

HOW TO GAIN & MAINTAIN A 5-STAR ONLINE REPUTATION

Knowledge Test – TEST

1. It is best practice to use some type of reputation repair company to try to game the internet for the short term because it will help you in the long term.
 - a. True
 - b. False

2. Dimensional Research found that ____% of people say that online reviews influence their buying decisions.
 - a. 50%
 - b. 20%
 - c. 90%
 - d. 60%

3. A study from Go Fish Digital found which of the following to be true:
 - a. Just 1 negative review could equal a loss of 22% of potential customers for your business.
 - b. 3 negative reviews and you can expect up to 59% of your business to be lost.
 - c. 4 negative reviews, up to 70% of your business could be lost.
 - d. All of the above

4. More often than not, a company will be notified personally from someone if they are unhappy with their service.
 - a. True
 - b. False

5. Where might be some places people could be talking about you online?
 - a. Google
 - b. Yelp
 - c. Facebook
 - d. Industry-specific websites
 - e. All of the above

6. What goes into 'gauging the buzz' when monitoring the internet?
 - a. Paying attention to trends
 - b. Keep track of all of the negatives
 - c. Group the negatives by department, shift, etc.
 - d. All of the above

7. Why does it NOT matter if the customer is wrong?
 - a. They will most likely not give you a bad review online because of one bad experience
 - b. They may be wrong, but they are always the customer
 - c. Your business does not depend on that one customer
 - d. Their perception of the event is not the reality, so always correct them

8. You might need to replace an employee to solve some legitimate concerns.
 - a. True
 - b. False

9. If you have a competitor in your market that heavily focuses on a local review site, you should also attempt to have your customers give you positive reviews on this site more often.
 - a. True
 - b. False

10. Is it best practice to ask a customer who has already positively reviewed you to review you again on a different site?
 - a. Yes
 - b. No

11. Why should you only send email requests for online reviews to truly satisfied customers?
 - a. If you send them to all customers, you may get a large number of negative reviews.
 - b. You would get too many reviews.
 - c. All customers who have bought from you are satisfied customers.
 - d. Your company always does everything perfectly all of the time.

12. How many positive reviews does it take to make up for one negative review?
 - a. 2-4
 - b. 4-6
 - c. 6-8
 - d. 10-12

13. Once you have assessed your online reputation, fixed it if necessary, and started receiving positive reviews, you've now done all you need to do.
 - a. True
 - b. False

14. If your business is small enough or you have the time, what are some free, do-it-yourself assessment tools you could create and/or monitor?
 - a. Google Alerts
 - b. Twitter Notifications
 - c. Facebook notifications
 - d. All of the above

15. What is the difference between a negative review on a traditional online review site and a negative mention on a social media platform?
 - a. Both have the same impact
 - b. Social media tends to fade and more likely will be forgotten over time
 - c. Negative reviews on Yelp will disappear over time
 - d. Social media more often has a bigger impact over the long term

16. If you cannot corroborate a negative review, what can you do about it?
- Offer a rebuttal that mentions that you tried but cannot corroborate their story and that you'd love to hear more about it.
 - Where this is possible, you can report or flag their review to the review site as being a fake review.
 - Include a thank you, an apology, and tell them what you have done to fix the problem.
 - All of the above
17. Is it okay to ask a customer to remove their negative review if the problem has been resolved?
- Yes
 - No
18. Why is it important to let your written rebuttal sit for an hour or more before you post it online?
- It will give you time to calm down if you are angry.
 - The negative review may disappear.
 - Your rebuttal is unimportant.
 - Rebuttals are only written when you're in the wrong.
19. What do you need to keep in mind as you write your rebuttal?
- Have someone you trust read over it before posting
 - Use spell check and grammar check with plain language
 - Don't attack the consumer or sound angry
 - Don't point fingers
 - All of the above
20. Why should a business respond to positive reviews?
- A sincere thank you lets people know you care about your customers
 - Reminds others that you only want positive reviews
 - A pre-recorded thank you is more personal
 - None of the above