



How To Build A Kick-Ass Online Reputation



Broadcasting From Santa Cruz, CA

FSS Member Dan Ginnaty, of GT Flooring in Great Falls, Montana

The Neighborhood Advisor works. Sent a client the notice that they had the correct answer and were in the drawing. Her answer:

"Hooray and I'll be at the store this afternoon to look for some flooring!"
-Carla





**LOCAL
FAVORITE**

Local Favorite Club!



**LOCAL
FAVORITE**

25 Positive
Reviews



25

POSITIVE REVIEWS

**LOCAL
FAVORITE**

What Your Neighbors Are Saying About **Jimbo's Floors**

★★★★★
Customer service was top-notch and prices were great!
- Jennifer Jones

★★★★★
Combine that with great product, prices that beat pretty much everyone, superior installation, and exceptional service and I can't understand why anyone would go anywhere else.
- Micah Kormylo

★★★★★
Jimbo's prices were fair and competitive, and they offered many high-quality carpet choices. We were very pleased with all aspects of their service, communication, and follow-up. The installation was flawless and we are very happy with our new carpeting.

★★★★★
If you every need flooring, I highly recommend Jimbo's Floors. They're not only knowledgeable, but they really make you feel welcomed.
- Cathy Charland

★★★★★
I am so impressed with this company! They are honest, trustworthy and stand behind their work! I would 100% recommend this company to anyone!

★★★★★
They did a wonderful job and it still looks beautiful. Their prices were very competitive and reasonable.
- Michelle Netten



**LOCAL
FAVORITE**

50 Positive
Reviews





**LOCAL
FAVORITE**

100 Positive
Reviews





**LOCAL
FAVORITE**

200 Positive
Reviews



A Great
Online
Reputation
Begins
Offline

”Wow” your clients

Design Audit

Beverage menu

Shoe covers

In-Home Measure

Trust builders



The “Shipping
Container” Floor
Dealer

Why Reviews Are
Critical To Your
Success...

- 92% of consumers now read online reviews
(Business 2 Community)
- 94% of consumers would use a business with a four-star rating
(Business 2 Community)
- 88% trust reviews as much as personal recommendations
(BrightLocal)

Why You Need An Ongoing Stream Of Reviews...

73% of consumers think that reviews older than 3 months are no longer relevant

-BrightLocal



Angie's list

HomeAdvisor

There are a number of review sites



yelp.

houzz

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' (blue), 'o' (red), 'o' (yellow), 'g' (blue), 'l' (green), and 'e' (red).


Google

Google Is King

A Dealer
Who's Getting
Clobbered
Online





[Redacted] flooring 

All

Maps

Shopping

Images

News

More

Settings

Tools

Dealer 1

5.0 ★★★★★ (1) · Flooring Store

[Redacted]

Closed now

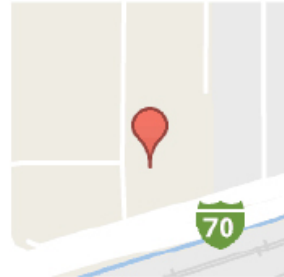


Dealer 2

5.0 ★★★★★ (3) · Carpet Store

[Redacted]

Closed now



Dealer 3

2.6 ★★☆☆☆ (7) · [Redacted] Service

[Redacted]

Closed now





[Redacted] flooring 

All

Maps

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Images

News

More

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Tools

Dealer 1

5.0 ★★★★★ (1) · Flooring Store

[Redacted]

Closed now

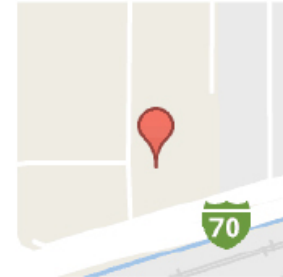


Dealer 2

5.0 ★★★★★ (3) · Carpet Store

[Redacted]

Closed now

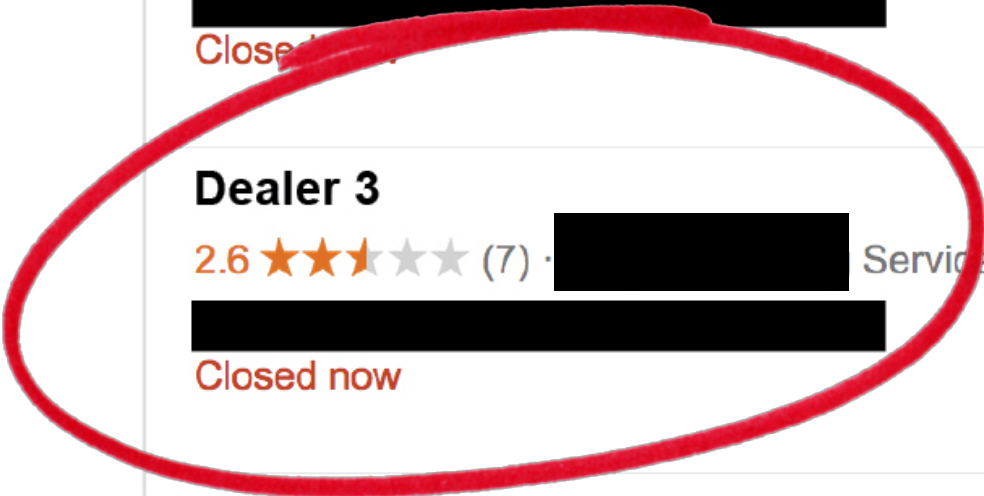


Dealer 3

2.6 ★★☆☆☆ (7) · [Redacted] Service

[Redacted]

Closed now



Dealer 3

 Write a review


2.6  7 reviews

Sort by: Most helpful ▾



Kristy Driver

6 months ago


 Would not recommend this company for Tile Installation! We solicited three bids for tile installation. The quote from this company was higher than the others we received. We spent an additional day planning the job with this company. Our ... [More](#)

 Helpful?



Vickie Armenta

3 weeks ago - 

 Had to give a star to comment! Would not recommend them wasted my time they came out to measure but NEVER got back with me!!! Glad there are other places to go!!

 Helpful?

Dealer 3

 Write a review




2.6  7 reviews

Sort by: Most helpful ▾



Sarah Davis

4 months ago

 Beware, this company does not do what it promises and then overcharges. I got three quotes for carpet cleaning and this company was one of the highest ones so I figured they might do a great job but NOPE. My carpets were still stained and wet for 12 hours. Would not use again!!!

 Helpful?


Response from the owner 3 months ago

We have not cleaned for a Sarah Davies since July 2013. Not sure why it has taken so long to respond. We would like to talk to Sarah. If she would call the store we would like to know why. Thanks
Good Shepherd Flooring



D See

11 months ago

 I have used this company for years. From cleaning my carpet to now installing my hard wood flooring this weekend. They have always treated me with respect, kindness, and gave me great pricing. ... [More](#)

 Helpful?

Dealer 3

 Write a review



2.6 ★★☆☆☆ 7 reviews

Sort by: Most helpful ▾



Steve Goodknight

9 months ago

★★★★★ Great service and people, Chris worked with me on a project and was always super professional and did everything he said he would do, lots of options in the valley. The best.

 Helpful?

Online Reputation Grade: F

I went in to get a floor installed, the job turned out to be bigger than expected, and not as simple as it should have been. They worked with me and got it done. Super professional, excellent product, excellent service. I would recommend them based off my experience.

 Helpful?

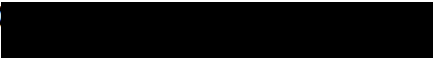


Becca Sroufe

5 months ago - 

★★★★★

Response from the owner 5 months ago

We are not able to find where we have ever done business with this person. Would like to have more clarification of the problem so we could deal personally with what ever grievance this person may have. 



“My customers regularly tell me I’m way higher than other estimates, and they still buy from me. I just bid a \$60,000 job, and the next highest bidder was \$8,000 lower. I got the job. My online reviews are big part of why I’m able to sell at prices higher than my competitors.”

-Matt Capell, ID



Set Up

1

Evaluation of your current online reputation.

2

Set up and optimize all major review sites for your business according to each sites guidelines.

3

Create your customized 5-star review marketing plan.

What We Do For FSS Digital Floor Dealer Members...

AUTOMATED REVIEW SYSTEM

Request, Filter, Acquisition, and Amplification

REVIEW REQUEST

Customer is sent a series of 3 emails asking them to rate their experience with the dealer.
A link takes the customer to the review filter

REVIEW FILTER ★★★★★

This is set up on a webpage used by the dealer. This does NOT take place on a review site. Customer rates their experience from 1 to 5 stars.

**4 OR 5
STARS**

**3 STARS
OR LOWER**

REVIEW ACQUISITION

Customer is asked to leave a review on one of the major review sites. (Google My Business, Yelp, Facebook, etc.) They are provided with a link taking them directly to a review site of the dealer's choosing

REVIEW AMPLIFICATION

Positive reviews are streamed on the dealers website, and posted to Facebook.

Web form opens up asking customer for feedback.

Dealer is immediately notified via email. Has the opportunity to correct the problem before a review is posted to any review site.

REVIEW REQUEST

Customer is sent a series of 3 emails asking them to rate their experience with the dealer.
A link takes the customer to the review filter

**Thank you for
choosing us!**



*Please take a moment to review your experience
with us. Your feedback not only helps us, it helps
other potential customers.*

FSSreview.com/yourbiz

Review Request
Cards

Scripts for Success: Review Request Cards

“Mrs. Jones, you’ve had some great things to say about your new flooring and your experience with us. Would you mind leaving us a review online? It would really help us – and it would other people like you find us so they can have the same experience.”



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REVIEW AMPLIFICATION

Positive reviews are streamed on the dealers website, and posted to Facebook.

Review Amplification

- 4 and 5-star reviews are streamed to your website
- Posted to your FB page

REVIEW AMPLIFICATION

Positive reviews are streamed on the dealers website, and posted to Facebook.

Review Flyers

- Give to walk-ins
- Welcome pack
- Include with quotes
- Joint Venture partners

What Your Neighbors Are Saying About Capell Flooring & Interiors

★★★★★
Customer service was top-notch and prices were great!
- Jennifer Jones

★★★★★
Combine that with great product, prices that beat pretty much everyone, superior installation, and exceptional service and I can't understand why anyone would go anywhere else.
- Micah Kormylo

★★★★★
Capell's prices were fair and competitive, and they offered many high-quality carpet choices. We were very pleased with all aspects of their service, communication, and follow-up. The installation was flawless and we are very happy with our new carpeting.
- Patty Ciaccio

★★★★★
They are local, honest and they do great work. They recently did our kitchen counters. We love them. Don't let costs of remodeling scare you.
- Susan Soderquist



★★★★★
If you every need flooring, I highly recommend Capell Flooring. They're not only knowledgeable, but they really make you feel welcomed.
- Cathy Charland

★★★★★
I am so impressed with this company! They are honest, trustworthy and stand behind their work! I would 100% recommend this company to anyone!
- Lisa Peterson

★★★★★
They did a wonderful job and it still looks beautiful. Their prices were very competitive and reasonable.
- Michelle Netten

★★★★★
AMAZING!!!! After a very disappointing encounter with another flooring company, we tried Capell flooring and were immediately sold. Matt and team replaced all of the carpet in our home and were fantastic to work with! Time, price, quality were exceptional and the customer service was above and beyond our expectations. Thanks Matt and team!!
- Candice Jensen

Digital Badge

- Website
- Email signature line
- Social media
- Business card
- Print materials





Showroom
Award Plaque

Monitor Your Reputation Monthly



Check all the review sites



Where are you weak?



Respond to reviews (especially if they are negative)



Monthly reports (FSS sends them to you)

Make Sure You Implement This Strategy

Contact Us If You'd Like Our Help Building a
Kick-Ass Online Reputation



877-887-5791



Support@FlooringSuccess
Systems.com