



How a Stronger Online Reputation Helps Home Services Companies Build Trust & Win Jobs



SCORPION®

Introduction:

Customers Are Talking Online About Your Business

For a long time, home services companies have let their work build their reputations. Do a great job, and the customer will probably mention your name the next time someone they know runs into a problem. Well, the game hasn't changed — but the rules have. These days, people know there's a better way than asking around. Instead, they turn to the Internet for recommendations on which company they should give their business to.

Online reviews are the modern-day word of mouth.

Research shows that 92% of consumers check online reviews when making a buying or hiring decision.¹ With 85% of those people checking two or more online sources for reviews,² most of your potential customers will visit a number of different review sites like Google Reviews, Facebook Yelp, and Angie's List to research their options.

For that reason, it's easy to see why online reviews and reputation are critical to any home services company that

wants to grow. The problem is that many business owners are not paying attention to their online reputations (what people are saying about their company on the Internet), nor are they actively working to improve their reputations — and as a result, they're missing out on potential customers.

In other words, home services companies that ignore their online reputations are costing themselves business.

When you have a strong online reputation, **your business stands out from the competition, builds confidence with potential customers, and lands more jobs.** To set your company up to succeed, you must use strategies and technology that will allow you to build up your online reputation over time. You need to focus on improving your reputation before more people will start to see your company as the number one option in your area.

1. Scorpion "Consumer Online Search Preference" Survey, May 2020

2. Scorpion "Consumer Online Search Preference" Survey, May 2020

In this ebook, we discuss:

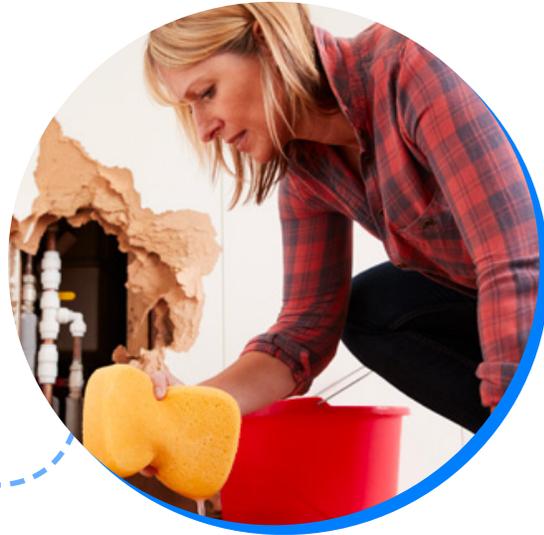
- How online reviews are influencing your prospective clients' decisions
- Best practices for cultivating an online reputation that brings you more clients
- How fellow business owners have put these best practices into action and grown their businesses as a result

The Powerful Role of Reviews in the Client Journey

To fully understand the impact that your online reputation has on your home services business, you need to think about the customer journey. Today, online reviews are an important part of the decision-making process... whether people check those reviews first or last.

Here's an example:

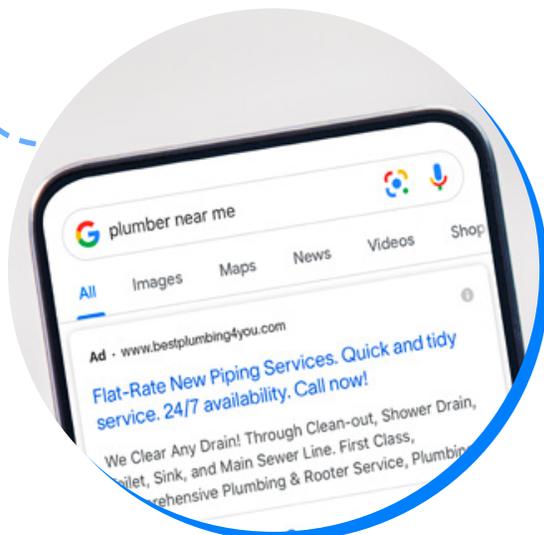
Jen knows she needs her pipes replaced, and she doesn't have a specific plumber in mind for the job, so she...



...pulls out her smartphone and goes straight to Google.



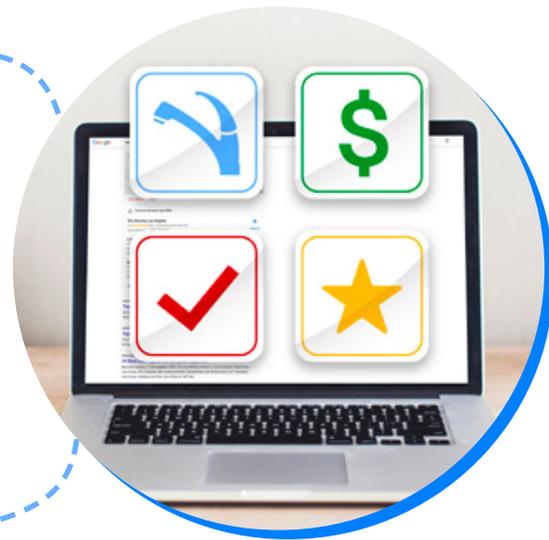
At the top of the page, Jen sees an ad for a local plumbing company that offers "Flat-Rate New Piping Services." She clicks on the ad and is taken to the company's website.





Jen likes what she sees — the site looks professional, there's helpful information about the company's process for pipe replacements, and they're right in her neighborhood.

Jen wants to be sure she's choosing a plumber that will really do the job right, so she searches online for the company's name with the word "reviews," and here's what she finds...



...A rating of 2.1 stars. Jen immediately second-guesses the business. That's when she decides to start researching other plumbers.

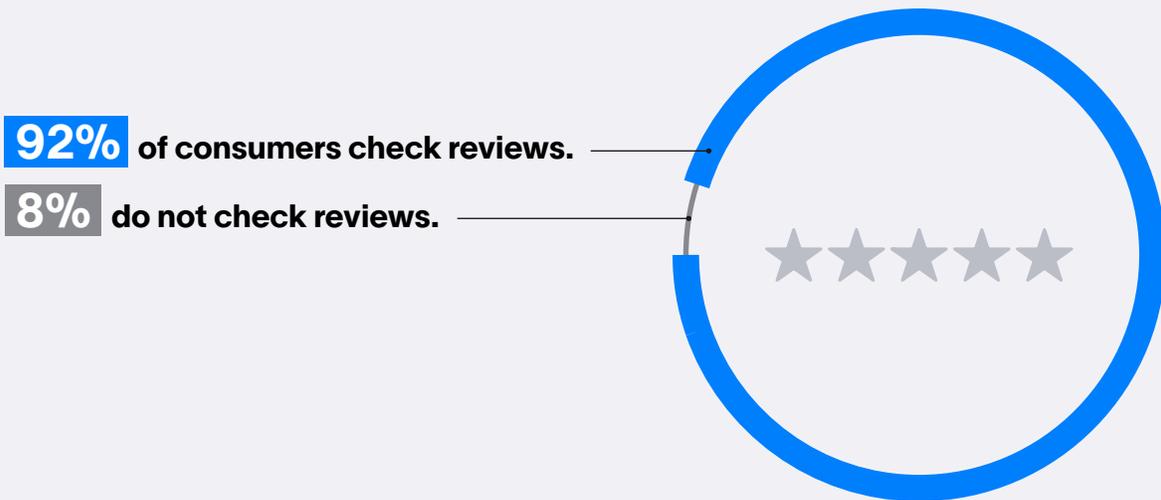
Even the Best Marketing Strategy Can Be Destroyed by Poor Reviews

As we can see from Jen's story, your home services business can be doing all the right things online — building a user-friendly website, running ads that target the exact customers you want, engaging with audiences on social media, creating attention-grabbing videos, etc. — but even then, **a poor online reputation will stop a potential customer cold in their tracks, causing them to choose your competitor over you.**

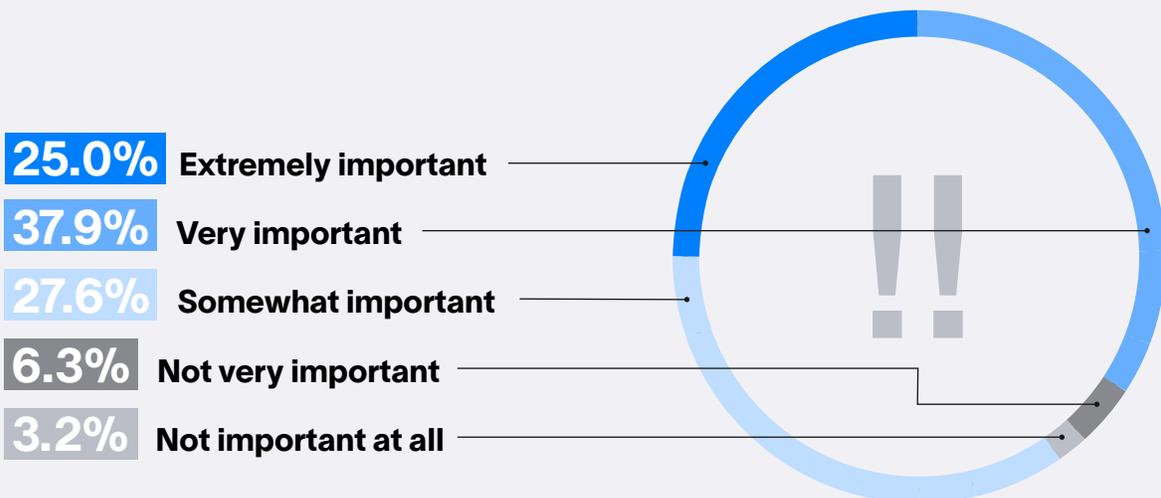
A Look at How Reviews Impact Customer Decisions

Research shows that...

Almost all of your potential customers are using online reviews to help them decide which company they hire.³



63% say reviews are either **“extremely important”** or **“very important”** to their process of evaluating a business.⁴



3. Scorpion “Consumer Online Search Preference” Survey, May 2020

4. Scorpion “Consumer Online Search Preference” Survey, May 2020

76% of consumers overall trust online reviews as much as a personal recommendation, and trust is highest among consumers ages 35–54 at 89%.⁵

Do you trust online reviews as much as personal recommendations? ■ 18-34 ■ 35-54 ■ 55+



84.5% of those who check reviews visit at least two different review sites before making a decision.⁶



The **top five** most popular review sites are:⁷

- 1.** Google Reviews
- 2.** Yelp
- 3.** Facebook
- 4.** Better Business Bureau
- 5.** Angie's List

And there are also others specifically geared toward home services like HomeAdvisor, Houzz, Porch, and ThumbTack.

5. https://www.brightlocal.com/research/local-consumer-review-survey/?SSAID=314743&SSCID=71k4_76bda

6. Scorpion "Consumer Online Search Preference" Survey, May 2020

7. Scorpion "Consumer Online Search Preference" Survey, May 2020

3 Steps For Improving Your Online Reputation

Even though quality workmanship and a positive customer experience are vital for building up your company's reputation, the ultimate goal is for your happy customers to share their experience online. Even though you can't control what people say about your business on the Internet, you can establish a clear-cut system for managing what is in your power to influence.

The most successful home services businesses never leave their online reputations to chance. Instead, they have systems in place to ensure their ratings and reputation grow over time.

Here's how to get started:

Step 01:

Be present on review sites & aware of customer feedback.

Ignoring your reviews doesn't make them go away, so you need to be proactive about monitoring and managing your online reputation.

- Set up listings for your business on popular review sites (e.g., Google My Business, Angie's List, Yelp, Facebook, the Better Business Bureau, etc.).
- Keep those listings up-to-date with accurate information about your business (name, address, phone number, hours, etc.).
- Monitor new reviews on those sites.

Keep in mind that for many people, seeing no reviews can be worse than seeing a few negative reviews, so simply giving customers a place where they can easily rate your business is an excellent first step.



Step 02:

Engage with reviewers as appropriate.

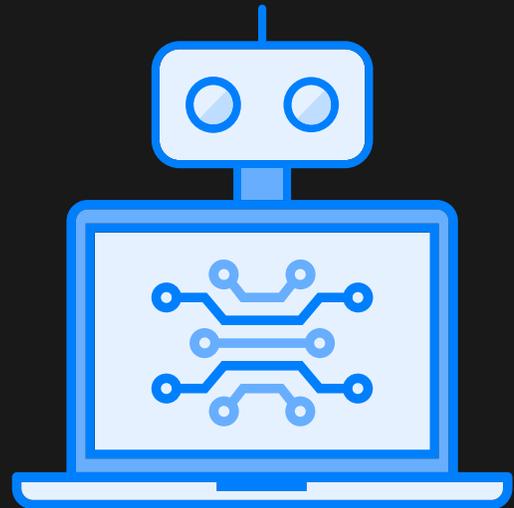
You need a process for responding to both positive and negative reviews. For positive reviews, we recommend a quick response, thanking them for choosing your business. You also need to respond to negative reviews, but you must use your best judgment for whether you want to do it publicly or privately. Responding to negative reviews publicly can show others that your company cares and is quick to address customer concerns. Some businesses prefer to reach out privately to the reviewer instead of responding publicly. Either way, addressing negative reviews gives you an opportunity to resolve the issue directly with your customer, and could even save the relationship.



Step 03:

Use technology to monitor your reputation more efficiently.

The more time you and your team can save, the better. That's why the smartest home services companies use technology that let them view and respond to all their reviews in one place. It's important to remember that these programs are only a piece of a larger strategy — they won't do you much good without an active plan to improve your online reputation.



Bonus Tip:

Create a better client experience.

Quality service is KEY to attracting great reviews, so you need to make sure your customers have a positive experience with your business from beginning to end. Start by fine-tuning your customer service representatives' (CSRs) process for responding to calls, and set clear guidelines for your techs on how to best interact with customers. If a bad review brings a problem to light, fix it. Feedback from customers is a simple and effective tool for improving the overall customer experience.



Prime Plumbing, LLC

Taking Control of Their Reputation & Boosting Customer Confidence

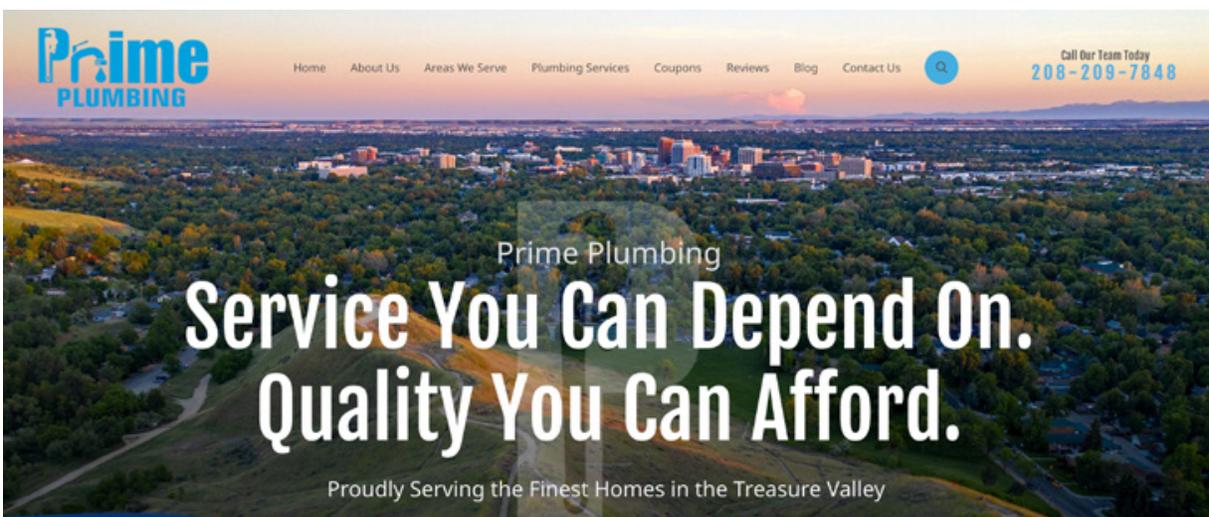
Prime Plumbing, LLC is a Nampa, Idaho plumbing business that started working with Scorpion in April 2020. When the company came to us, they had some serious hurdles to overcome concerning their online reputation.

While Prime Plumbing offered excellent workmanship and service that resulted in tons of happy customers, their online reviews didn't paint that picture of their business. The company was being hit with fake negative reviews (e.g., reviews naming techs who didn't even work for their business), which was hurting their customer rating on Google. The owners of Prime Plumbing, Jason Miller and Dallin Strikwerda, knew their business was better than that, but weren't sure how to fix the problem.

Working Toward Improvement with a New Strategy

As Prime Plumbing's new digital marketing partner, we helped Jason and Dallin quickly create a plan for building the online reputation their business deserved. With Scorpion's guidance and support, Prime Plumbing launched a brand-new strategy, which included:

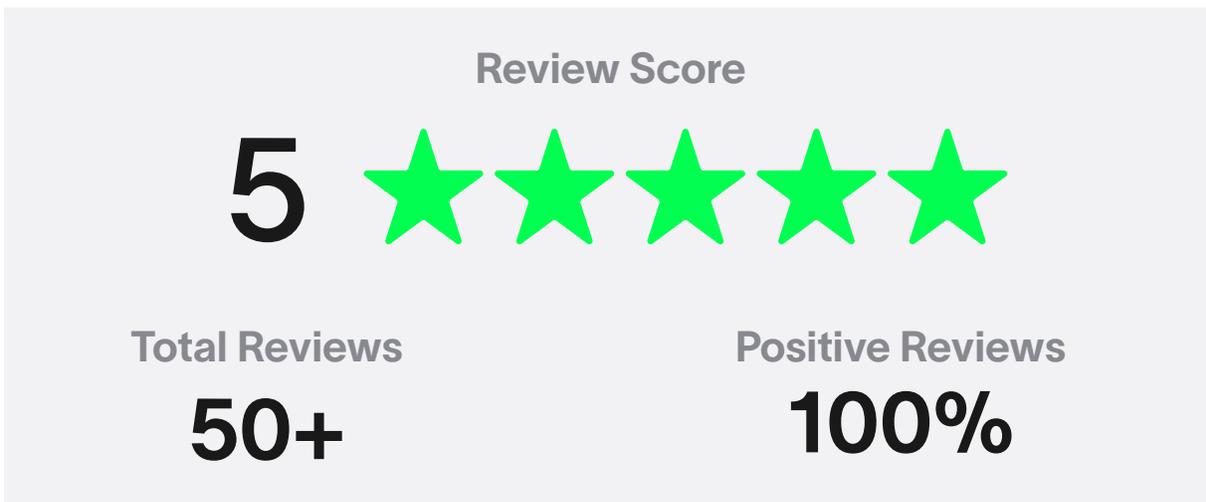
- Removing a duplicate Google My Business listing to keep their reviews streamlined and easier for customers to find
- Contesting the fake negative reviews and getting them removed by Google to create a more accurate depiction of the company's quality of service
- Using Scorpion's reputation platform to keep track of their reviews from a number of different sites
- Responding to reviews to thank reviewers for their feedback and show that the company cares about what customers have to say
- Continuing to go above and beyond for customers to inspire more positive reviews



The Result: Tripling Their Reviews & Earning a 5-Star Rating

After about four months with their new strategy, Prime Plumbing went from:

- 15 to **50+ reviews** on Google
- A poor rating to a **5-star rating**
- Mixed reviews to **100% positive reviews**



Prime Plumbing is also starting to grow their positive reviews on other sites, including Facebook and Yelp.

With their improved online reputation, Prime Plumbing is beginning to see a positive impact on other areas of their marketing, as well as overall growth of their business. They're seeing:

- Higher organic rankings on Google search and maps
- More calls from their Google Local Services Ads (LSAs), which are highly dependent on reviews
- More calls and jobs overall, which is allowing them to hire another staff member to address customer needs and respond to reviews

Now when potential customers research Prime Plumbing online, there's little doubt that the business is a trusted service provider, and it's easier for the plumbing company to stand out from their competitors and attract more business.

Conclusion: The Worst Thing You Can Do Is Not Take Action

Building an impressive online reputation doesn't happen by coincidence — it takes **commitment, the best tools, and a carefully crafted process** that you continue to prioritize over the long term.

Taking the right steps to build your online reputation is the best way to become a well-known, highly trusted name in your community — and that status is extremely valuable. Improving your reputation will lead to more jobs, which will lead to more reviews, which will lead to even more jobs... the two go hand-in-hand.

On the flip side, poor reviews can tarnish your local reputation. Even if you do the best work, you'll miss out on jobs and might even have trouble finding quality techs.

If you are looking for advice on how to take your reviews to the next level, talk to the home services marketing experts at Scorpion. We'll give you ideas and guidance on how to protect and grow your online reputation.

Contact Scorpion Today

844.924.8400

ScorpionHomeServices.com



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