

Maximizing on Your ClearlyRated Survey Program

A post-survey roadmap for getting the most
from your profile page & internal operations



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Overview

You did it! A well deserved congratulations for all the work that went into launching and executing your ClearlyRated survey program. In addition to the materials available within your **Marketing Toolkit**, we've put together a roadmap to help you outline next steps to take to get the most out of your survey feedback. Throughout this roadmap, we will go into more detail & share best practices for the steps outlined below!

☐ 1. Configure your profile page settings

- ☐ Add your company logo and contact information
- ☐ Confirm your company website URL is accurate
- ☐ Ensure locations are properly mapped
- ☐ Manage how star ratings and testimonials will display

☐ 2. Link back to your profile page

- ☐ Embed a link to your ClearlyRated profile page on your company website
- ☐ Add the Star Ratings Widget to your website

☐ 3. Drive traffic to your profile page

- ☐ Link to your profile page in digital marketing environments
- ☐ Educate your clients about what your star ratings mean

☐ 4. Leverage testimonials

- ☐ Showcase testimonials on your website
- ☐ Create a social media campaign featuring testimonials
- ☐ Add testimonials to your proposals/print collateral

☐ 5. Utilize Shout Outs

- ☐ Share Shout Outs Internally
- ☐ Use Shout Outs to nurture relationships with your clients

☐ 6. Arm your internal team with knowledge

- ☐ Be transparent with our survey results
- ☐ Educate your team about how (and where) to talk about your survey results



LEVERAGING PROFILE PAGES FOR SEO OPTIMIZATION

STEP #1: CONFIGURE YOUR PROFILE PAGE SETTINGS

Taking the time to configure the settings of your profile page can have significant impact on improving your firm's SEO. Follow these steps to ensure you're taking advantage of all that's available to you in order to maximize on SEO opportunities and build consistency to your online footprint.

Note: for these next few steps, you will configure your profile settings within your [survey dashboard](#).

1. Add your company logo and contact information.

- Add or update your company logo - go to 'Manage' > 'Brands' within your [survey dashboard](#).
 - If you have multiple brands, you will be able to add a logo for each of your individual brands.
- Ensure your company (and brand names) are displaying accurately

BEST PRACTICE

Display a consistent brand name across all your websites, social media profiles and ClearlyRated profile page. Here is an example of what **not** to do – ABC Corp, ABC Co, ABC. Pick one way to write your company name and stick with it across all platforms.

2. Confirm your company website URL is accurate.

- To add or update your website URL link, you will go to the 'Profile Page' tab within your [survey dashboard](#). By scrolling to "Manage Profile Settings", you will be able to update your URL (shown below).

Manage Profile Settings

Show ClearlyRated on ClearlyRated.com?


☒ **Yes!** I want my brand to appear on ClearlyRated.com.
[View Profile Page](#)

☐ **No,** I do not want to appear on ClearlyRated.com.

Where should your profile page link?

A link to your website is included with your profile page. Enter the website address you'd like to link to in the area below, including the "http://" or "https://"

WEB ADDRESS





LEVERAGING PROFILE PAGES FOR SEO OPTIMIZATION

3. Ensure your locations are properly mapped.

To edit your location settings, you will go to your [survey dashboard](#) and work within the Manage Locations section show below ('Online Profile' > 'Profile Pages').

Location (click to edit)	Profile Visible	Ratings and Testimonials Visible	Client Rating
Portland, OR HQ	●	●	★★★★★ 4.9 based on 384 reviews

Have additional locations? Add them here. Add a location

- Confirm your company headquarters and address are both accurate
- **If you have more than one location** – be sure to edit the location settings for each unique location (see full set of instructions [here](#)).

BEST PRACTICE

Be sure you have consistent (and accurate) address information for all locations of your company! Search engines utilize address information to inform their knowledge graph that is built about your company. Your physical address is a unique identifier that can tie a lot of different places across the internet together!

4. Manage how star ratings and testimonials will display.

To edit your testimonial settings, you will go to your [survey dashboard](#) and work within the 'Testimonials' section ('Online Profile' > 'Client Testimonials').

- **Turn your star ratings and testimonials on** if they aren't already
- Select to display testimonials anonymously or with a name
- Opt. to automatically show new testimonials or approve before displaying
- **Approve any testimonials that have yet to be approved** (if you have testimonials set to be auto approved, you won't need to worry about this step!)

BEST PRACTICE

Keep your ratings and testimonials fresh and up to date! Search engines have a nose for stale content – when your online ratings are out of date, they can be de-prioritized when users search for your brand.





LEVERAGING PROFILE PAGES FOR SEO OPTIMIZATION

STEP #2: LINK BACK TO YOUR PROFILE PAGE

Reinforcing the association between your company and your ClearlyRated location page(s) will significantly help to increase your page visibility and ranking potential on search engine results.

1. Embed a link to your ClearlyRated.com profile page on your company website.

- We recommend including a link on **an optimized page of your website**. A few suggestions are: About page, Reviews/Testimonials, Awards, or a Contact page.
- **If you've won an award** – linking your award logo is a great way to provide a quick link to your profile page while also drawing the association of your award accomplishment. Access an HTML version of your award logo within your **survey dashboard** ('Award Resources' section).

BEST PRACTICE

If your firm has multiple locations, it's best to put that location's ClearlyRated profile link on each location's unique page on your company's website.

2. Add the Star Ratings Widget to your website.

- With the **Star Ratings Widget**, star ratings that populate on your ClearlyRated.com profile page can, in real-time, populate on any page(s) of your website, providing instant social proof of your service while improving SEO value by confirming for Google those pages are affiliated with your brand.
- **The widget is available to you at no extra cost!** For step-by-step instructions to activate the widget, head to your **survey dashboard** (go to Online Profile > Widgets).

NEW!
Star Ratings Widget
Social proof of the value you deliver

See How Our Clients Rate Us

ClearlyRated
Client Rating
★★★★★ 4.9
Based on 826 verified client ratings
Data accurate and trustworthy

clearlyrated



LEVERAGING PROFILE PAGES FOR SEO OPTIMIZATION

STEP #3: DRIVE TRAFFIC TO YOUR PROFILE PAGE

The more people that visit your profile page, the higher Google will continue to rank you in organic searches. It's important that you make a clear and obvious connection between your firm and your ClearlyRated profile pages. Linking to your ClearlyRated profile from your website and other digital platforms are easy ways for search directories to understand that those digital environments are related.

1. Link to your profile page in digital marketing environments.

- There are several additional digital platforms you can leverage aside from your firm's website to drive traffic (and reinforce the connection!) to your ClearlyRated profile page.
- Consider an ongoing **social media campaign that highlights your testimonials** and links back to your profile page.
- Additionally, ask your internal team to **add a link within their email signature to your profile page** to help drive traffic (bonus, a quick way to show social proof of your service!).

2. Educate your clients about what *your* Star Ratings mean.

86% of customers look to online, third-party reviews as proof that the purchase they are considering will deliver the value they're seeking. However, **not all star ratings are created equal**. Help your audience differentiate between the feedback shared on your ClearlyRated profile and your Glassdoor / Google Reviews / Facebook profiles.

- Consider publishing a blog post about your work with the ClearlyRated survey program, highlighting the comprehensive nature of your feedback initiative and how that drives your star ratings on ClearlyRated.com.
- Adding links back to your profile page within this type of content will help drive traffic back to your profile page while as well.

BEST PRACTICE

Publishing "reports" from each of your surveys is another great way to draw attention to your efforts and drive traffic to your profile page! Plus it offers the added benefit of perceived transparency into your process.



INTERNAL OPERATIONS & SALES ENABLEMENT

STEP #4: LEVERAGE TESTIMONIALS

Social proof is becoming increasingly more important to buyers as they go through the vetting process. Testimonials are a great tool adding social proof points of the experience your firm provides. Below are a few suggestions for utilizing testimonials throughout your sales and marketing materials.

1. Showcase testimonials on your website.

- Chances are, you're already featuring at least a few testimonials on your website. With each survey, use this as an opportunity to update the testimonials you feature. **Ask yourself these questions:**
 - Did you receive a testimonial that fits to a unique part of your value proposition?
 - Is there an older testimonial you can remove and update?
 - Did you receive a testimonial from one of your large accounts that would be good to associate your business with?

BEST PRACTICE

Date stamp testimonials that you feature on your website so it's clear it's recent feedback. Fresh testimonials not only help with SEO but are more persuasive to those viewing your website.

2. Create a social media campaign featuring your testimonials.

- Use the various testimonials you've received to create a social campaign that showcases the different areas of the value your firm delivers.
- Be sure you have an engaging image to accompany the selected testimonial. Social media engagement skyrockets with visual content.
- Don't make it a one-time effort! Continuing to share testimonials regularly throughout the year will help maximize exposure.

3. Add testimonials to your proposals/print collateral.

- Include a "what it's like working with us" page or section to showcase recent testimonials you've received.
- This is also a good opportunity to highlight any large or notable companies that you partner with that might've provided you a testimonial.

BEST PRACTICE

Testimonials that are most closely aligned with the specific audience you're speaking to are most powerful.



INTERNAL OPERATIONS & SALES ENABLEMENT

STEP #5: UTILIZE SHOUT OUTS

Don't miss the opportunity to recognize team members that go above and beyond to provide a great experience! Shout Outs are a great way to reinforce areas where your individual team members are excelling as well as understand what parts of your service experience stand out to your existing clients.

1. Share Shout Outs internally.

- Regardless of how you have your Shout Outs configured in your **dashboard** (either shared only with top level management or also with the recipient), **taking the time to discuss feedback in person** is a great way to show your appreciation and dedication to monitoring the feedback you've received.
- Share Shout Outs at all staff meetings - having a shared sense of understanding that the service experience matters throughout the company can help inspire the rest of your team and "rally the troops!"

BEST PRACTICE

If you have your Shout Outs configured to send to the recipient, have someone from your team, like their manager, reply with a congratulations - additionally, you can also forward to your internal team to acknowledge their service win and build morale!

2. Use Shout Outs to build relationships with your clients.

- Use Shout Outs as a way to track areas your client really values (things like issue resolution, responsiveness, friendliness, etc.) and continue to keep those actions a priority.
- **Thank them!** If a client has taken the time to provide you with a shout out – reaching out to them and thanking them for the kind words is an excuse for a touchpoint and to reinforce your appreciation working with them!

BEST PRACTICE

Compile a list of Shout Outs your individual account managers have received and use within the sales hand off process to ensure to your client they are in great hands with their new account manager.





INTERNAL OPERATIONS & SALES ENABLEMENT

STEP #6: ARM YOUR INTERNAL TEAM WITH KNOWLEDGE

When your entire team is informed and educated, your firm is not only set-up for success, but also for getting the most ROI from your efforts! For this reason, we always recommend a high level of transparency before your survey launches and, equally as important, once it's been completed.

1. Be transparent with your survey results.

- **How many new Promoters or Detractors were identified?** Build a plan to nurture those relationships that might need more attention and leverage the feedback from your most happy clients.
- Share key service areas that were identified as successful and what area can you focus companywide efforts toward improving.
- Communicate what each team member can do to help reach your goals of improvement. Having clear, actionable next steps will allow you to monitor and measure progress.

BEST PRACTICE

We recommend establishing regular “check-ins” to hold employees accountable for the action plan you’ve built together and avoid losing momentum throughout the year

2. Educate your team about how (and where) to talk about your survey results.

- **Include NPS as a recurring metric you reference & educate your team about.** For instance, including benchmark comparisons (your firm vs. the industry) is a helpful way to give context to your results.
 - **Tip:** identify 3 simple talking points using your survey data. For example, “We received an NPS of 72%, 3x the industry average.”
- Include your survey data on any material you speak to as a differentiator – client feedback can be very persuasive (especially if the feedback is coming from a similar type of client!).
- To your existing clients, proactively communicate when they can expect to be asked for feedback. This is a great opportunity to plug your survey efforts early on in their relationship.

BEST PRACTICE

Do you have an internal knowledge hub? A shared space where your team can reference this information is an easy way for your team to access the information.



READY. SET. GO!

While we don't expect you to execute all of these recommended steps outlined here, we do hope this roadmap provides inspiration to help get you started as you build a strategy for leveraging feedback. And, as a friendly reminder, you can always visit your [Marketing Toolkit](#) as a resource for next steps and “how-to” information along the way!

We strongly believe the feedback you've received through your survey can help you not only make large strides towards a better service experience, but with the right strategy and execution, can also significantly help you differentiate your competitors by excelling in critical areas like SEO and online reputation efforts.

We love watching how feedback can fuel success – now it's your turn to see for yourself!

QUESTIONS?

We're always here to help! If you have any questions, please don't hesitate to reach out to the ClearlyRated Team for support. Or, check your [Marketing Toolkit](#) as an additional resource for next steps with your survey program.



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