

pet sitters **GUIDE**

Online Reviews

Build TRUST ► Create CREDIBILITY ► Attract MORE CLIENTS

in 2 Steps!



Introduction.



The successful pet sitter – whether going strong as a solo owner/operator, or as the pack leader of a thriving company complete with ICs or employees – must constantly work to remain in business.

Networking, support, training and education all play a vital role.

And also playing an increasingly important role to your success is the online review.

Keep reading, and you'll soon understand why neglecting this aspect will prove to be an uphill battle.

While it's fairly obvious that we are in the age of social networking, the online review works together with your web presence, social media communication and search engine optimization (SEO) efforts.

Really, the online review is a secret weapon.

I run the popular [Alitia's Animals](#) in New York along with my wife, and attribute our positive written reviews to the ongoing success we've been lucky to maintain.

By the time you complete this guide, you will discover:

- Why gaining online reviews for your pet sitting business is one of the most important things you need to be doing right

now.

- The simple 'copy and paste' process to easily request an online review from each of your clients. (*Entire text provided below.*)
- The top reason Google values these online reviews and why they work so well.

Sections Inside:

The 8 Online Review Sites that Google Values.

Use My Welcome Home Email As Your Secret Weapon.

Feel Free To Copy My Text.

Why Exactly Is A Review So Powerful?

How Google Uses Online Reviews for Rankings.

Good Reviews vs. Bad Reviews.

So, What Now?

The 8 Online Review Sites that Google Values:

Did you know that Google gathers reviews from around the web to add to your Google Places listing?

That is a great thing.

This means that if you receive reviews from any of these 8 online review sites, Google will take notice and place them within your Google Places listing for your potential clients to view.

- Google – www.maps.google.com
- Yahoo! – www.local.yahoo.com
- Yelp – www.yelp.com
- Citysearch – www.citysearch.com
- Insider Pages – www.insiderpages.com
- Superpages – www.superpages.com
- Yellowpages – www.yellowpages.com
- Local.com – www.local.com

Now your goal is to get as many pet sitting business reviews as you can.

You don't need to focus on getting your clients to review you in all 8 review sites. Pick the 2 or 3 that attract you and focus on those.

And this is how it's done...

Use My Welcome Home Email As Your Secret Weapon.

We send a Welcome Home Email to every client a few days after the job ends.

The purpose of the email is two-fold.

One – It thanks the client for choosing our company and for placing their trust in us.

Two – It contains a direct call to action and asks for a review to be posted online.

We don't ask for a testimonial, we specifically ask for a review.

We then offer a direct link to our Google Places page so the client can quickly and easily post their review online.

The vast majority of your clients who receive this request from you will be more than happy to comment positively and share their experience with others.

People enjoy sharing their experience with their friends and family. It's something we do all the time (movies, restaurants, vacation spots, new gadgets...).

And the fact that you're asking shortly after your job well done, makes it even more likely to happen.

Here is the word-for-word text we use to ask for a review:

Subject: Welcome Home from [your pet biz name]

A Quick Thank You!

We know you have plenty of choices when it comes to the care of your animal during your absence and appreciate the trust you have placed in [your pet biz name].

In an attempt to make life easier for you in the future, I will keep all your relevant information on file so it will take one brief phone call to me the next time you must leave town. As you know, our sitter schedules fill up quickly, so please call when you have your dates set.

Were You Thrilled With Our Service?

In order for our business and reputation to continue to grow, it is important to us for happy and satisfied customers to express their joy in our services through a positive online review. We ask that if you were delighted with our services to please take a moment and write an online review on our behalf at any of the sites to the right. It will mean a lot.

As always, if you'd like to discuss your experience with us over the phone, we can be reached anytime by calling [your contact phone]. Our goal is to achieve 100% client satisfaction, and if you were not completely satisfied with any portion of our service for any reason, let us know, and we will

work to make it right. We appreciate your business and look forward to caring for your furry friend again in the future.

Your Opinion Matters!

Review Us on Google: [direct link to Google Places listing]

The mega-giant search engine provides listings to local businesses. Click Here to add your review to Google Local Listings

Review Us on Yelp: [direct link to Yelp listing]

Yelp is an online city guide offering real reviews from real people. Click Here to share your experience with fellow pet owners.

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This is a one-time email correspondence to welcome you home and ask for your feedback. We do not sell, rent, share or otherwise disclose your personal information including your email address.

Our email address is: [add email]

Our telephone number is: [your contact phone]

Feel Free To Copy My Text.

When sending out your welcome home email, a simple text note will do the trick. However, you can design the email any way you want for maximum effect.

For example, here's a screenshot of our email. As you can see, we chose to send it out in HTML format so we can take advantage of some design capability.



Our welcome home email is sent in HTML format.

Why Exactly Is A Review So Powerful?

So why all this hoopla over the online review? Why is it really that important?

It all boils down to validation and social proof.

The average person has dozens and dozens of decisions to make every single day. Some big, some small.

And no matter what decision we make, people simply do not want to make the wrong decision.

Making the wrong decision on any level can have a heap of consequences, everything ranging from embarrassment and looking foolish to lost time, money or property.

Therefore, every positive review from a client helps make the decision process that much easier.

Consider the impact this would have if an unsure potential client came across it: “Cindy goes above and beyond like no one else. My cat usually runs and hides when visitors are here, but took to Cindy immediately.”

Wouldn't it at least keep the visitor interested to learn more about you?

Online reviews also provide social proof.

Social proof can be explained with a simple analogy.

Let's say you and your spouse are driving around town looking for a nice new restaurant to try out. You spot two possible places.

One has a few random cars in the parking lot, with no fanfare or activity.

The other one has a packed lot, with people coming and going.

Clearly, you're going to run to the one with the hustle and bustle, right?

The idea is that these diners are all validating the busier restaurant as one of value and worth dining at.

That is social proof in action.

Now, imagine two pet sitting business listings in Google.

One has a few reviews (or worse, zero reviews) and another has 17 online reviews.

Which will you run to?!

How Google Uses Online Reviews for Better Rankings.

Don't be fooled.

The infamous 'Google Algorithm' that analyzes each web page online and automatically decides where it belongs in its search

results is a secretive and complex system.

Google says their search algorithm comprises of more than 200 signals that are taken into consideration when evaluating a web page, and the general public is only made aware of a very small handful (title tag, keyword use, unique content, etc).

The only goal of Google is simply to return the best (most appropriate) search results for its user.

Online reviews are just another way Google can easily decide if your site belongs on the first page for any given search term.

Remember social proof?

The more ways you can get online users to talk about your service, the better it is to Google and the better it is to your potential clients.

Good Reviews vs. Bad Reviews.

We all want good reviews, right? But in this case, I'm not talking about Good vs. Bad, as in positive vs. negative reviews.

I'm talking about a well-written review vs. a not-so-effective review.

Example:

Not So Good: Cindy is great. We love her.

Good Review: I've never met anyone like Cindy before. I've struggled to find the perfect person to watch my sweet Beagle for so long and am in awe of Cindy's skill, compassion and care.

Obvious difference. The main problem with the first example is that it's just bland, generic and gives no real information.

A reader wants to know what makes Cindy so great? Why do you love her? What BENEFIT does Cindy bring to the table?

Important Note: Never post a false review for yourself or ask someone who has not used your service to supply a review.

If Google or (gasp) your potential clients find out about this, you can greatly tarnish your reputation and make matters worse.

So, What Now?

This guide aims to get you on a clear path to obtaining online reviews for your pet sitting business.

ONE: If you are just getting started with this, begin by formulating your own Welcome Home email.

You can use the one I provided word for word, or as a starting point for your own email. Whatever works.

TWO: Make sure you have a business listing in (at least) Google Places so your clients have a place to review.

THREE: Copy the full web address of your business listing so you can direct clients to the exact page where you want the review to be added.

TIP: Your URL may very well look like this:

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http://maps.google.com/maps?hl=en&client=firefox-  
a&hs=MRB&rlz=1R1GGLL_en__US382&q=alitia  
%27s+animals+mpas&um=1&ie=UTF-8&sa=N&tab=wl
```

And that can be messy for anyone to deal with. Thankfully, Google comes to the rescue again.

Try Google's free URL shortner service at <http://goo.gl>

Simply paste the long URL into the URL box, and instantly receive a much more manageable URL like this: <http://goo.gl/nqq69>

Obviously a much better choice to place in an email. You can also track the number of clicks your link receives, too.

Already Getting Online Reviews?

If you already have a plan in place that gets your pet sitting business reviewed by your clients, excellent!

Keep it up. You can literally never have enough reviews online.

Feel free to respond publicly to your fans (something the review sites usually allow you to do) and stay front and center.

You can also use these positive reviews on your website, in your

social media efforts, in your email signature, to help the decision making process with potential clients... anything goes.

Finally, remember this:

“It's more powerful to read what others say about you than to read what you say about yourself.”

Wrap Up.

There you have it.

If you enjoyed reading this free report, you'll love being a bigger part of APSE.

We are an active community of professional pet sitters enjoying life at all stages of business.

Allow Us To Learn From YOU!

Whether you are a solo owner/operator or have a staff of many, your participation and contribution will be appreciated, respected and valued.

Everything we do together is designed with your success in mind.