

# MANAGING ONLINE REVIEWS FOR YOUR PIZZERIA



Customers in your market have choices — and plenty of information about those choices. That's why it's more important than ever to manage how your pizzeria is portrayed online. The place to do that? Online review sites.

## WHY DO ONLINE REVIEWS MATTER?

Positive online reviews are the key to driving more patrons to your pizzeria and creating new, lasting customer relationships.



of consumers trust online reviews as much as personal recommendations



read online reviews for local businesses



would be “likely” or “highly likely” to leave a review if a negative experience turned into a positive one

## SOME ADVICE:



### BE POSITIVE

You can turn negative reviews into an opportunity.



### BE HONEST

Stick with the truth and don't try to make excuses.



### BE TIMELY

Customers love and appreciate a quick response.



### BE HUMAN

Talk like they're your friend and lay off the bland corporate jargon.

# WHEN & HOW TO FLAG A NEGATIVE REVIEW ON A REVIEW SITE



## REVIEW

**Review codes of conduct** on a particular review site to see what qualifies



## LOG IN

**Log into your account** (if you don't have an account, create one)



## FLAG

**Flag comment for review by moderators** (click the three dots in the corner of a comment and select "Report Review.")

## WHERE TO BE AND WHAT TO KNOW

### Google

- 1 Google is one of the most trusted review sites on the Internet<sup>1</sup>
- 2 To respond to review, you need to claim your business online
- 3 Often, it's the first review users see when searching Google

### yelp\*

- 1 Yelp is one of the first places customers and foodies look for reviews
- 2 Operators can own and establish their own business page
- 3 With a profile, operators can respond directly to customers

### tripadvisor

- 1 It's not just for travelers; locals use it, too
- 2 Make sure you claim your page and complete your profile
- 3 TripAdvisor puts a premium on quality, quantity and recency — meaning the more often customers leave reviews, the higher you'll rank

### facebook

- 1 Interact with customers on a personal level — use their name
- 2 Facebook is the third-most visited site in the world<sup>2</sup>
- 3 Don't avoid negative reviews; silence will only fan the flames

<sup>1</sup> ReviewInc Most Trusted Sites 2019

<sup>2</sup> Statista Global top websites by monthly visits 2020