



"Yelp" ing yourself with Social Media

June 17, 2015

Nicholas Crawford, Davey Tree Surgery

“YELP”ing Yourself

Wrestling with the Online Reputation of
Your Business

by Nicholas Crawford



Date Night

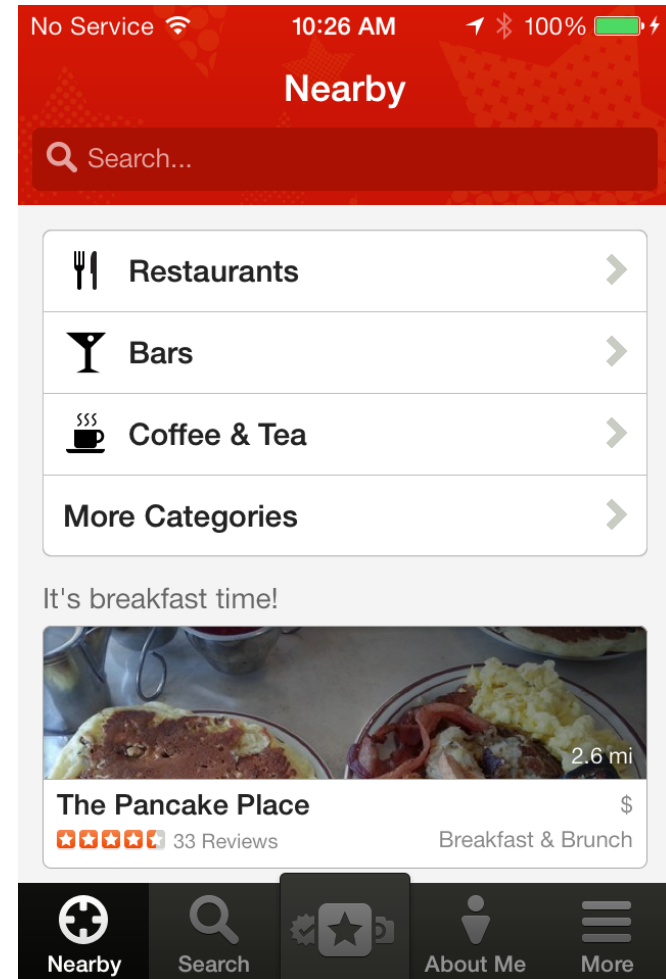


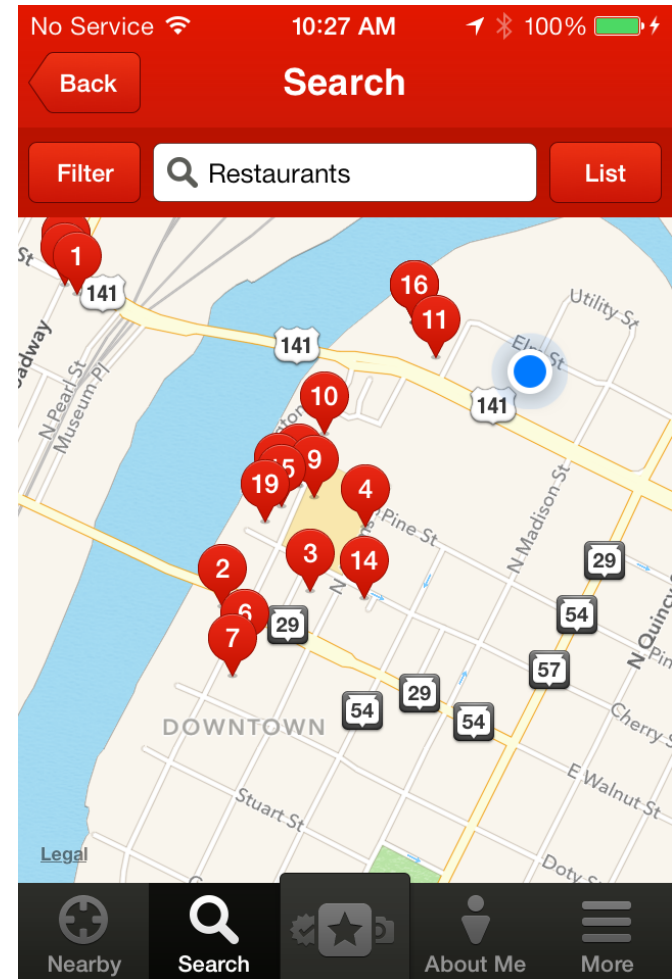
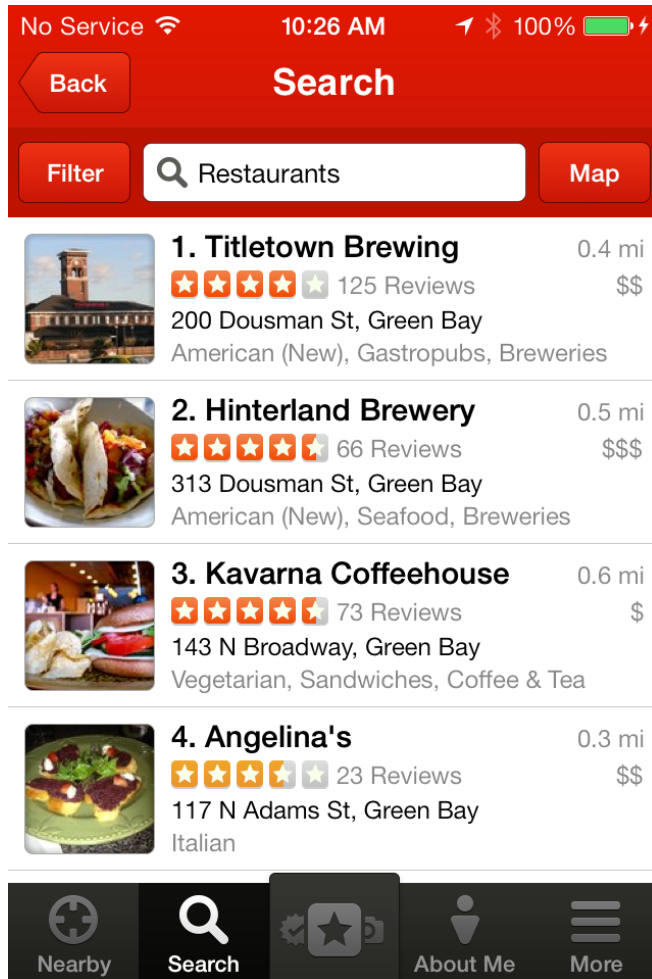
The Perfect Date

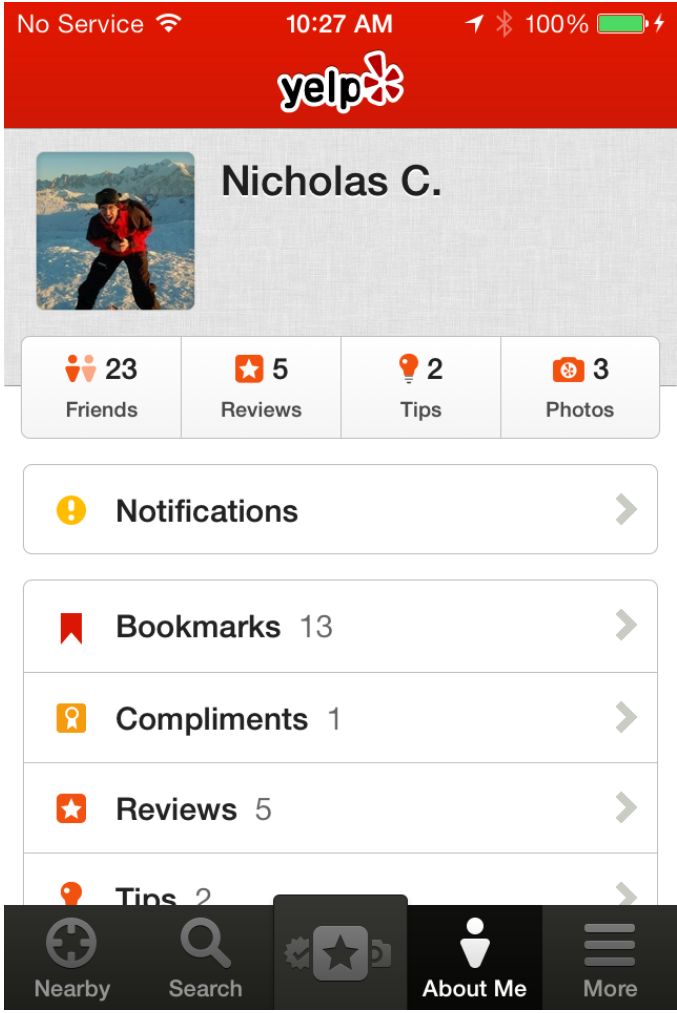


How To Use Yelp

- Similar process with other review sites







●○○○○ AT&T

10:35 AM

100%


Feed

Nearby

Friends

Check-In by Tim C.

3 days ago



Kopp's Frozen Custard Stand

★★★★☆


196 Reviews

Ice Cream & Froz... \$

Like or comment

Check-In by Phil G.

4 days ago



Bourbon & Tunns Tavern

★★★★☆


17 Reviews

American (New) \$\$

1 person likes this

Bookmark by Elisabeth S.

7 days ago



Mag's Donut & Bakery

★★★★☆

161 Reviews

Nearby

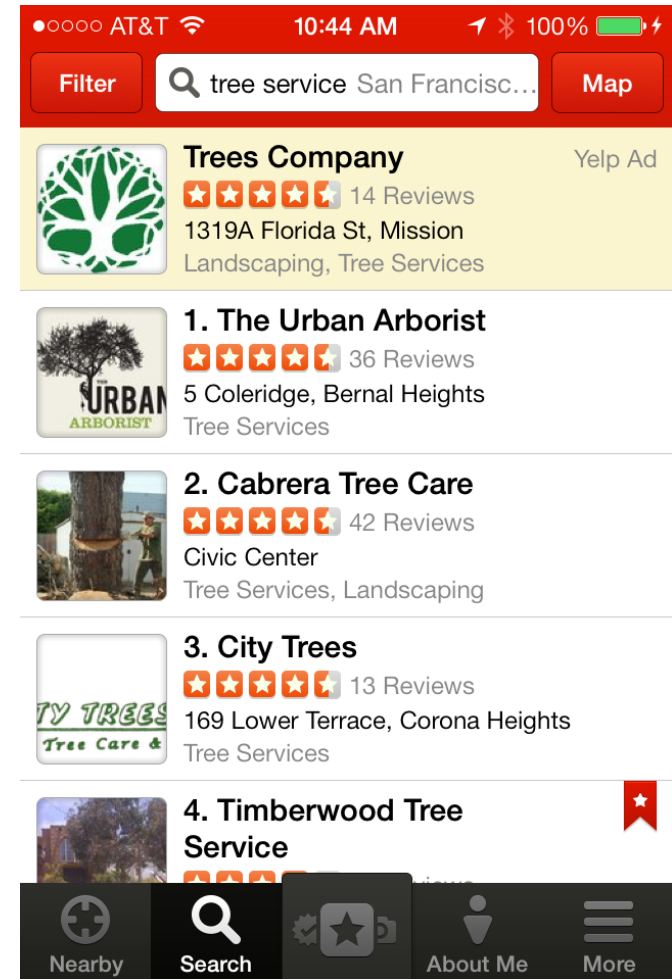
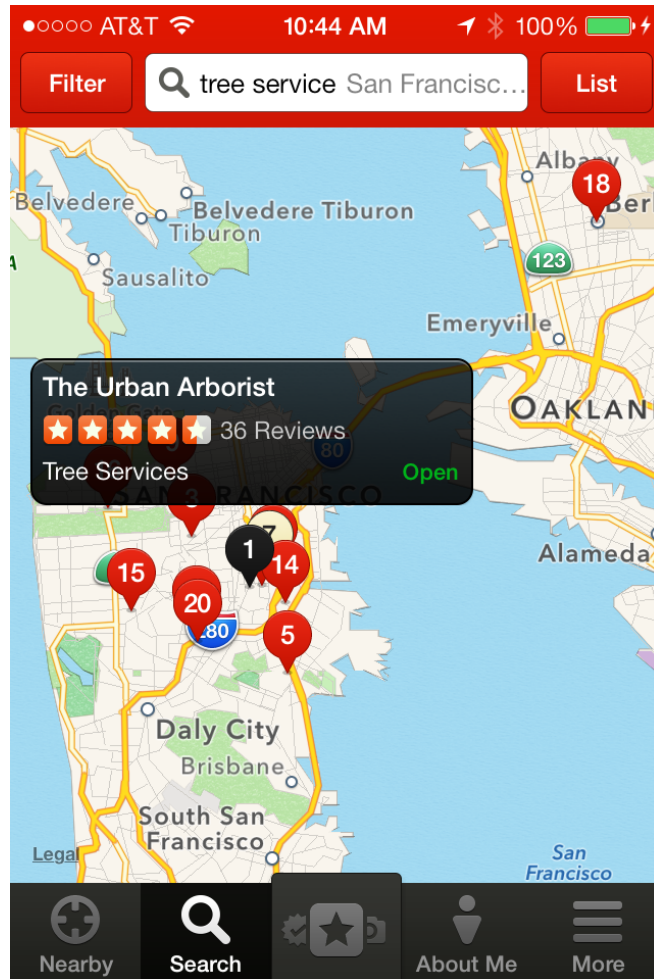
Search

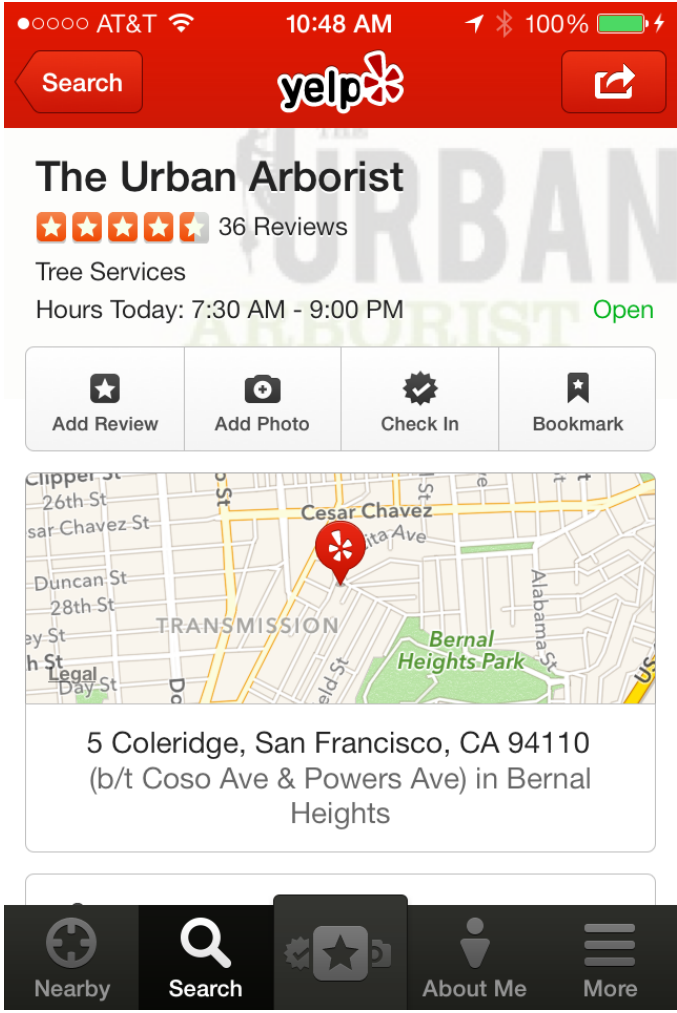
About Me


More




***WHAT ABOUT SOMEONE
LOOKING FOR YOU?***





 Directions

 Call (415) 676-1949

More Info

Hours, Website

You might also consider

Richard Sarro

★★★★★ 16 Reviews

 As a TRUSTED Realtor® w/ Zephyr Real Estate, & 2009 Top Producer, I am your full-time, GO TO ...

Yelp Ad

Photos





Add


●●●●● AT&T

10:48 AM

100%

Search

The Urban Arborist



linda j.

3 months ago


👤 6

★ 3

💡 0

★★★★★

I'm so happy. I've found my "tree guy!" I've been searching for a while, and called various tree-trimmers, but...



A A.

4 months ago


👤 6

★ 122

💡 14

★★★★★

The 5-star reviews of Scott and his team are spot-on. Put simply, Scott knows a ton about trees; he's not jus...



Cameron R.

6 months ago

👤 2

★ 19

💡 0

★★★★★

Scott from the Urban Arborist came out to our building to look at 4 plum trees we have at the sidewalk. He d...

Nearby

Search

About Me

More

●●●●● AT&T

10:48 AM

📶

100%


🔋

Back

The Urb...Arborist

◀

▶



John A.

👤 4 Friends

★ 29 Reviews

💡 0 Tips

★

★

★

★

★

22 days ago

I was exciting after reading these reviews and all set to use the Urban Arborist to take care of several trees in my backyard. Unfortunately, after calling them twice over the past 45 days and not receiving a call back, I've moved on.

Was this review...?

Useful (1)

Funny (1)

Cool

👤 Compliment

📍

Nearby

🔍

Search

🌟

👤

About Me

☰

More

●●●●● AT&T 10:49 AM 100%

Back

Not Recommended

some!



David T.

2/13/2011

0 1



Urban Arborist is terrific. I found them via <http://RedBeacon.com>. I had them remove several large trees from my backyard. They showed up on time and did a great job removing the trees without damaging my fence or any neighboring plant life. The final bill was exactly what they had originally estimated. Josef and his crew are polite and courteous.

I'd highly recommend them.



Zoe M.

1/18/2011

0 2



Nearby



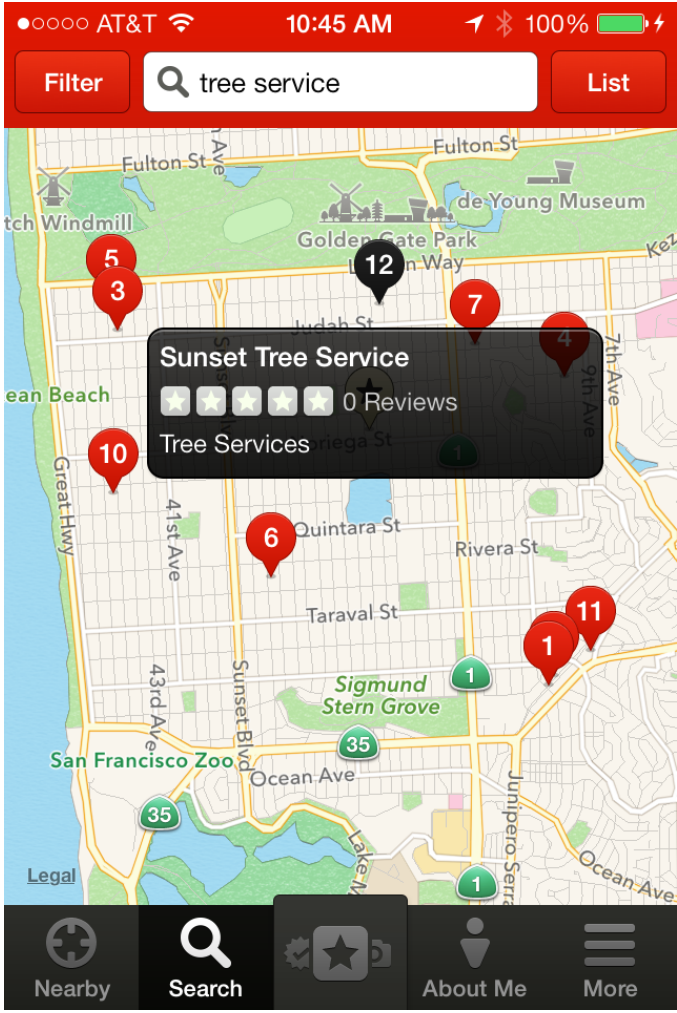
Search

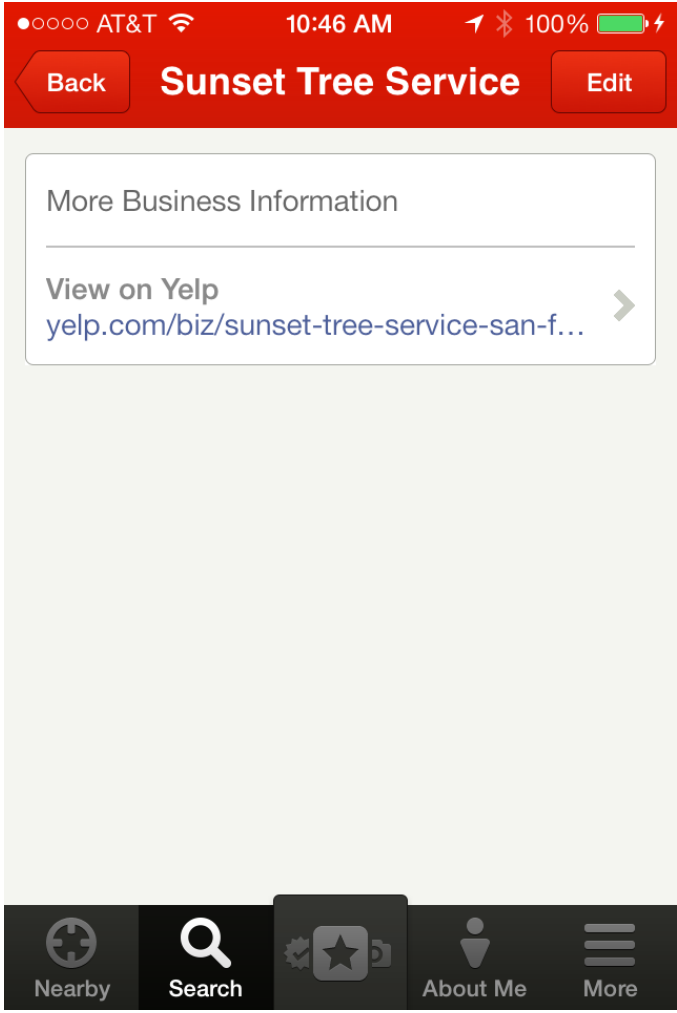


About Me



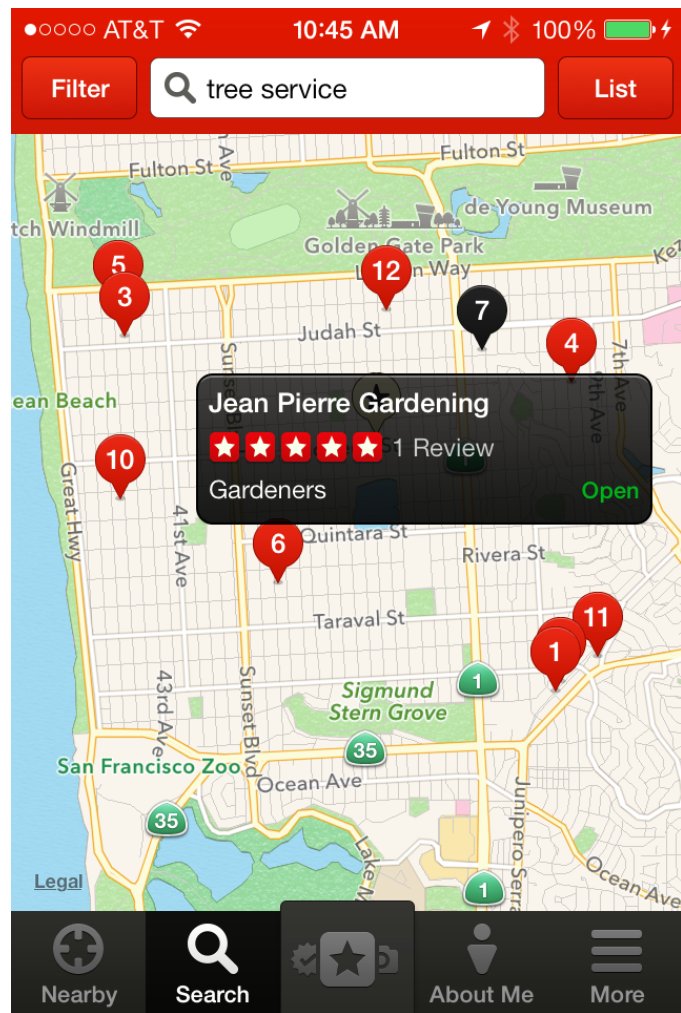
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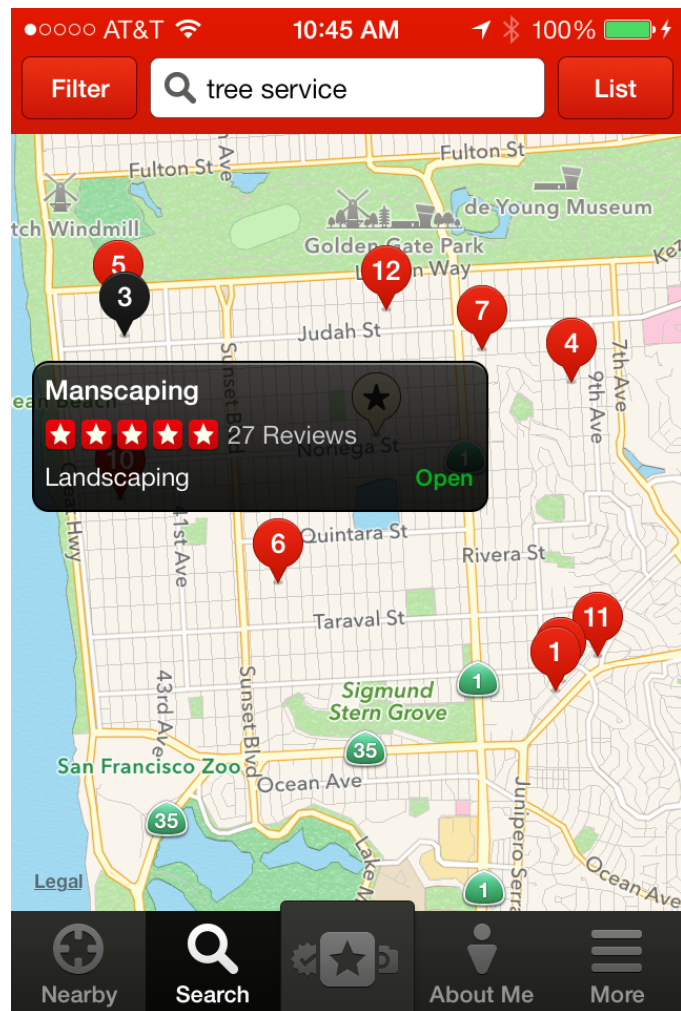
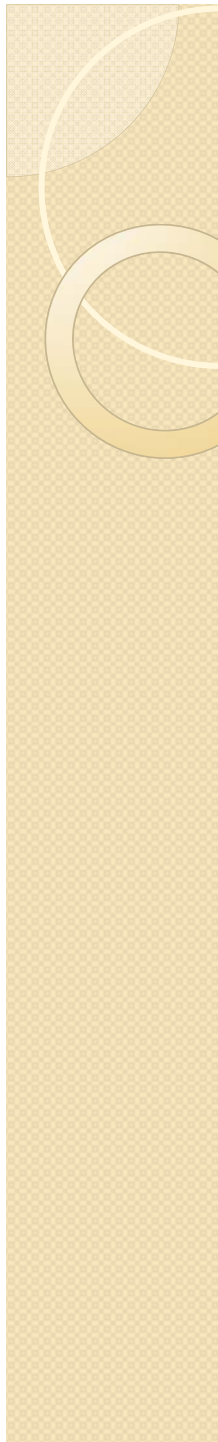






***LOOKING FOR A
LANDSCAPER?***





Photos



Add Photo

50 Photos

Recommended Reviews



Wendy S.

11 months ago

2 40 0

★★★★★ 3 Photos

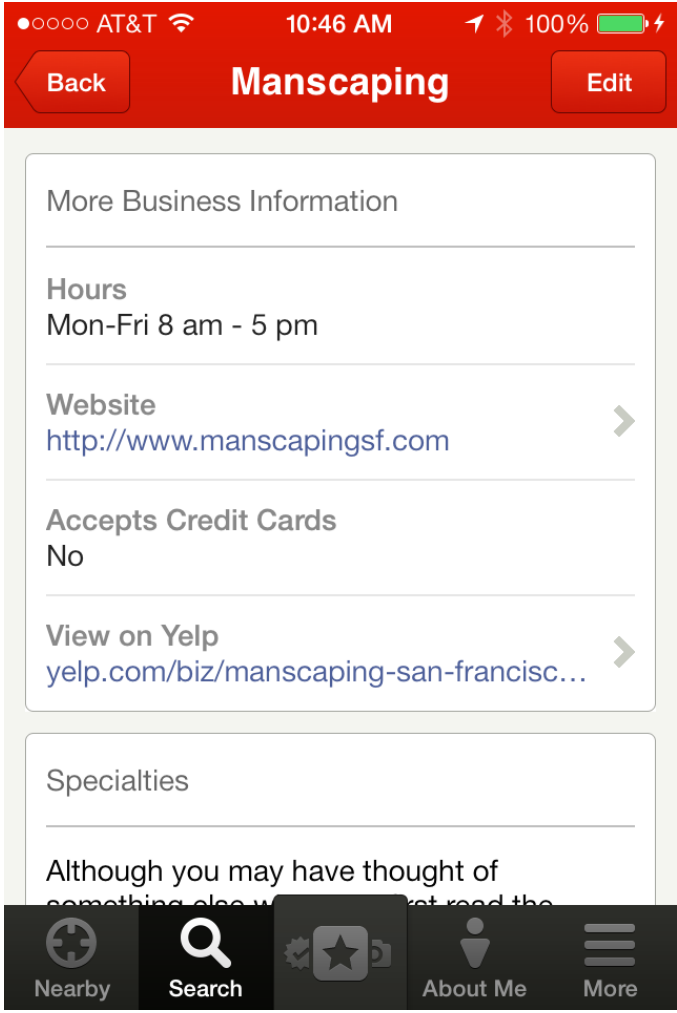
David, Julio and his crew just completed a landscaping job in our embarrassment of a back yard! lol It...

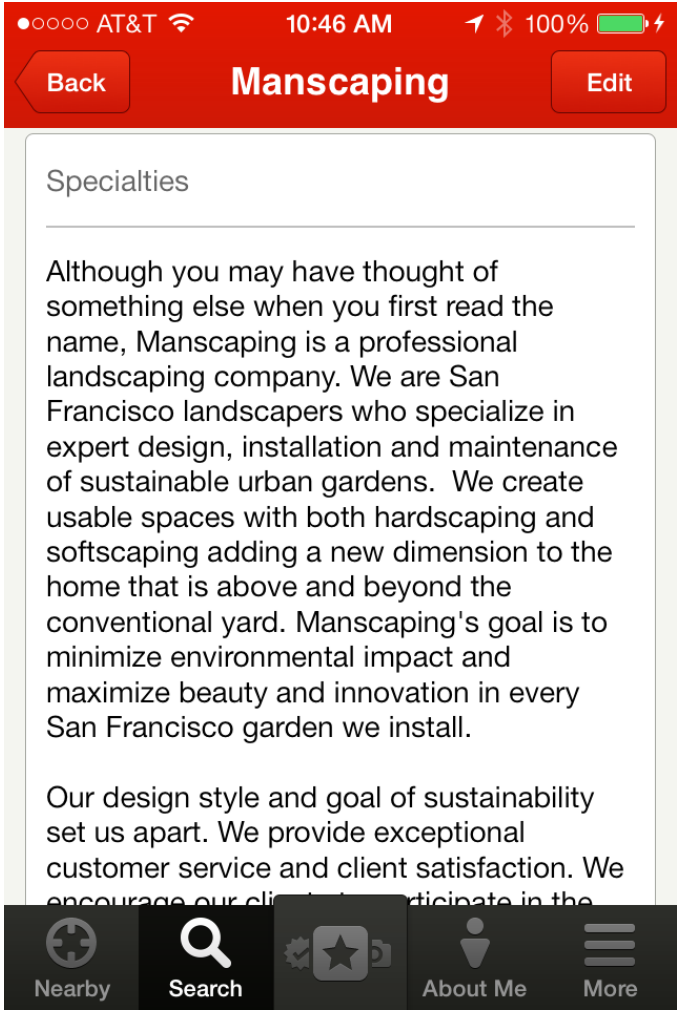


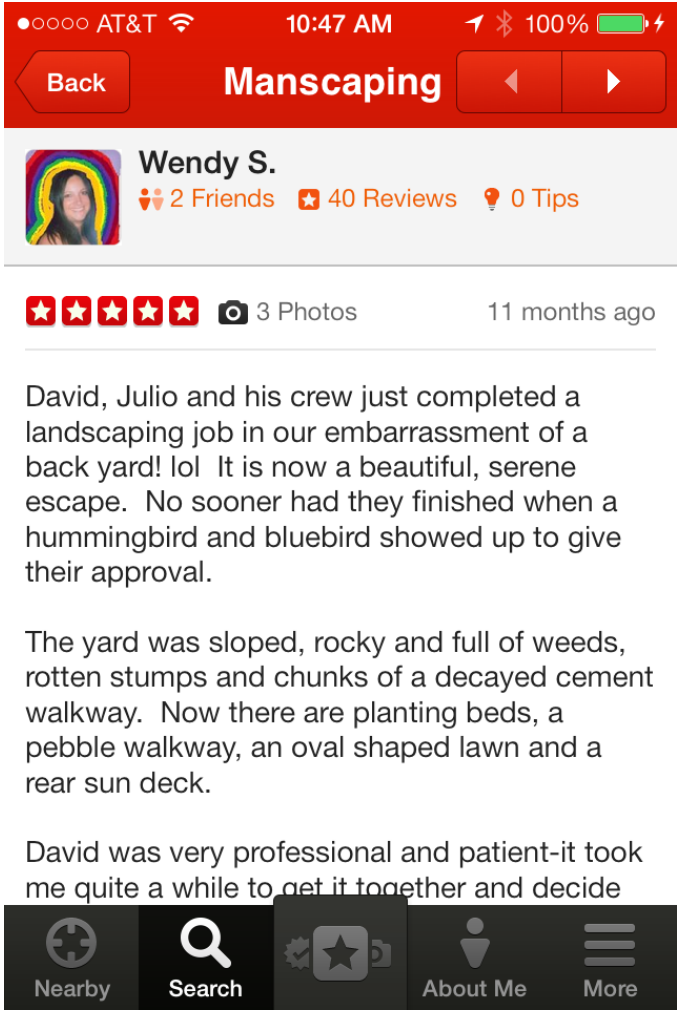
Anna M.

4 months ago

1 0







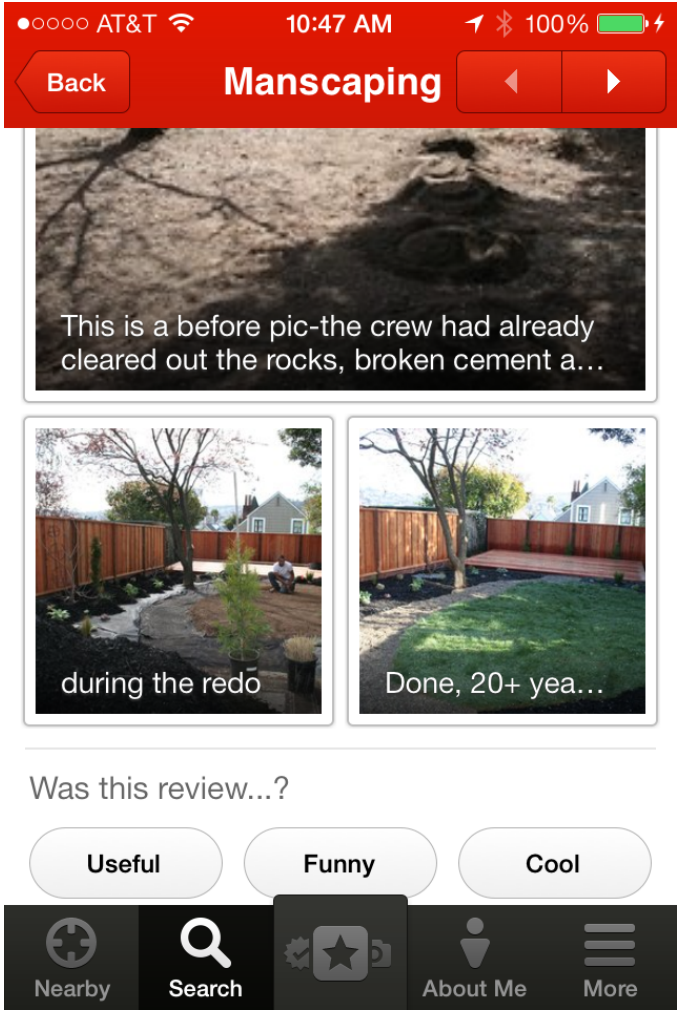
3 Photos

11 months ago

David, Julio and his crew just completed a landscaping job in our embarrassment of a back yard! lol It is now a beautiful, serene escape. No sooner had they finished when a hummingbird and bluebird showed up to give their approval.

The yard was sloped, rocky and full of weeds, rotten stumps and chunks of a decayed cement walkway. Now there are planting beds, a pebble walkway, an oval shaped lawn and a rear sun deck.

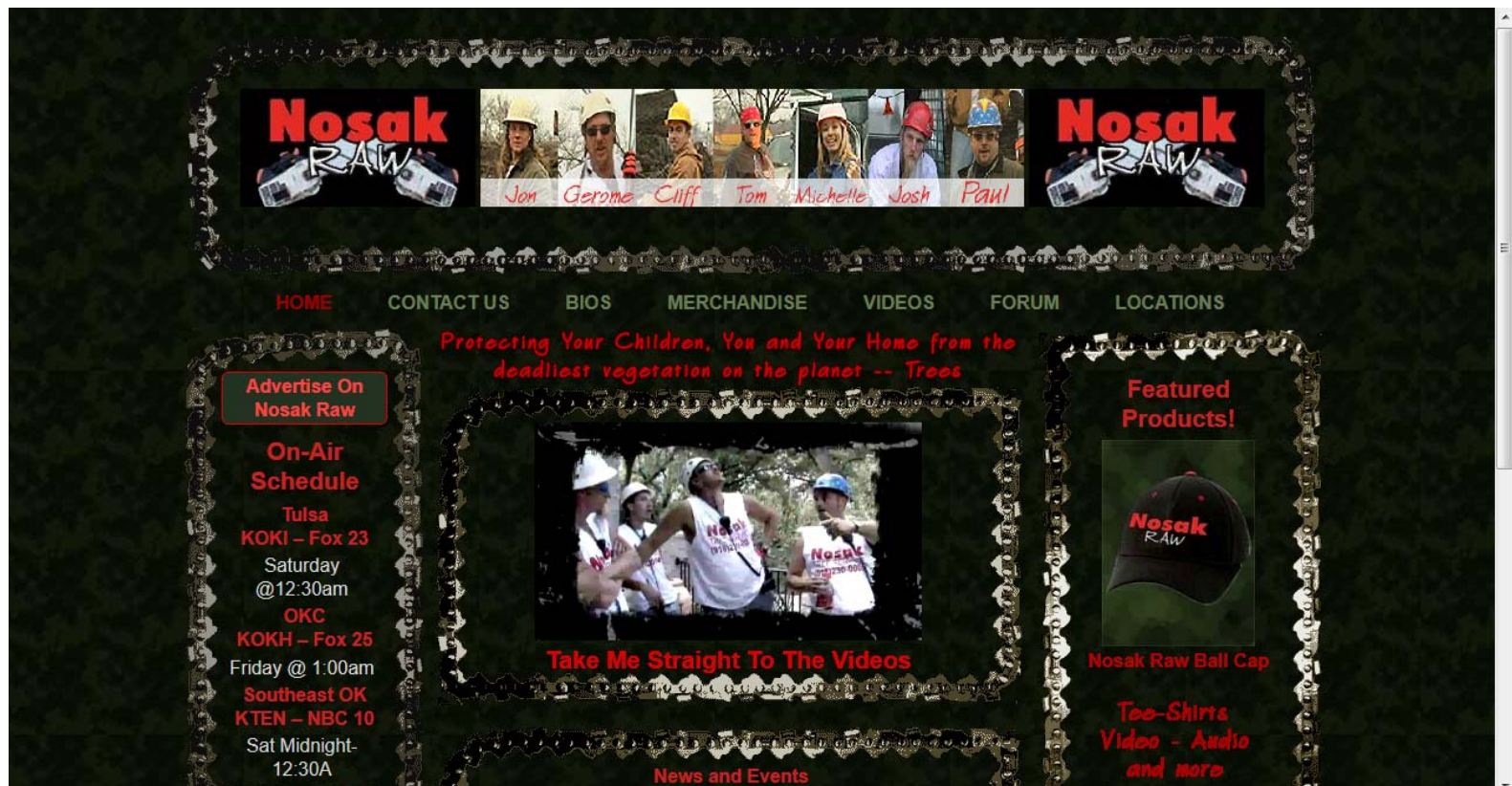
David was very professional and patient-it took me quite a while to get it together and decide





WHAT KIND OF PHOTOS?

What We See



What We Should See

Local for: Green-Bay, WI
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why TruGreen?

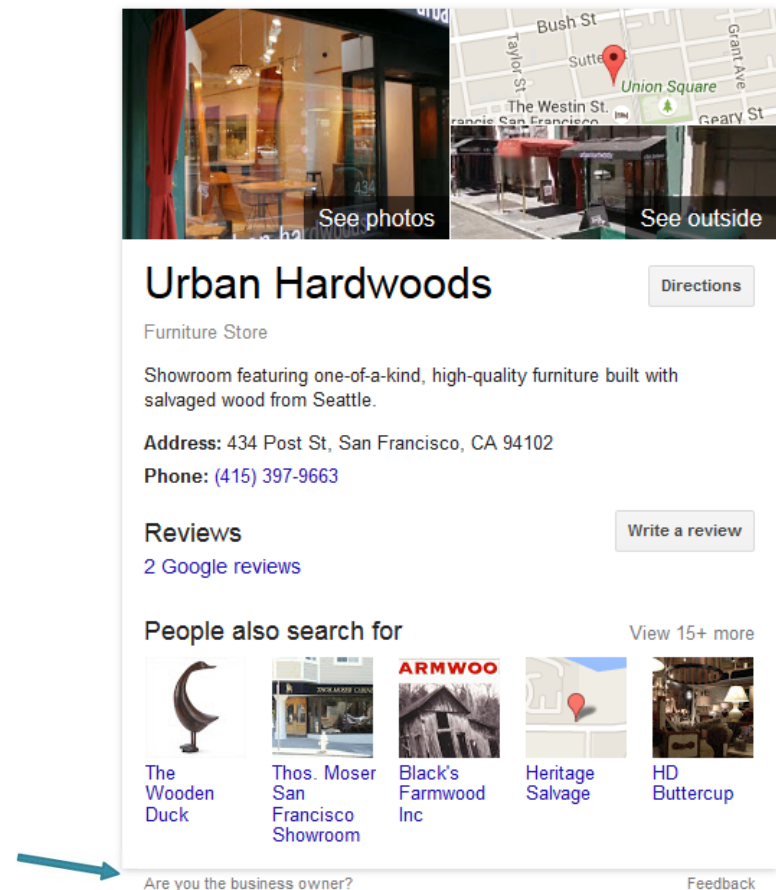
Our science-based solutions lead to



PRE-PAY & SAVE 10%

Top Ten Ways to Build Your Company's Online Reputation

- Keep the online profiles of your company up to date with accurate contact information.
- Focus on complete customer satisfaction in everything you do.



Top Ten Ways to Build Your Company's Online Reputation

- When you have an unhappy customer, remember how much leverage they have on your future business.
- When you get a thank you note from a customer, encourage them to leave a positive review.



Top Ten Ways to Build Your Company's Online Reputation

- Consider the pros and cons of offering coupons through Yelp or Angie's List.
- Never respond in anger to a negative review.



Top Ten Ways to Build Your Company's Online Reputation

- Keep the focus on flooding your profile with positive reviews.
- Write positive reviews of your top business suppliers.





Top Ten Ways to Build Your Company's Online Reputation

- Keep everything in perspective.
- Communicate the online review feedback to everyone involved immediately.



NEGATIVE REVIEWS



50
239

Douglas C.
Haute Cuisine Compactor
Orchard Park, NY

Compliment

Send Message

Follow This Reviewer

9/3/2008

This is the last time I will update my review for the benefit of those of you reading the comment responses from Emery Dental.

1.) I do not work for Yelp. I am an elite member because people nominated me and trust my reviews.

2.) I did go to Emeryville Dental once when I first moved to Eville because I had a toothache. After spending way more than I should have for a simple filling, being told I needed everything from a root canal to having several of my fillings replaced and receiving multiple skeezy phone calls asking me when I was going to come back again I distanced myself as quickly as possible.

3.) They have a history of threatening reviewers with "updated" bills

4.) They probably have a higher BBB rating because they changed their name to Emery Dental from Emeryville Dental Care. Last I checked they were horrid.

Never ever go here under any circumstance. EVER.

Was this review ...? Useful (7) Funny (3) Cool (3)

Bookmark Send to a Friend Link to This Review

Flag this review

Comment from Emery D. of Emery Dental 7/25/2009 « Hide



BBB gave us an "A" rating for over 10 yrs now & THEY CHECK for CREDIBILITY (unlike here) BEFORE posting! You came to our office because of a toothache & were told your cavity was deep & may need a root canal. We wouldn't know for sure unless we opened up the tooth & removed all the decay. (It took over an hour to explain & answer all your questions.) Many of your fillings were leaking & you were told you'd need to replace it. We called you several times to follow up on you to make sure you had taken the prescription we prescribed for you & to see how you were doing. Sorry we couldn't be of service.

Flag this comment



Elite '14
189
568

Eric Y.
Millbrae, CA

★ ★ ★ ★ ★ Updated - 10/5/2012

Updated again.

Got a message from Shawn through Yelp. Basically as you can read, he was interested in working with me an checking out the work I needed done. Got an appointment last friday. Asked when I will receive a quote, he said he will email me by Monday of this week. It's Thursday now, haven't seen anything in my email (yes, I check my spam).

Not sure why it's so hard to get work done on trees.
Guess I'll hire streetworkers who are willing to get things done. There are many other people who are willing to put effort and make some money.

Was this review ...?

Useful

Funny

Cool

1 Previous Review: [Show all »](#)

★ ★ ★ ★ ★ 9/21/2012

hmm rave of reviews? WHY?

I scheduled twice for a tree pruning est. Nobody ever showed up for the... [Read more »](#)

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

Comment from Shawn and Ramona R. of Timberwood Tree Service 9/22/2012 [« Hide](#)



Hello Eric,

I am sorry we have not gotten to see your tree in front of your home.
we get a lot of calls for trees in front. (street trees)

I am a working Arborist that prunes trees and goes on all of the estimates. It keeps me quite busy.

Sometimes its difficult to see all of them in a timely fashion.
I do again apologize and would love to drop off an estimate to you this weekend if you would like us to.

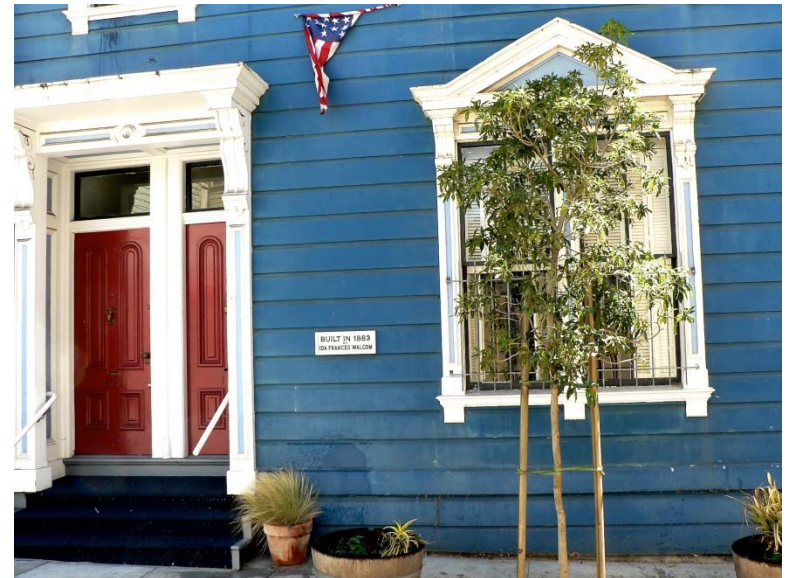
Not sure if you have had the tree pruned yet or not, but we would be happy to leave you a proposal if you have not.

Again I do apologize and would love to make it right for you.

Sincerely
Shawn Ream
ISA Certified Arborist WE 4532A
415-9311150 / 650-873-2525

[Flag this comment](#)

- Your online reputation is an imperfect reflection of how you do business.
- Just like businesses have worked hard to manage their word of mouth reputation before online reviews, it is just as important in the digital era.



- The power is shifting from the business to the consumer.
- A generation ago, it took a small claims court action to hold a contractor accountable when today, even the possibility of a negative review can lead to a lot of freebies for a pushy customer.



- For the good and the bad it brings, a strong online reputation shines a spotlight on the stars in an industry.
- Fly-by-night operators will never be able to compare to a reputable and established company when the customers are doing their research.



Special thanks to the Society of Commercial Arboriculture
and Penn State University.

Now, take the quiz!



THANK YOU



Next Course -
September 16, 2015

Why Certify?

See you in Orlando -

Monday, August 10th - 4 pm
Member Happy Hour

Wednesday, August 12th - 8:30 am
SCA Field Day @ Leu Gardens

**Structural Pruning with
Ed Gilman & Brian Kempf**