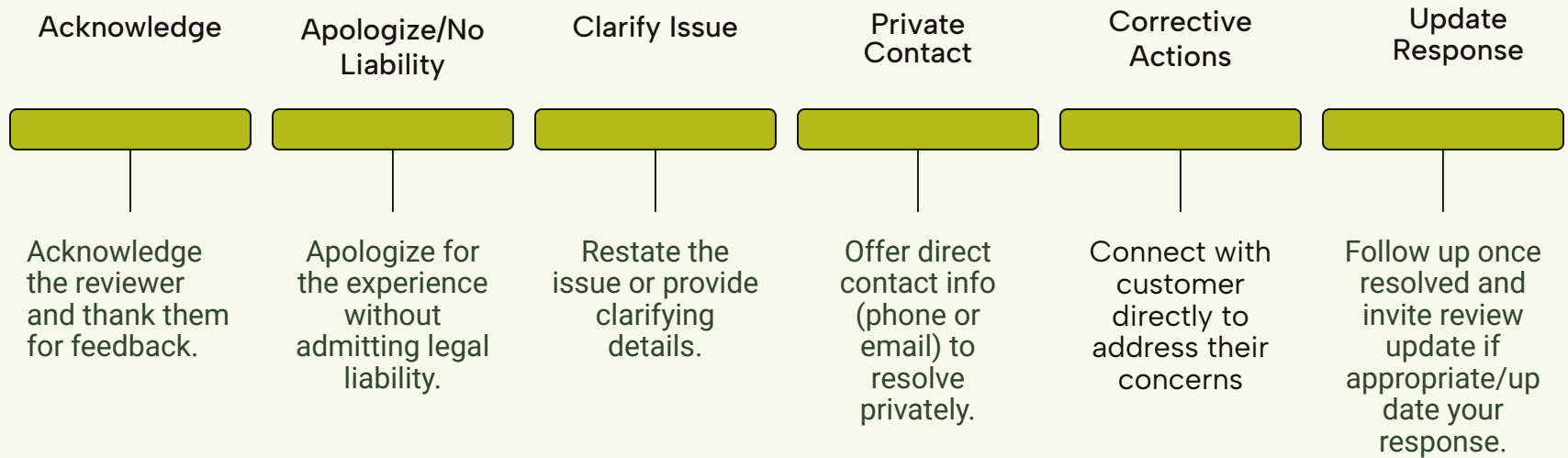
Defensive or accusatory replies escalate the issue and prolong negative sentiment. They signal dismissiveness and can trigger additional negative sharing. A poor reply keeps the conversation online.

Effective Reply



Acknowledge the issue and apologize when appropriate. Offer a resolution path and move the conversation offline. This approach preserves trust and a customer may update their review after resolution.

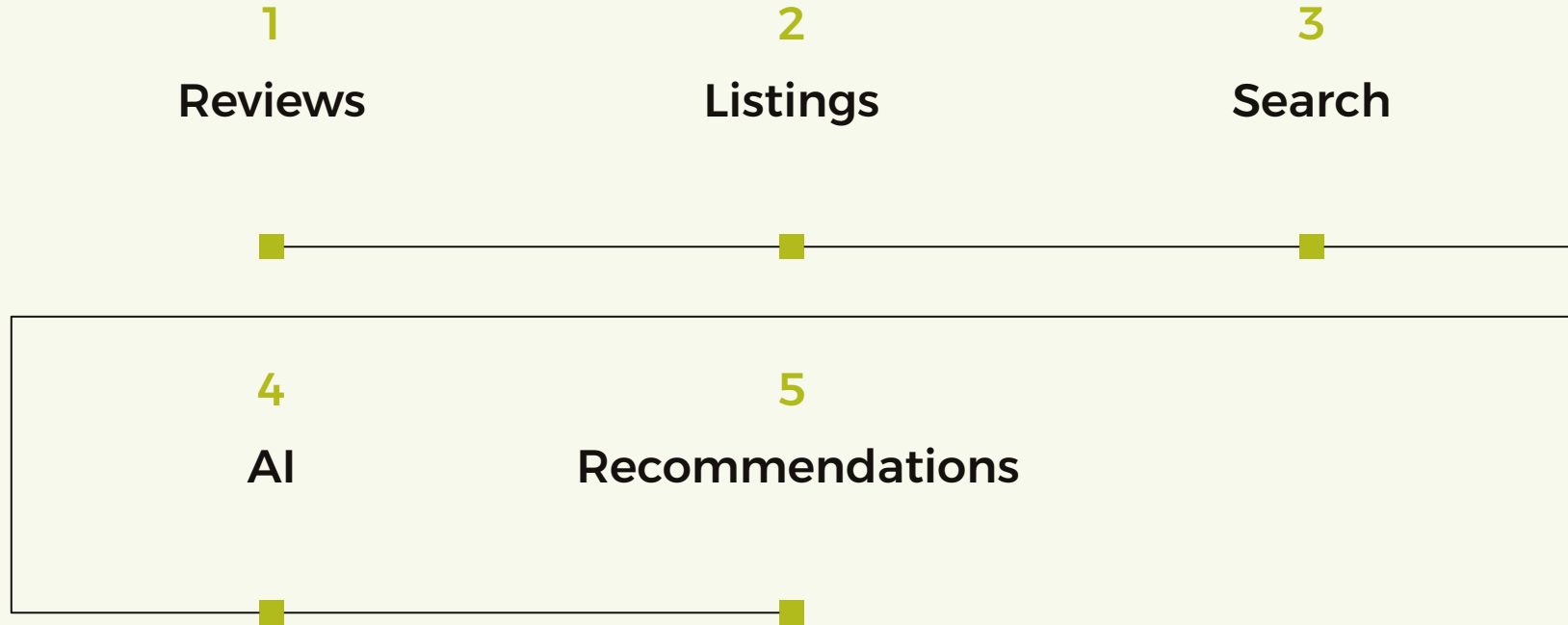
Responding to Negative Reviews



Taking a Review Offline

1. Acknowledge the concern publicly.
2. Invite the customer to continue the conversation privately.
3. Provide contact information – phone number, email, or other direct point of contact.
4. Follow up – ensure you follow up with the customer to resolve their concerns.

SEO/GEO & AI Visibility

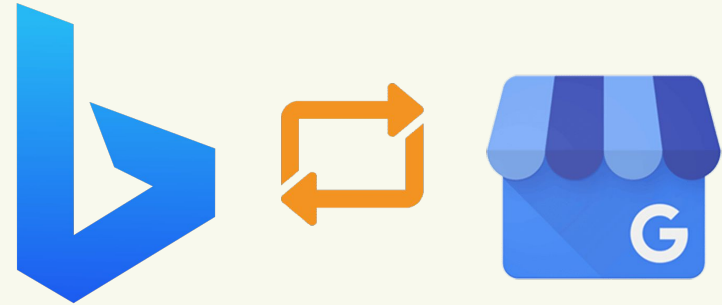


SEO/GEO & AI Visibility

- AI-powered search summarizes information from multiple sources.
- Reviews can help AI understand customer sentiment.
- Consistent information across platforms makes your business easier to understand.
- More complete profiles create more signals for AI systems.
- Reputation management is becoming part of AI visibility.

Bing & AI Rankings

- Chat GPT and Microsoft Copilot pull information from Bing Places for Business.
- You can set up a weekly sync from GBP to Bing to keep listing info accurate and consistent.
- Google can serve as your primary listing, but syncing to Bing will help ensure information ranks across Bing's own search ecosystem.



Yelp & AI Rankings

- Bing and Apple Maps pull reviews directly from Yelp.
- Yelp also now has its own AI Platform, Yelp Assistant, where customers can search conversational questions within the platform.
- Yelp recently entered a partnership with OpenAI that gives ChatGPT access to Yelp reviews, photos and business information.



Different Platforms = Different Audiences

Google	Yelp	Bing
• Broadest Audience. • Example: “plumber near me” or “best flooring store in Madison”. • Google is often part of a consumer’s final decision making process.	• Customers who actively use a review-focused platform. • Restaurants, home services, beauty and other consumer focused businesses.	• Windows users across the Microsoft ecosystem • Bing & AI are closely related.

Different audiences, same brand. Listing consistency is key!

Key Takeaways

1	2	3	4	5
Earn Better Reviews Ask at the right time, make it easy and focus on authentic customer feedback.	Choose the Right Review Platforms Prioritize the sites that matter most to your customers and industry. Go beyond Google to ensure you are showing up in AI and LLMs.	Manage Your Online Reputation Monitor feedback and keep your business listings accurate, complete and optimized.	Respond to Negative Reviews Handle complaints professionally, protect your reputation and turn feedback into an opportunity.	Turn Reviews Into Visibility Use customer feedback to strengthen SEO, GEO and visibility across AI-powered search.

Questions?

Thank you!