widewail

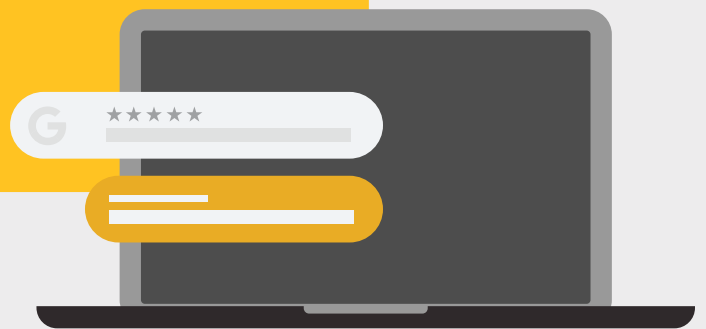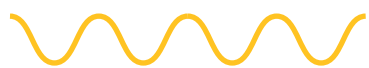# 2021 Local Business Reputation Management Playbook

The Operational, Implementation, Benefits-Focused Guide

Table of Contents

Introduction

Online reviews have become a bit of a hot topic in local marketing these days—and for good reason. **Reviews drive new customer acquisition.**

A well-executed reputation management strategy can increase online reviews and yield a significant ROI by helping you:

- Gain a competitive advantage
- Attract and retain customers
- Improve search rankings

At Widewail, we regularly talk to business owners that are considering implementing a review management strategy. They often ask us: what are the business benefits? Will I see a return on my investment? It's important to understand the answers to these questions before making choices that will affect your business.

In our experience, reputation management has a few overarching goals:

Get more eyes on your business listing content

Generate peer-to-peer conversation around your company

Gently shape and guide the narrative around your company to its benefit

As you plan your 2021 reputation management strategy, you should aim to generate hundreds of new reviews and respond to each review thoughtfully and quickly. If you implement these components and do it well, you will be set up for success.

01

Reputation
Management is a
Key Strategy for 2021

widewail

SEARCH ENGINES

Every morning you wake up, pour yourself a cup of coffee, open your business on time, and provide great service to all of your customers. You and your staff or coworkers are filled with pride every time you delight a guest. Overall, you work hard to ensure that your patrons are happy. But how does Google know that? Reviews.

Google uses review content to assess which businesses are providing the best experience in a given area.

- Ratings inform business quality,
- Volume and frequency of reviews indicate popularity,
- And responses indicate engagement.

Within the last year, it has become clear that Google is further relying upon customer feedback to inform ranking. Historically, listing visibility was largely a byproduct of where your business was physically located in relation to the searcher. Now - with a proactive review strategy and good ratings - your business will compete and even outrank the competition based on product and service quality, even if the customer has to travel a few more blocks.

PROSPECTS

Consumers today highly value peer review content in their decision-making process. Shoppers trust the opinions of peers more than that of the business - we all know that if we want to find out what an experience is really like, we need to go to the reviews.

A proactive review generation strategy will help you create new content for potential customers to reference in their research, and it will enable you to shape the conversation around your business in a beneficial way. We will discuss this topic in more detail in the "The psychology of your prospect" section.

GOOD OL' FASHION CUSTOMER SERVICE

An extension of the in-person experience, engaging with your customers digitally will leave a lasting impression. Consumers appreciate an opportunity to voice their opinion and will feel valued when they receive a response. Further, responding to less-than-satisfied customers, quickly gives your team another opportunity to solve their issues and show prospects that delivering a positive customer experience is an important priority of your business. Doing so will limit pre-purchase objections.

2021 IS A GREAT YEAR TO GET STARTED

Here are the numbers: 87% of consumers read reviews of local businesses in 2020, up from 81% in 2019. Reviews are where the eyeballs are. For the customer, they provide a gut check, final reassurance, a confirmation: "Yes, I am confident this business is a good choice." For the local marketer, they're a potent sales tool. If you don't take steps to harness it, you're missing out on potential business.
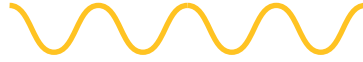
Yes, your loyal customers don't need to look you up and read your reviews. But to gain new customers, your business needs to show up when they search for your product or service. Skimping on reputation management puts your business at risk of being overlooked, or worse, of making a poor impression.

As industry experts, we have found that the adoption of reputation management varies widely, but generally is still underutilized. In some industries, generating and engaging with peer review content is a completely foreign concept.

With this, your ears should be ringing: First. Mover. Advantage. Invest in reputation management now to gain an edge and avoid getting passed by your competitors.

02

The Psychology of Your Prospect: Why Shoppers Care

Your customers are your greatest marketing asset. Prospects look to them to understand what it's like to shop at your business. By harnessing the influence in the words of your happy customers, you can increase the power of their positive impact.

"

We've stopped trusting institutions and started trusting strangers.

— *Rachel Botsman, Author, Leading Expert on Trust and Technology in the Modern World (pictured right)*

A combination of the evolution of technology and degradation of trust in institutions has resulted in a culture of peer-to-peer information trading. 72% of US customers have written a review of a local business.

Your past customers become extremely influential. The role of reputation management is to gently shape the narrative to your advantage. A combination of review generation and response management consistently produces positive public content about your brand.

As a byproduct, local search rank improves, negative sentiment decreases, and responses to negative feedback have a neutralizing effect. All of which will put your information in front of the right prospects at the right time and provide the positive reinforcement they need to convert.

To put this in more specific terms let's run through an example.

How do your customers choose you vs. the store across the street? *The same way you do.*

1. For example, search for "pizza near me."
2. Identify a couple of pizza places towards the top of the search list that are close by and have good ratings (4.0+).
3. Benchmark overall rating and total lifetime reviews.
4. Skim 10 recent reviews from each pizza shop.
5. Make a selection in 1-2 mins.

In this scenario, there are a few reasons a searcher may NOT select your business:

YOUR REPUTATION	WHAT YOUR PROSPECT IS THINKING
Your business is not showing up in the local pack (the first three organic positions on Google) below the map. The local pack is visible for 93% of Google searches.	What businesses exist for this service in this area?
You don't have enough lifetime reviews to be perceived as reliable (10 vs. 1000).	Is this business real and healthy?
Your score is below 4.0 (Google will auto-filter out your listing for "best of" searches).	Which businesses have a basic level of quality?
You don't have 10 fresh reviews. According to Brightlocal, those who read reviews usually read an average of 10 before they trust a business. Also, 40% of customers won't consider reviews older than two weeks. We recommend you generate a minimum of 20 positive reviews a month.	Is the review information representative of recent experiences?

Putting this all together, here are the four review tactics you can implement today to make your business the obvious choice over your competitors:

How many? More.

Get as many reviews as you can and respond to every review. This will give you the best shot to land in the local pack.

Start with 100.

Start with an initial goal of 100-lifetime reviews. Hitting that milestone will minimize any doubt a prospect may have about your credibility.

Ask every customer.

Ask every customer for a review, and make it easy for them to do so. Widewail clients on average see a volume increase of 94% and a rating bump from 4.4 to 4.7.

Always-on.

Reviews have a short shelf life. Prospects want an up-to-date look at what's going on at the store. We like to think of a good reputation management strategy as "always-on" - generating reviews and engaging with customers on a daily basis.
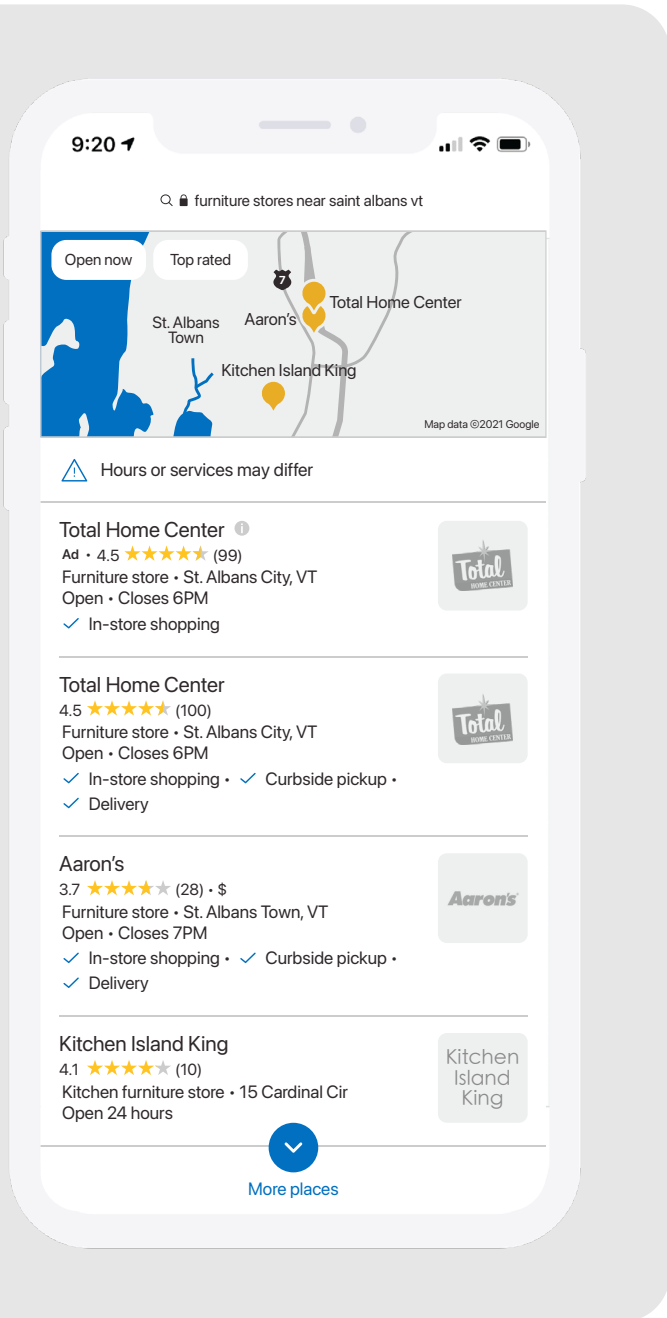
03

When You Say
Reputation,
We Say SEO

As a local business owner or marketing manager, your goal should be ranking in the local pack for as many relevant searches as possible.

According to a study of SEO professionals conducted by Moz in June 2020, reviews are identified as the #2 local search ranking factor, behind Google My Business information. Once fundamental information like address, name, categories etc. are listed on your GMB page (which you likely did a long time ago), the next strategic move is to focus on review signals.

Here's how Google assesses review health: volume, frequency, quality and response. If you can get a handle on these four aspects, you will be set up for success.

VOLUME

FREQUENCY

QUALITY

RESPONSE

Notably, the 2020 Moz study identifies reviews as more impactful than proximity for the first time in search history. This is a huge opportunity. Historically, Google favored the businesses closest to the searcher. In 2021, if Google is deciding between two delis, one that is one block away and has average reviews (~4.0-4.3) and one that is three blocks away and has good reviews (4.5-4.8), the deli three blocks away will likely show up first. It's in Google's best interest to provide the searcher with the best option available so that search users consider them a reliable source of information. Google makes that decision primarily based on review content.
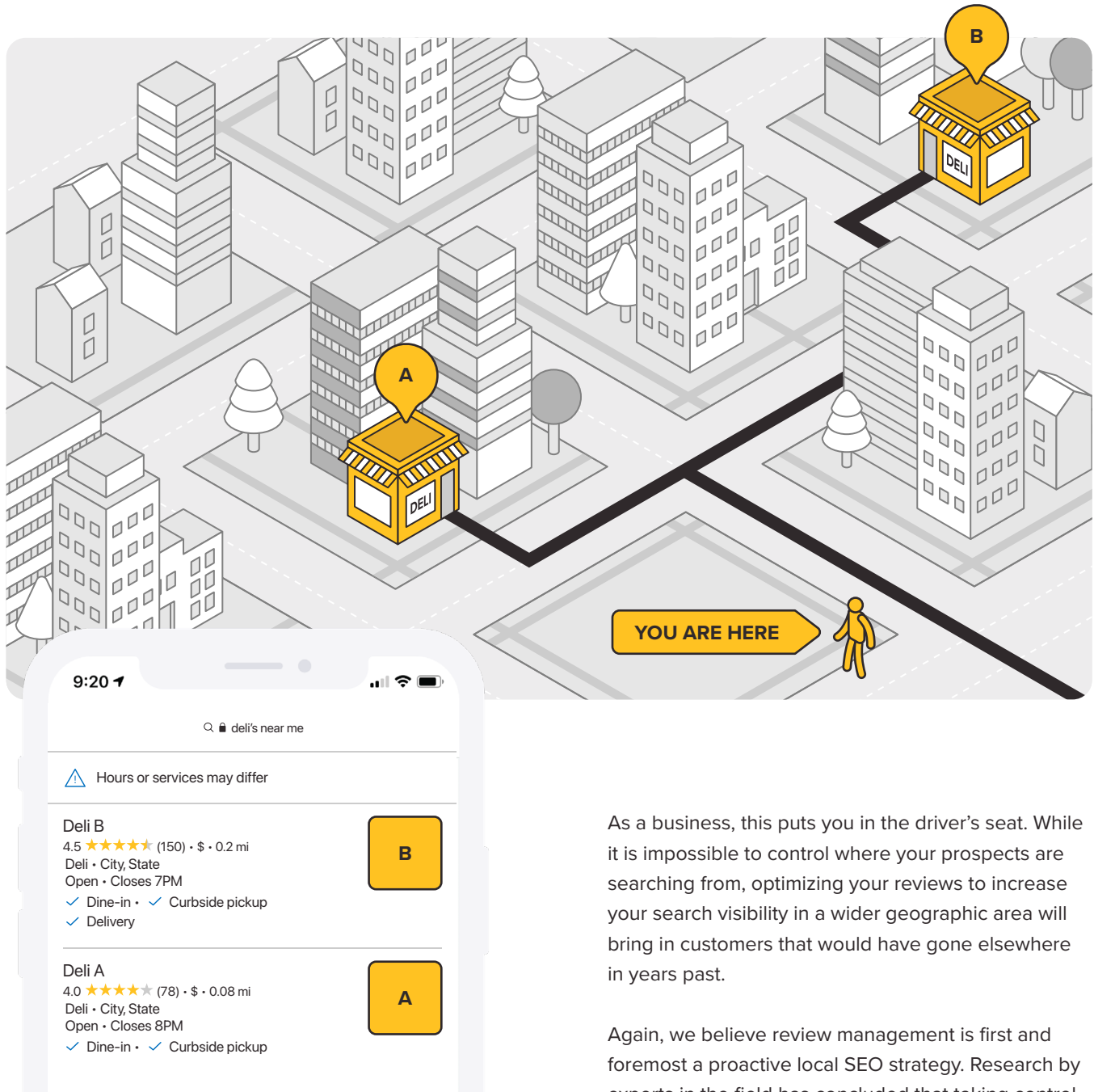
As a business, this puts you in the driver's seat. While it is impossible to control where your prospects are searching from, optimizing your reviews to increase your search visibility in a wider geographic area will bring in customers that would have gone elsewhere in years past.

Again, we believe review management is first and foremost a proactive local SEO strategy. Research by experts in the field has concluded that taking control of your review content is the most important proactive and ongoing strategy available. Reviews are how you move the needle. How you compete.

04

Cost-Benefit Analysis: In-House vs. Vendor

IN-HOUSE PROGRAM

According to Brightlocal, the average local marketer spends 17% of their time managing reviews. To put that differently, if the average local marketer makes $60k a year, they are getting paid $850 a month to respond to reviews.

There are additional costs associated with spinning up an in-house reputation management team. These include:

- Technology, such as multi-site review monitoring and response software
- Hiring
- Training
- Technology implementation
- Turnover potential

A vendor solution is more affordable and provides the additional benefits of expertise, reliable, timely responses, and support from an unbiased third-party. Together, these features offer a compelling alternative to training an in-house team.

VENDOR PARTNER BENEFITS

- Affordable monthly rate, technology included
- No hiring, training, or turnover
- Years of specialized experience
- 30-minute training and onboarding
- Minutes a week of required upkeep by your team
- Offsite response team avoids emotional reactions
- No distractions, so reviews get a timely response

17%
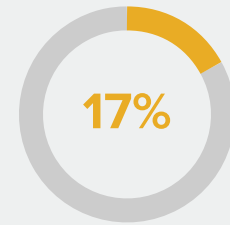
Time Spent Managing Reviews

$10,200

Annual Salary
Going Towards
Review Response

Reputation Self-Assessment Worksheet

EVALUATE YOUR CURRENT PERFORMANCE WITH INDUSTRY BENCHMARKS		
POSITIVE REVIEW VOLUME PER MONTH	**Benchmark:** *20 positive reviews per month*	**Your monthly positive reviews:**
LIFETIME REVIEW VOLUME ON GOOGLE	**Benchmark:** *100 minimum*	**Your lifetime Google review volume:**
RATING	**Benchmark:** *4.0 minimum*	**Your rating:**
RESPONSE RATE	**Benchmark:** *100%*	**Your response rate:**
PERCENTAGE OF NEGATIVE REVIEWS (3-STARS OR LESS)	**Benchmark:** *<10% negative sentiment*	**Your negative sentiment:**
RESPONSE TIME	**Benchmark:** *<1 day for 4 and 5-star reviews* *<2 days for 1 to 3-star reviews*	**Your response time:**

05

Review Generation: How to Consistently Get More Reviews
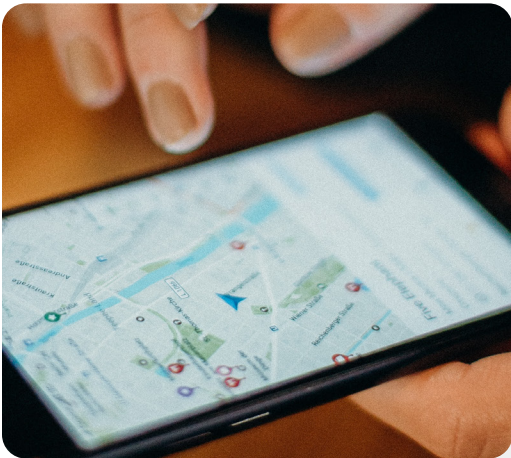
Whether you're a business owner looking at your Google account thinking, "We really need more," or you're a marketer and your boss sent you an email saying, "Figure out how to get us more reviews," generating more reviews is a challenge. You've likely tried a handful of analog methods: incentivize the sales team with a contest, offer gift cards to customers, put a QR code on the reception desk. They move the needle a bit, but it's a grind, and the results come and go.

So, how do we solve this problem? Well, we've seen great results sticking to a simple framework:
- Ask every customer to leave a review
- Ask where they are paying attention
- Make it as easy as possible for them to do so

In more specific terms, you should use automation to trigger a review request message when a customer sale is closed in your CRM or point of sale system, send that message to the customer's phone via SMS, and strip the feedback submission process to the bare essentials. Do this, and you will not only get more reviews, but you will get more good reviews because your happy customers don't have to submit some epic survey to let you know, "Two thumbs up, great job."

It's human nature for your unhappy customers to be more motivated to leave a review. But they tend to be a vocal minority. There is a whole cross-section of your happy customers out there underrepresented on your Google My Business page; they just need to be prompted the right way at the right time. We think of this as "activating the voice of your happy customers."

Using strategies and technology based upon this thinking, our clients have seen on average a 94% increase in the review volume and ratings jump from 4.4 to 4.7 when implementing an ask-every-customer, SMS-first solicitation strategy.

Key Tactic: Why SMS is a Winning Approach

Your goal is to get a review request directly in front of a customer and allow them to publish their opinion in a few quick steps.

How is this possible? Today, the best approach available is SMS.

98% of text messages get opened. 69% of customers would like to be able to contact a business via text and yet only 20% of businesses are doing so. SMS has eight times the response rate of email. We could go on, but you get the idea.

When done right, SMS is a huge area of opportunity and a potential source of competitive advantage for local businesses.

Here is how easy it is to direct your customers to leave a review via SMS:
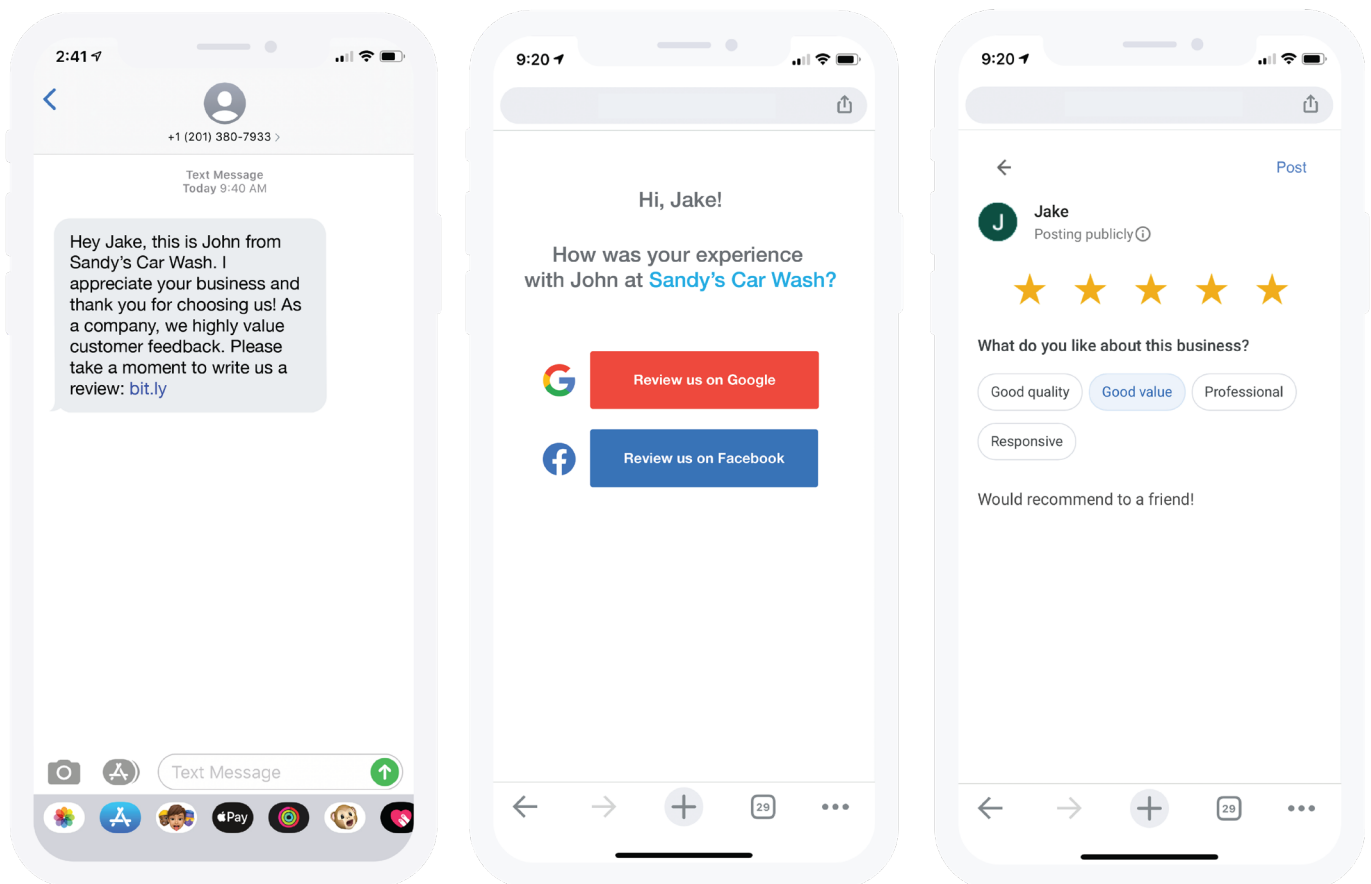
The process takes 30-90 seconds from start to finish, leaving your customers free to move on with their day.

WHO DO YOU ASK?

Ask everyone. This gives you the best chance at high review volume, but more importantly, it will avoid any issues around review gating. Google and other review sites state that any process to filter out potential negative reviews is a violation of their policy. If your business is found in violation, Google could remove all of your questionable reviews. Yes—ALL of them. We've seen businesses lose thousands. How do they know which ones to remove? If you've seen a business with hundreds of reviews and no negative reviews in months, they're review gating.

Although negative reviews can dissuade potential customers, we've found them to be the minority. In 2019 only 13% of reviews managed by Widewail were negative. 88% of our clients who asked every customer saw a rating increase. Like we mentioned above, you are more likely to find happy customers that haven't yet been encouraged to leave a review rather than quiet unhappy customers.

SOCIAL PROOF: POPULARITY WINS

In "The Love of Large Numbers: A Popularity Bias in Consumer Choice", study participants were asked to compare products based upon the volume of reviews and ratings. The study found that buyers tended to prefer the product with more reviews because they equated popularity with quality.

The desire to use popularity as a proxy for quality is common, and in many cases preferred. For example, Netflix just recently rolled out its "Top 10" feature. When searching for a new show to watch, this will be the first place many people look.
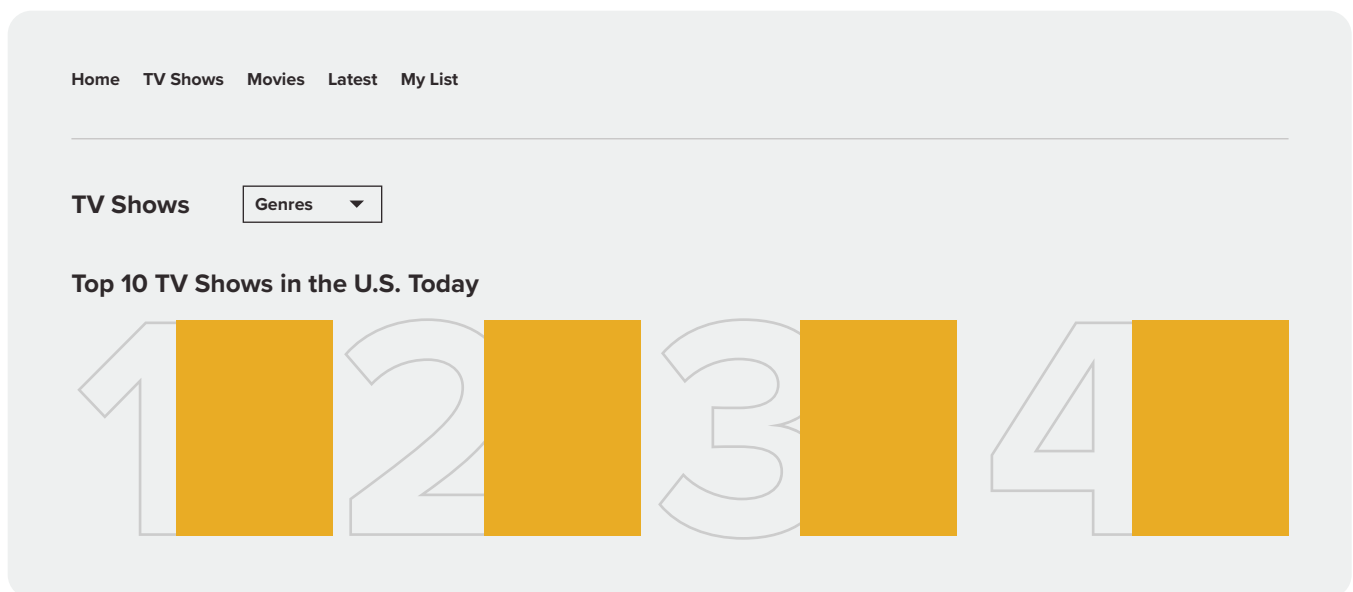
OTHER EXAMPLES OF SOCIAL PROOF IN EVERYDAY LIFE

"Usually, when a lot of people are doing something, it's the right thing to do." — Influence

Bartenders "salt" the tip jar at the beginning of the night to make it appear like customers are tipping, demonstrating that it's expected behavior.

Laugh tracks on TV shows tell you when it is the correct moment to laugh. They are proven to enhance positive recall and are especially effective for less-funny content.

Fundraising events constantly display a list of all the individuals that have donated to show that is the correct behavior.

Political campaigns constantly talk about how many grassroots donors they have to encourage further donations.

Clubs maintain long lines even if there are relatively few patrons inside so that passersby think they're a worthwhile place to visit.

"Since 95% of people are imitators and only 5 percent initiators, people are persuaded by the actions of others more than by any proof we can offer."

— Robert Cialdini, Psychologist and Author

Initiator

Imitator
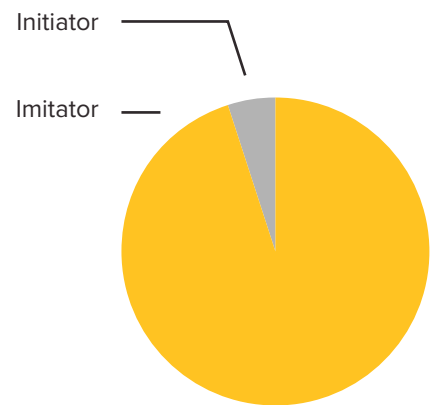
Tactically, a high volume of lifetime reviews will help search visibility. Just as important, your lifetime review number is a quick reference for prospects vetting your business. It answers the question "do people actually go here?"

As a goal, you want **more** reviews. There is no limit. At a minimum, 100 will give you a base level of credibility.

Key Technique: Automation

It's possible to increase review volume using only your in-house resources. Incentive programs and review solicitation quotas will lead to a bump on your GMB. Don't be surprised when, after a month, even your best team members forget to ask their customers for reviews. People get distracted. They get busy. The human element will always be there.

Luckily, the whole process can be automated. By integrating with your CRM, Widewail's review generation software, Invite, triggers a review request via text each time a sale is closed. 100% hands-off for your team and 100% reliable.

Personalization elevates the quality of the interaction making it more relatable and recognizable. It's not "some machine" asking for a review, it's Chris, the guy **that helped you** select a couch yesterday. Using CRM data, personalization can be automated.

Here is an example:

> Hey Jake, this is John from Sandy's Car Wash. I appreciate your business and thank you for choosing us! As a company, we highly value customer feedback. Please take a moment to write us a review: bit.ly

In short: automating your review request process will eliminate unpredictability and optimize your opportunities, ultimately leading to better results.

Using this approach, Roseville Kia was able to increase its review volume over its previous provider by 243% in the first month.
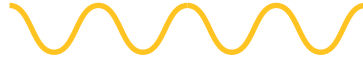
Roseville Kia: +243% Review Volume

76 reviews/month average, previous provider

185 reviews/month with Widewail
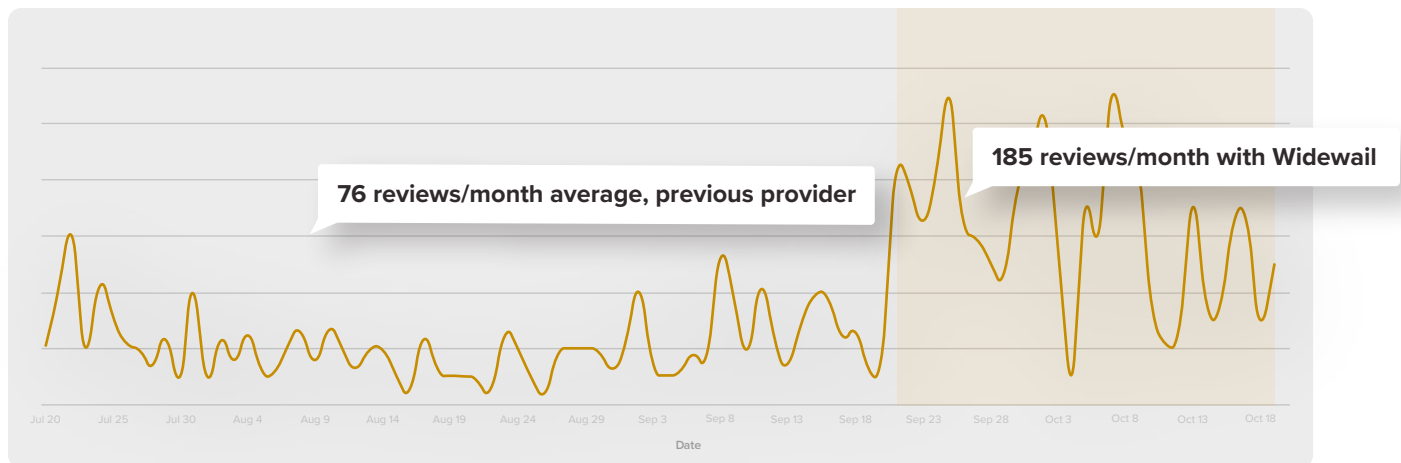
06

Review Response

Responding to Reviews is Good Customer Service, Boosts Your Rank, and Gets You More Reviews

The fourth tenet of SEO review signals, and often the most challenging to execute consistently, is review response. Responding quickly and professionally is key, but with the ebb and flow of foot traffic, it's common for local businesses to lose focus.

Think of a response strategy like watering a lawn. We all know of the fan-like sprinklers that connect to a hose, oscillate back-and-forth, and provide hours of childhood summer fun. They work well enough but need to be manually turned on and off, moved around the yard, and consistently attended to week-in, week-out.

Turns out the best time to water grass is early in the morning, but who wants to do that. It also needs to be watered a few days a week, at a consistent time each day. Inevitably, the lawn does not get the attention it needs. It dries out, becomes patchy. The neighbors, on the other hand, just got a built-in, automated watering system. It comes on at 6 AM every day and its evenly dispersed sprinkler heads cover every inch of the lawn. After a month, their lawn looks great. Full. Thick. Green.
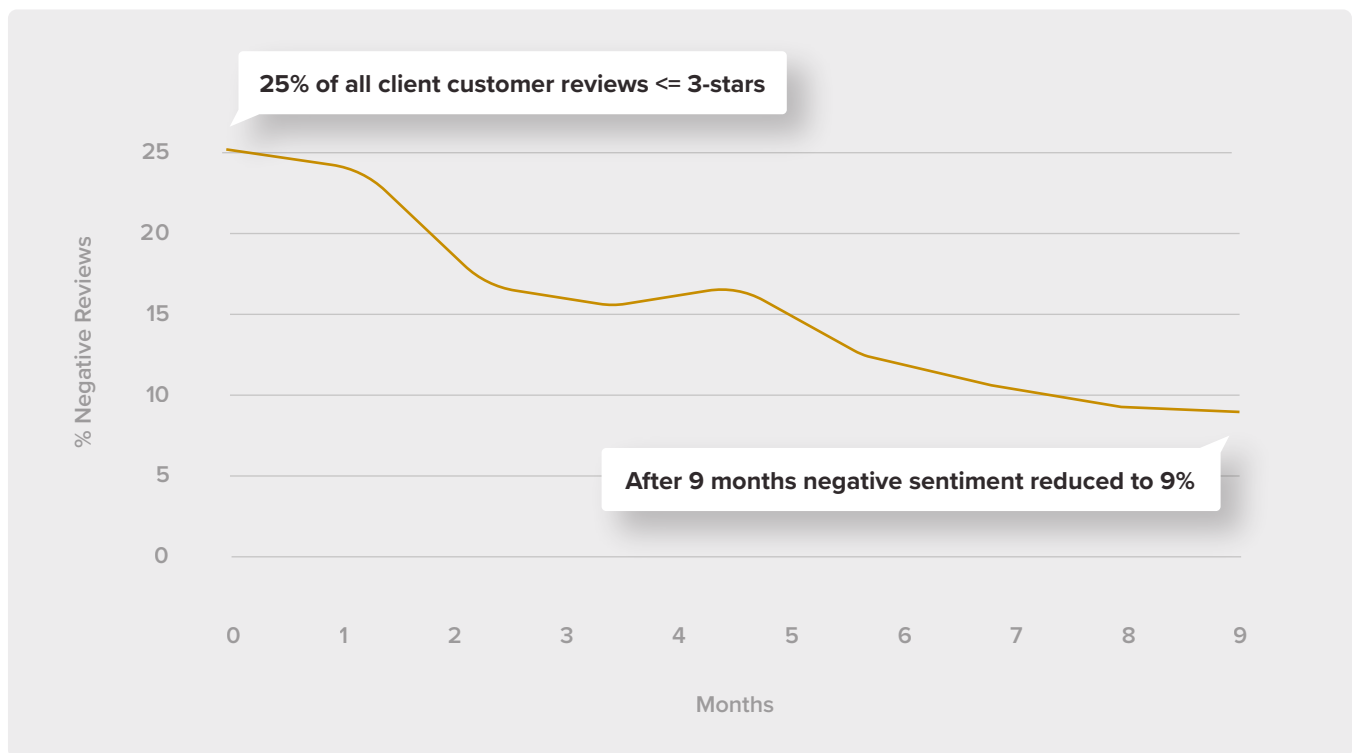
You know where we're going with this. Responding to reviews when it's convenient is like using a fan sprinkler. The neighbors work with Widewail, the set-it-and-forget-it approach to efficiently managing reviews. We're there when you need us, hidden from view when you don't, but the results are evident to everyone on the street.

Why respond to reviews

A few reasons. Prospects will react favorably to a response, it shows you care about your customers, and gives them a view into how they can expect to be treated. Google makes note that responding to reviews will help your ranking, demonstrating to Google that you are an engaged and reputable business. The response box is one of the few places you have the freedom to control what is said about your business. You can add product, service, and/or brand keywords, include personalization, and explain your company values. Responses are the only opportunity to insert your voice directly into the situation. Even better, responding has been proven to increase review volume by 12% and rating 0.12 stars.

Dealership: -64% Negative Reviews

25% of all client customer reviews <= 3-stars

After 9 months negative sentiment reduced to 9%

% Negative Reviews

Months

If you are trying to vet review response vendors, here are the review response techniques we recommend.

RESPOND TO EVERY REVIEW: RESPONDING TO ONLY NEGATIVES HAS A DOWNSIDE

A comprehensive approach will provide the most SEO value and ensure that every customer feels valued and heard. Prospects will take notice of your diligence. A word of caution - it is fairly common for busy business owners to only respond to negative reviews, dutifully assisting upset customers. As an unintended consequence, Google will perceive those reviews as most important and raise them to the top of the list. Responding to every review will help avoid prospects seeing negative reviews first.

RESPOND QUICKLY: SOLVE CUSTOMER PROBLEMS WHILE THEY ARE STILL ENGAGED

Less-than-satisfied customers tend to offer a short window of time in which they will allow a business to resolve a problem. Weeks later, they'll have moved on.

Widewail clients get consistent responses to all of their reviews within 24 hours, so no opportunities are lost. We frequently see customers update their review after resolving the conflict directly with the business, usually offering a better rating. Possibly more important, these interactions show future customers that your business is willing to take the extra steps post-transaction to ensure they have a positive experience. Talk about reassuring.

DETAILS AND KEYWORDS: TIME TO GET CREATIVE

The response box is open-ended, presenting many opportunities for optimization. Personalization is key, so address the reviewer directly by name. To a degree, this process can be automated, but a human behind the keyboard will ensure 100% accuracy. Do so with taste and discretion, but, when logical, input keywords such as products, services, geographic location, and business name. Also, consider working in brand values.

PRESENT PROFESSIONALISM, LIMIT EMOTION

Never forget review sites are public forums, so be careful what you write. Getting heated and debating a problem in public always looks bad for the business and could remain online forever. On some review sites, a heated back and forth will garner the attention of anonymous onlookers, who will immediately support the customer. Working with a vendor can help distance your team from the situation, eliminating the possibility of emotional and very public interactions.

PROVIDE A PRODUCTIVE NEXT STEP AND MOVE THE CONVERSATION OFFLINE

In an effort to keep your public profiles free from conflict, we suggest that when dealing with negative reviews you acknowledge the customer's frustration, propose the next step, offer a direct line of contact such as phone or email, and attempt to continue the conversation privately.

07

What Types of
Review Response
Solutions Exist?

MANUALLY RESPOND THROUGH GMB

Respond to your customers directly through your GMB page under the "Reviews" tab.

THIRD-PARTY: MONITOR AND RESPOND MANUALLY WITH TEMPLATES

A simple third-party software tool will pull in your review data and allow you to respond to reviews from multiple sites in one feed. These tools generally offer the ability to access templated responses to help speed up your response time.

THIRD-PARTY: AUTOMATION

Generally, this means software that pulls in your reviews and sends out automated responses based upon a set of predetermined rules. For example, the receipt of a 5-star, no comment review will trigger a specific pre written response. A good solution will enable you to write a collection of responses for a specific type of review, and the software will automatically cycle through the list.

THIRD-PARTY: MANAGED SERVICE

Bespoke review management services, such as Widewail, employ a team of expert writers to respond on behalf of clients. We work with your team directly on negative reviews, ensuring we have the appropriate context for each situation and that you approve of our approach. Each managed service will operate slightly differently.

Before we get into the pros and cons, a note about reply strategy. A quality strategy has two components: respond to every review, and respond with enough nuance and specificity that the responses address the customer's need, feel human, and project a positive experience to your prospects.

Beyond that, selecting auto response software or a managed service depends upon the quality of the customer service you are attempting to achieve, the level of involvement you would like to have as the internal marketer, and your budget.

| PROS OF AUTOMATED REVIEW RESPONSE	CONS OF AUTOMATED REVIEW RESPONSE
• Responds automatically to 75% of review content • Easily scalable • Boosts response rate • Responds quickly • Affordable compared to internal team • Keyword insertion possible • Custom response triggers based upon review characteristics	• Requires detailed setup: sample responses need to be entered into the system to be deployed by the software • You or a member of your team will need to learn review response best practices in order to craft effective responses for the autoresponder to publish • No pre-written response will appropriately capture the tone of a negative review, risking a tone-deaf response • In-house negative review response required • Lack of human processing will lead to missed opportunities for additional business or problem resolution • Managing the software will require expertise, which can be problematic with turnover

MANAGED SERVICES

• Vendor scales to meet your needs • 100% response rate by humans • Insert brand keywords for SEO and context clues to impress the reviewer • Triage problems for efficient resolution • Staff with years of experience	• Save your team significant time by outsourcing the bulk of the work to an external team • More affordable than an in-house team • SEO-optimized responses • 30 min onboarding and training

08
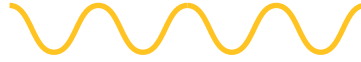
How We Do it at Widewail

An Operational and Benefit-Focused Look at the
Widewail Reputation Management Strategy

Widewail is a full-service reputation management partner, supporting your review generation and engagement management efforts across the web, every day. Our strategy is boots on the ground, location-first. We help you at an individual location and then multiply the network effects across the group.

Our services

INVITE - REVIEW GENERATION

We call our review generation product Invite. By integrating with your CRM, Invite automatically asks all of your customers to leave a review via SMS.

Implementation and operational requirements
- CRM integration (or some other database holding up-to-date transaction info)
- Personal information to allow for SMS communications
- No active input from the client necessary

Techniques
- SMS priority (98% open rate), email as a backup communication method
- Personalization (Name of customer, sales rep, and business name in each review request)
- 100% customer outreach
- Streamlined, 3-step, mobile-first process to optimize conversion

Benefits of investing in a review generation strategy
- Volume, frequency, and quality of reviews boost search rank
- Asking all of your customers and making the review process easy will result in more engagement from your happy customers. Current Invite clients on average see a rating boost from 4.4-4.7
- Widewail client Roseville Kia saw a 243% increase in review volume over their previous review generation provider
- Generate a large collection of customer feedback that your prospects can use to help them make a decision and you can use for marketing on social media and your website

ENGAGE - MANAGED SERVICE REVIEW RESPONSE BY WIDEWAIL TEAM

Using the Widewail platform, our team of review response specialists will monitor and respond to all of your incoming review content across the internet. Responses to positive reviews go out immediately, negative reviews get a suggested response that is sent to the store for verification, approval and added context if necessary.

Implementation and Operational Requirements
- Link review accounts to Widewail
- 30-minute onboarding and training
- Location staff will be required to approve suggested responses or provide notes on negative reviews
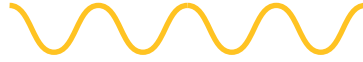
Techniques
- Respond to every review
- Positive response time within 24 hours, negatives usually a couple days or less to afford back-and-forth time
- Personalization, brand keywords, and context details in positive reviews
- Negative review responses deescalate the situation and move the conversation offline

Benefits of investing in a review response strategy
- We've designed a system to monitor all your review channels and write quality responses on your behalf with little operational stress.In short, we offer the best quality responses on the market with minimal impact on your team's day-to-day
- Custom, keyword-rich, quality responses to all of your reviews, consistently and reliably
- Material visibility increase in local search
- Quality customer service extending beyond the physical location—every customer is heard and appreciated
- Show prospects you're engaged and that they can expect a respectful and productive response even if they have a bad experience
- Response boosts star rating and review volume due to the psychological impact on customers

09

Key Takeaways
and Best Practices
Going Forward

The Do's and Don't of Review Acquisition and Reputation Management

To accelerate foot traffic with positive customer experiences, businesses will need an intuitive, intelligent reputation management solution to help their buyers easily find content, thoroughly and immediately address questions and needs, and confidently prioritize and affirm decisions. As you continue to craft and refine your reputation management strategy, think about these key Do's and Don'ts.

DO

1. Ask all of your customers to leave a review
2. Ask them via SMS
3. Proactively shape your reputation for maximum business impact
4. Work to digitize your post-transaction customer service
5. Make it easy for customers to share feedback
6. Give review generation and review response equal consideration
7. Ensure your system works no matter if your store is busy or quiet
8. Integrate your CRM and review generation technology to automate

DON'T

1. Only ask customers you think have had a good experience
2. Use email. Email isn't dead, but it is not suited well to converting reviews
3. Let your reputation be influenced without input from the business
4. Ignore the digital components of the post-transaction customer experience
5. Make the feedback process long and complicated
6. Focus solely on one component of reputation management
7. Design a reputation management system that will fall apart if the store becomes busy
8. Waste you or your employee/team's time asking customers for reviews

widewail

Widewail is the trusted reputation management partner for small businesses, regional groups and enterprise organizations alike, supporting notable names like Lexus and Jim Koons Automotive Companies. Specializing in review generation and review response, Widewail helps local businesses grow by boosting search visibility and influencing prospects at a pivotal decision-making moment in the buyer's journey.

Hundreds of businesses across multiple verticals use Widewail to automate review generation and outsource review response. If you'd like to learn more about accelerating your reputation management strategy with Widewail, schedule a free demo today!

Schedule a Free Demo