Reputation Management Software Dandy Offers Tips On How To Increase A Business's Google Rating

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Dandy, a software suite that offers reputation management services with a proprietary review analysis and dispute technology, is offering tips to local businesses on ways to increase their Google rating.

A spokesperson for Dandy talks about the importance of having a good rating on Google by saying, ?According to a report from digital marketing business directory Visual Objects, 76% of consumers look up a company?s online profile before visiting the business in-person or making an appointment. This is a very revealing metric that is indicative of just how important a business?s online presence is in this day and age. The smartphone revolution ushered in a whole new way of looking at the world. If you don?t exist in the online realm, you might as well not exist to over three-quarters of your audience. Moreover, even after they find you, your profile must be appealing enough to make them trust your business. The best way to achieve this is to make sure that you have a lot of positive reviews from real customers. It nets you social proof, a very valuable currency in digital marketing. Building such an online portfolio of client testimonials may seem impossible at first but we have a few tricks to share that can help you create an exemplary online profile that will drive visitors to your business.?

First, Dandy recommends that businesses should be proactive in asking clients to leave reviews. This is important because most customers won?t consider leaving a review if their interaction with the company was satisfactory or even if it exceeded expectations. Internet reviews generally end up being the last avenue that customers resort to when they have a bad experience with a product or service. So, businesses that don?t ask for reviews from customers will end up with mostly negative reviews on their online profiles because not all customers can be satisfied and their disgruntled voices will appear to be the most prominent.

The trick, according to Dandy, is to ask for a review by following up via text. This method of communication is considered acceptable and non-intrusive. The business should also include a link in the message to their Google profile to make it easier for the customer to leave feedback. Dandy says that if barriers to reviewing the business are broken down, customers will be much more inclined to write one. Soon, a business that delivers what it promises to its customers and offers great service will see its online profile being flooded with positive 5-star reviews that recommend its products and services to others.

Next, once the reviews start coming in, the business should make sure to respond to them regardless of the rating and feedback. If a customer leaves a positive review, the business should respond with graciousness and delight. More importantly, if a negative review arrives, the business owner should curtail the impulse of blaming the customer. Instead, one should be immensely professional in their response. They should take to heart the complaints mentioned in the negative review and either provide an explanation for the customer?s bad experience or leave an acknowledgment of the lapse in service along with a pledge to do better next time. Studies on TripAdvisor data have found that a business that responds to reviews gets 12% more reviews and a bump up in its rating.

Dandy?s range of software products enables tasks such as review removal, review aggregation, reputation management, reputation monitoring, review generation, surveys, reporting, and webchat. Its software is targeted toward professionals working in several disparate roles such as Sales & Marketing, Operations, and Customer Experience Management. Dandy claims that its software is used by companies in a diverse range of industries such as healthcare, dental, real estate, home services, retail, legal, financial services, hospitality, automotive, restaurants, insurance, personal services, and more.

Readers who want to find out more about Dandy, the ultimate reputation management software solution that is trusted by over 2000 local businesses, can head over to its website at www.getdandy.com.

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GetDandy

GetDandy is an innovative ai company that helps businesses automatically rank higher in local searches by helping remove unfair bad reviews, reinstate new positive reviews, automatically get new reviews.

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