Welcomemat to Host Free Webinar on Reputation Management for Car Wash Industry

January 09, 2026

Atlanta, Ga - January 09, 2026 -
Welcomemat, a leader in digital reputation management and customer engagement solutions, announced today that it will host a free online educational webinar designed specifically for professionals in the car wash industry. The webinar, titled "The Impact of Reputation Management: Turning Reviews into Revenue," will take place on January 13, 2025, at 12:00 PM EST / 11:00 AM CST / 9:00 AM PST.

As consumer decision-making continues to shift online, a business's reputation has become one of its most influential assets. Online reviews now play a critical role in how customers discover, evaluate, and choose service providers, particularly in competitive local markets such as the car wash industry. Businesses with strong review profiles consistently experience higher visibility in search results, increased customer trust, and improved conversion rates, while negative or unmanaged feedback can quickly deter potential customers and impact revenue.

This live webinar will focus on how car wash operators can take a proactive approach to reputation management by actively generating reviews, responding to customer feedback, and using insights from reviews to improve operations and marketing strategies. Attendees will learn how consistent reputation

management strengthens brand credibility, builds long-term customer loyalty, and transforms everyday customer interactions into measurable business growth.

The session will also address the evolving search landscape, including how Google's AI-powered search results are reshaping how consumers discover local service businesses. With search visibility increasingly dependent on strong review signals, car wash operators who prioritize reputation management will be better positioned to appear in AI-generated recommendations and traditional search results alike. The webinar will provide specific guidance on optimizing review strategies to maximize visibility across both conventional and AI-enhanced search experiences, ensuring businesses maintain competitive positioning as search technology continues to evolve. Participants will learn how to leverage customer feedback not only for reputation building but also as a critical factor in emerging search algorithms that prioritize businesses with authentic, consistent, and high-quality review profiles.

During this 30-minute session, participants will gain actionable strategies for implementing systems that generate more customer reviews, proven techniques for responding to both positive and negative reviews to build trust, and methods to improve Google Business Profile rankings through review quantity, quality, and recency.

"Online reviews are one of the most powerful revenue-driving assets a business has, yet many operators don't fully capitalize on them," said Jonathan Kierman, Vice President of Operations at Welcomemat. "Reputation management isn't just about protecting your brand ? it's about creating trust at scale. When businesses actively manage and respond to reviews, they improve customer confidence, increase repeat visits, and drive more profitable growth. This webinar will show car wash professionals how to turn customer feedback into a strategic advantage."

The webinar is free to attend, but advance registration is required due to limited virtual seating. Car wash owners, operators, general managers, and marketing professionals are encouraged to secure their spot early by visiting https://fullsteam.zoom.us/webinar/register/7717660144169/WN_l6UtnfE7RAyHU87b6km6DQ. For questions about the webinar, contact veronica.wilson@fullsteam.com.

For over 20 years, Welcomemat has helped car washes build stronger online reputations and deeper customer relationships through innovative technology and proven strategies. Headquartered in Atlanta, Georgia, the company partners with businesses to improve visibility, credibility, and long-term revenue growth. Welcomemat's proprietary platform combines automated review generation, intelligent response management, and comprehensive analytics to help businesses turn customer feedback into a competitive advantage. For more information, visit www.welcomemat.com.

For media inquiries or additional information, please contact jonathan.kierman@welcomemat.com.

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Welcomemat

Welcomemat is an Atlanta-based digital marketing platform providing data-driven solutions for car wash and automotive service operators, integrating digital ads, SEO, social media, email/SMS campaigns, and real-time performance tracking.

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