Mastering Local SEO: GetDandy AI - Driven Strategy Shows Increase In Local Searches

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GetDandy, based in Irvine, CA, is pleased to report that their new AI-driven toolset has proven immensely useful to businesses that wish to master the local SEO game. Since GetDandy focuses on online reputation management, a business? SEO, or search engine optimization, can see vast improvements in a relatively short period.

?If you?re interested in SEO,? notes a representative from the agency, ?you need to become familiar with the concept of organic rankings. These are search results positions that you did not directly invest in yourself ? they are the result of a search engine algorithm deciding that its users overwhelmingly want your content and your products over similar offerings in your area. For businesses that depend on local patronage, organic SEO can mean the difference between struggling to survive and success that builds on itself.?

GetDandy has functioned as an online reputation management dashboard for several years, and the platform is best known for its ability to streamline the review takedown process. Given the weight customers place on reviews, any negative attention can turn away dozens of customers (if not more), even if other reviews are more positive. In practice, this means that bad actors or malicious parties can hurt a business? reputation

simply by posting bad reviews, even if they did not actually utilize the products or services in question.

The agency has been fine-tuning their machine learning algorithms for quite some time, teaching it to identify bad reviews in a timely manner. With the introduction of AI-specific tools, this identification process has received a massive boost, and the agency says they can also offer a number of automated options that further improve customer engagement. Chief among these, according to GetDandy, is the ability to automate responses to customer reviews (good and bad) in real time, bypassing the need for a human manager to manually check reviews themselves.

However, the identification of bad reviews is only one part of the process. Once a review of this nature has been recognized by GetDandy?s tools, they can automatically launch the process of gathering and submitting enough evidence to prove to the host platform (such as Google) that the review in question should be taken down. This saves brands a great deal of time, and professional responses can be AI-generated in order to placate other customers reading said review until the takedown request is honored.

Ultimately, the objective behind taking down unfair reviews is to bypass any impact on the business? brand and reputation. On one hand, this would make observing prospects more likely to trust the business enough to become paying customers. On the other, GetDandy points out that search engines tend to prefer sites or services with positive reviews, which organically results in them rising to the top of search results. Again, this leads more people to click through to the brand?s website and browse their offerings.

An increased click-through rate (CTR) can translate directly into better sales, GetDandy explains, especially if ?engineered? by means of a positive reputation. Local search results on the Google platform, for instance, come packaged with a glimpse of a brand?s ratings (on a 5-Star scale) and accompanying reviews, which plays a large role in said brand?s perception.

In other words, positive reviews play the role of social proof, reassuring potential customers that the business they are considering is credible and offers high quality customer service. Search engines consider a variety of factors when determining rankings as well, such as the quantity, quality and recency of reviews, and a constant stream of unbroken positivity can go a long way in convincing a search engine that a brand deserves to be higher on its results pages.

GetDandy offers users access to a large database of metrics that become available almost as soon as they begin utilizing its AI-powered capabilities to monitor their online reputation. These tools can be used to make informed decisions regarding future strategies ? and GetDandy is more than willing to demonstrate this capability to new users.

Those interested are advised to contact the agency today to schedule a demonstration of how GetDandy can improve their brand?s online reputation, visibility and more. The agency may be contacted by phone, email and social media. Their recent post can be found at: https://finance.yahoo.com/news/getdandy-introducing-getdandy-ai-powered-141200364.html.

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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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