



The Salon Owner's First Steps to

# Online Reputation Management





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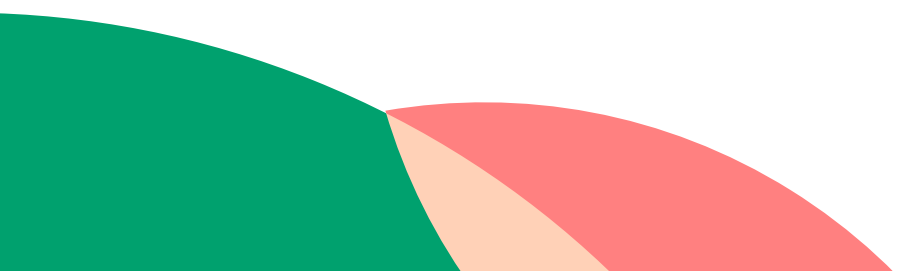
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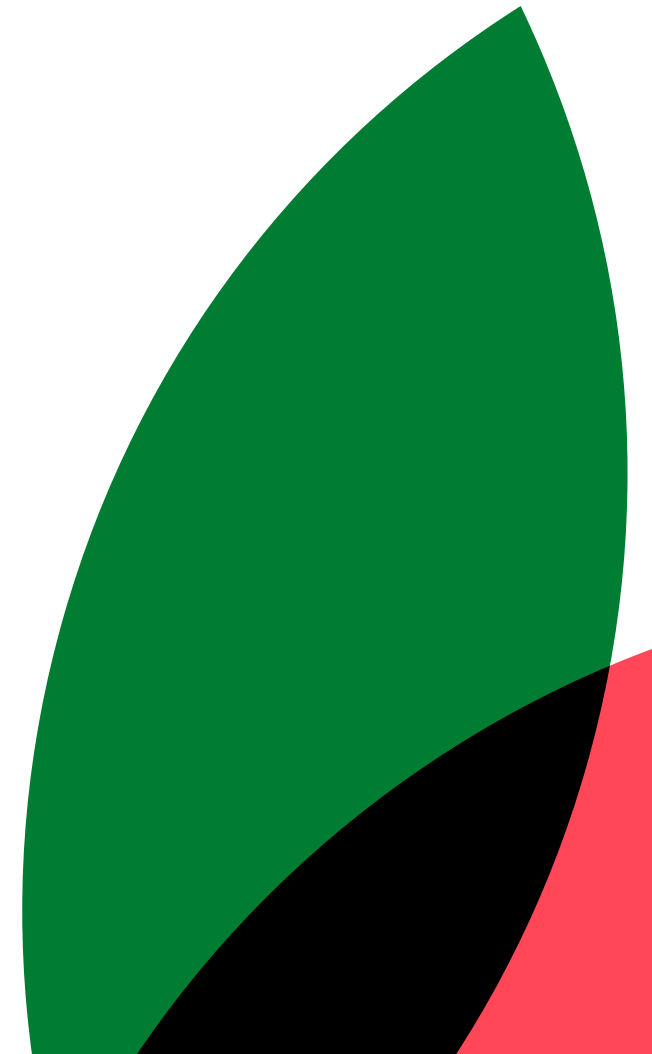


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# Introduction

It's no secret that the beauty and hair industry spins on word-of-mouth. However the internet is becoming our first stop for everything. With more people turning to Google for advice and recommendations, the need for salons to maintain a solid reputation online has grown.

Positive online reviews have become essential to establishing trust and credibility, making them vital to any small business marketing strategy.

And not only do reviews help to define your online reputation amongst competing salons, they also contribute to increasing your Google business rating without the hassle of paying for SEO services.

You know from your clients that you have an excellent in-store reputation, but do you know what they're saying about you online?

Soliciting reviews can seem overwhelming at first, but with the right direction, you can embrace the good ones and handle the less pleasant ones professionally, preserving a flawless brand image.

At Phorest Salon Software, we believe that building and monitoring your business's online reputation is an important component of gaining loyal clients and growing a fantastic business.

The Salon Owner's First Steps To Online Reputation Management was created to be your helping hand as you embark on your journey.

If you have any questions or feedback, please – get in touch with us!

**#TogetherWeGrow**

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## Phorest Salon Software is Used by Over 150,000 Salon and Spa Professionals Worldwide

**We bring teams together and support your business every step of the way.**

Known globally for providing the best salon marketing tools, Phorest touches every point of the salon experience, from custom salon apps, online bookings and stock control through to ecommerce and payments.

**Founded nearly 20 years ago, Phorest has grown to be much more than a technology company.**

Today we are proud to be a life force for our industry. Our system empowers businesses to manage, market and grow, not just through innovation in technology, but through mentoring, education and unrivaled support.

Phorest believes in the human touch at the heart of the salon community. That's why we're the only salon software provider to connect every business with their own dedicated success manager – a committed partner for helping salon owners achieve their dreams..



# Online Reputation Management Defined

What is your "online reputation" and why is it important to manage it?

# Your Salon's Online Reputation

If you were a celebrity or a politician, you would have experts to help manage your reputation – burying scandals and keeping public sentiment on your side. Your business reputation is different.

Still, it requires your ongoing attention to ensure your salon or spa is being perceived positively. Your online reputation is all about your digital image. You'll want to make sure that all the effort you put into your service values, guest experience, and gathering loyal clients is translated into the impression you are making online.

Online reviews are the heart of your online reputation. Managing your online reputation will mean engaging with popular review sites like Google and Facebook

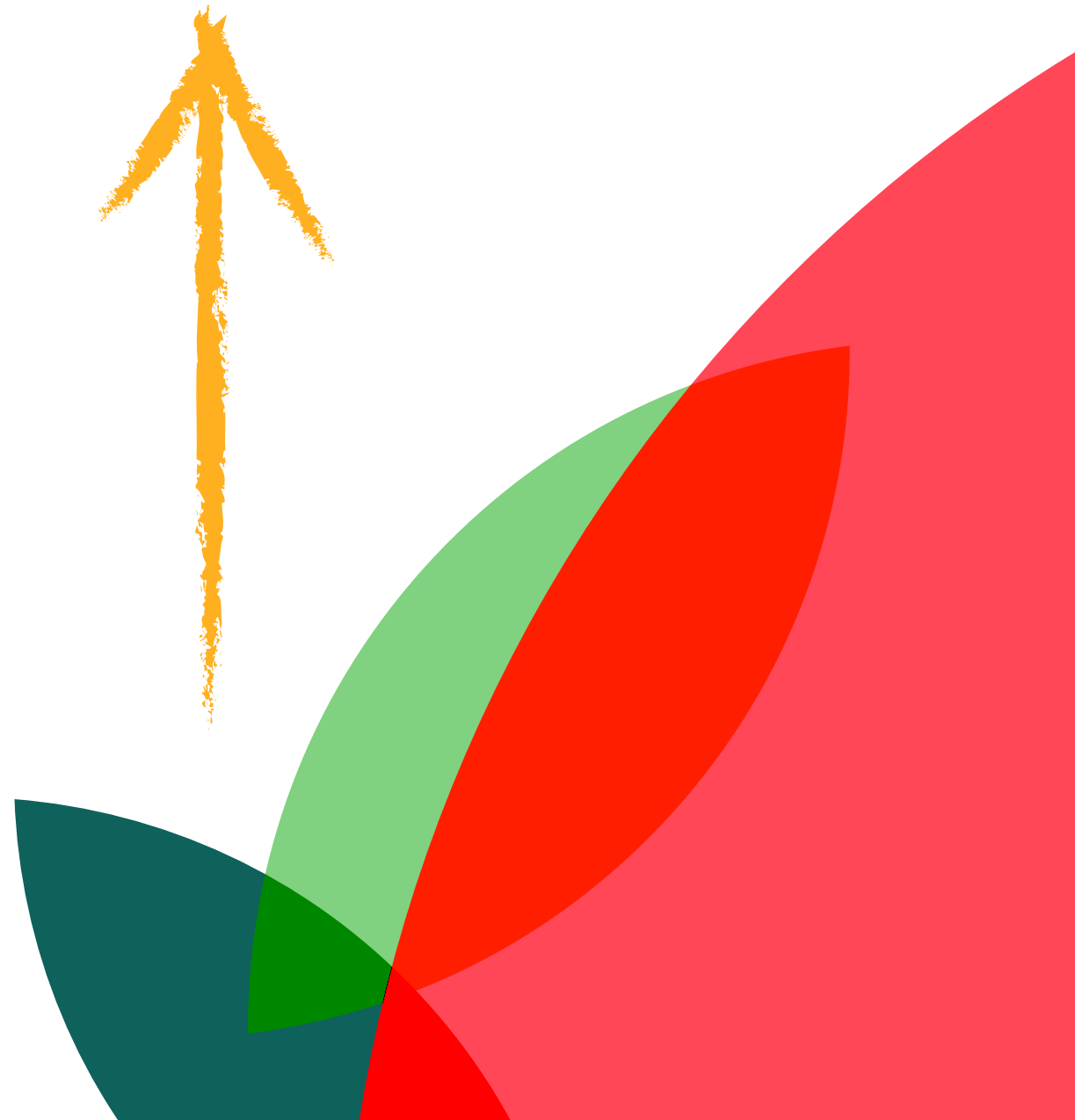
## To create and maintain an excellent online reputation you'll need to:

- Proactively ask customers to leave online reviews
- Respond to both negative and positive reviews promptly and professionally
- Integrate positive reviews into your marketing strategy



# Statistics

The effects of online reviews on  
customer decision making







**85%** of hair and beauty salon customers look at online reviews.

**28%** of customers in 2020 searched online for more businesses than they would in a 'normal' year.

**94%** of customers say positive reviews make them more likely to use a business.

**79%** of consumers say they trust online reviews as much as personal recommendations from friends and family.

**only 19%** of people would use a business with fewer than 3 stars.

Source:  
BrightLocal Local Consumer Review Survey 2020

**73%** of customers only pay attention to reviews written in the last month.

**10** The average customer reads 10 reviews before feeling able to trust a business.

**13m45s** The average customer spends 13 minutes and 45 seconds reading reviews before they make a decision.

**72%** of consumers who were asked to review a local business in 2020, went on to do so.

**Source:**

ReviewTrackers 2018, BrightLocal Local Consumer Review Survey 2020, BrightLocal 'Impact of Reviews and Ratings on Click-Through Rates'







**94%** of customers say an online review has convinced them to avoid a business.

**96%** of customers who read reviews, also read the businesses' responses to reviews.

**53%** of customers expect businesses to respond to their negative reviews within a week.

**63%** of customers say they have never heard back from a business about their review.

# Taking Control of How Clients Rate Your Business Online



# The Importance of Monitoring Your Online Reviews

Chances are, you are already getting some online feedback from your clients. For instance, someone may have tagged you in a photo on social media gushing about their new look. Maybe you are even using some quotes from clients on your salon's website. This is a great starting point.

**However, it is only scratching the surface of what testimonials can do for your business.**

Think about your own behavior as a customer. Where do you go first when you hear about a new restaurant? Probably Google, right?

Now, what if we asked you to type your own business name into that search bar? Do you know what would surface?







## Your business is making an impression on Google whether you like it or not

Even when a new client Googles your business for the address or phone number, they are instantly confronted with your star rating and reviews.

Not only do Google reviews help new clients choose your salon, they help get you on the consideration list in the first place! The more positive reviews your business has on Google, the higher you will rank in local search results.

**Google reviews are too powerful a tool to ignore. Try it out. Search for salons or spas in your local area. How far do you have to scroll before you see your business listed?**



# The Power of Google

Google My Business is a free tool for businesses around the world to manage their online presence across Google Search and Google Maps.

The benefits?

- **Ensure your business information is accurate**
- **Make all your business information edits in one place**
- **Preserve your brand image and highlight your unique qualities**





## Google My Business

Going from a 3-star rating to a 5-star rating gets a business 25% more clicks from Google Local Pack.

# 64%

of consumers check reviews on Google before visiting a business — more than any other review site.



# Setting Yourself Up on Google My Business

**First you'll need to claim your business profile on Google. One way to check if your business has been claimed is:**

- 1 Search for your business on Google
- 2 If any of the results match your business, click the "Own this business?" link under the listing
- 3 If your business profile is already claimed on Google, you will be asked to sign into your affiliated Google account and confirm that you are authorized to manage it
- 4 You will then be directed to Google My Business to manage your business profile

**If your business is not already claimed on Google, you'll need to do so:**

- 1 First visit [Google Business](#)
- 2 Then create a new Google account or sign into the one you would like to be affiliated with your business
- 3 Follow the steps from Google to complete your business profile. Here is a [video walkthrough](#) on the process
- 4 You'll be asked to verify your business (this is usually done by postcard, but sometimes phone or email)







# Activating Facebook Recommendations

While Facebook isn't necessarily the first place people search for your business, it serves an important role. Facebook is still the world's largest social network, with well over 2 billion active users.

If you don't see the reviews tab on your Facebook business page, it only takes a few steps to enable them.

- Step 1** Log in to your Facebook Business page
- Step 2** Click on the "Settings" tab
- Step 3** Navigate to "Templates and Tabs" on the left menu
- Step 4** Enable Reviews by turning the tab on





# The Facebook Recommendations Feature Helps to Reach New Clients Organically

Facebook is slowly phasing out its 5-star review system in favor of recommendations. Recommendations are based on a simple yes or no question: do you recommend the business?

Then customers are asked to fill in a short explanation. They also have the option to personalise their review with a photo. Your previous reviews will still be reflected in your business's overall rating along with your new recommendations.

Facebook keeps its search algorithm a secret, just like Google. But we do know that Facebook promotes content based on user engagement. So the more recommendations your business is receiving the more discoverable it is likely to be.

**Another benefit is that Facebook users can directly see what recommendations their friends are making, making it possible for them to spark up conversation about your salon from inside the platform.**





# Handling Negative Reviews





# Negative Reviews Happen

Seeing the five-star reviews roll in feels great. But you are human. Your staff is human. It is very likely, at some point, you'll have an off day and someone will leave you a less than satisfactory review.

Sometimes you can even do everything right yet still receive a negative rating. Your reviews rely both on the service you give and your customer's expectations.

## **A negative review is always better than silent resentment**

For every customer complaint there are 26 other unhappy customers who have remained silent.

Furthermore, these dissatisfied customers typically go on to tell between 9-15 people about their experience.

## **A negative review can open the door to productive conversation**

When a customer is unhappy, it means that in some way, they are passionate about what your salon provides. Good customer service matters to them.

### **Source:**

Lee Resource, White House Office of Consumer Affairs.







## Transparency is Vital

Consider the complaints of salon customers a free critique. Without honest feedback, how would you identify the areas you need to improve?

By taking the initiative to hear and address their concerns, you can often turn a disappointed client into the most passionate advocate for your business.



Take the experience of Susan Roche, Owner of Newcastle Hair & Beauty Clinic in Newcastle UK.

She says:

“I was worried about negative reviews, but it has actually been a real area of growth for us. The first thing I do with a 3-star is I get them on the phone, and usually, it’s something tiny to fix. And you turn that client who, maybe had been a little bit dissatisfied, to being a client who was wowed. And she’s straight back in.”







# Handle Your Negative Salon Reviews Constructively And Set Yourself Apart

1. Respond promptly
2. Take the issue offline and contact your customer privately
3. Be polite
4. Acknowledge the customer's feelings even if you disagree with their feedback
5. Take negative testimonials seriously
6. Be open to the good in a bad review
7. Discuss the negative comment with your team as a learning experience







Phorest can help!



# Online Reputation Manager

We've illustrated just how important your online reputation is. We also gave you a few tools and techniques to help you out on this journey.

What if you had a way to get more Google and Facebook reviews and monitor them all in one place?

**Well, now you can!**



# Introducing The Industry's Smartest Automation Tool: The Phorest Online Reputation Manager

Phorest Salon Software can help establish, monitor and support your online reputation. We have a dedicated team to create or claim your Google business entries, double-check all your listing information and set you up to build your online reputation across all channels.

Alright, but let's say you're not quite ready to manage yet another feature? That's alright. Phorest frees you up so you can focus on your passion. More creativity, less admin.

We'll do it for you! Let's say you decided to sign up for the Phorest Online Reputation Manager, but never actually opened the screen from your computer. What would happen then?

The feature's default settings would still ensure you got more, and better reviews online! You really don't have to lift a finger.

**Watch [this video](#) for a walkthrough of everything you need to know.**





# The Online Reputation Manager

- A** Monitors and manages what is being said about your business on Google and Facebook
- B** Allows you to respond to positive and negative comments from one clean and clear dashboard.
- C** Increases the number of 5-Star reviews you receive through automated settings.
- D** Helps your salon to stand out from your competition online.
- E** Improves your salon's website ranking on Google (SEO).

So there you have it! Your first steps to salon online reputation management.

**So what are you waiting for?  
Let those 5-Star reviews roll in!**







# Phorest

Sound good?

Talk to our friendly team today to see  
how Phorest can help you succeed!

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[www.phorest.com](http://www.phorest.com)