

Mastering Online Presence in The Modern Firm®



Why mastering online presence is important in a modern firm

We live in an on-demand, instant-access world. The majority of consumers are extensively researching products and services online well before they make a purchase decision. This includes reading online reviews and assessing your presence on Google.

Having a powerful online presence is more important than ever to attract ideal clients to your firm and blow the competition away. That's why we created this eBook—to help you better understand buyer behavior and provide proven tips on generating a positive, authentic and engaging presence that will bolster your online ranking and make you look like a million bucks!

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Understanding today's buyer behavior

More than ever, buyers are relying on the internet to research and vet products and services long before they are moved to purchase or even take an initial action such as contacting a business. The internet provides consumers with volumes of information by way of customer reviews, social media streams and Google My Business listings.

Online is where the majority of buyers live in terms of researching products and services, which means it's where firms need to be as well. Consider just a few current statistics when weighing the importance of having a strong and positive online presence:

- > 90 percent of consumers read business reviews before making a purchase.
- 68 percent of consumers are more likely to buy from businesses with positive reviews.
- Consumers read 10 reviews on average before trusting a business enough to make a purchase.
- 78 percent of people trust online reviews as much as recommendations from friends and family.

92 percent of B2B customers are more likely to buy after reading a trusted review.

- Google continues to be the fastest-growing reviews platform—holding 75 percent of search market share.
- 60 percent of customers check Google My Business for reviews.

Buyers are looking closely...

Consumers are not only researching your products and services, they are also looking at the nitty-gritty details within online reviews and other digital sources. Buyers are seeking information on consumers' experiences with your business. They want to see how you handle issues and respond to customers. They are assessing whether or not you are living up to your brand promise.

Essentially, consumers are researching their way to a place of trust. And it's up to you to get them there by building an online presence that offers full transparency into your business.

AccuPro Advisors, LLC

5225 S McClintock Dr, Ste e, Tempe, AZ

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4.9 ★★★★★ 55 reviews

Sort by: Highest rating ▾

All tax preparation 9 work 9 questions 9 investments 7 +6

C Chris Augur
1 review

★★★★★ 11 months ago

I have been a client of AccuPro for about 20 years and I am delighted with their support and expert advice. Crysta there has been my primary accountant but their whole team is top notch. They are very conscientious and provide an ... [More](#)

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Response from the owner 11 months ago

Chris, what a great compliment, thank you! We always aim to provide excellent service. We are grateful for your loyalty, trust, and continued support.

S Steve Barnard
4 reviews

★★★★★ 5 months ago

Far and away the best tax and accounting services I've used; Ron and the team are fast, accurate and fun to work with. Highly recommended!

👍 1

C Carol Roberts
4 reviews

★★★★★ 10 months ago

Ron Odom provides excellent financial and tax services. We meet early every year to forecast our taxes and develop a plan for spending and preparing for the coming year taxes. We meet again in December to determine our taxes with nearly... [More](#)

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Response from the owner 10 months ago

Ken & Carol, what an amazing review! It is a joy to hear Ron has been so helpful with your tax and financial planning. Thank you for your trust.

Consumers are reading every detail within online reviews to learn as much as possible about your business prior to taking action.

Mastering your online presence

Boosting your firm's online ranking is no small order. It takes time and focus to ensure your business moves to the top of the search page—and stays there. And as we know from current statistics, Google is the fastest-growing reviews platform with more than 75 percent of the search market share. This means Google is where you want to be.

In this guide, we provide direction on how to master your online presence via two proven techniques:

- ① Generating online client reviews
- ② Optimizing your Google My Business listing

92% of B2B customers are more likely to buy after reading a trusted review, and most read an average of 10 reviews.

Online reviews: Get them in; keep them coming

Online reviews are the first stop on the buyer journey for the majority of consumers. The more positive online reviews you generate, the better you can educate prospective clients on who you are, the quality of services you offer and your dedicated role as a trusted advisor. But, where do you start? Automating your client review process is a great starting point...and Grade.us is the online review management solution to do it. With Grade.us, you can easily and efficiently:

■ Send review request emails

The system offers a ready-made three-part email drip campaign that you can launch to a select client base.

■ Upload and manage client lists

Simply click a button and follow the intuitive instructions to upload your custom client lists.

■ Aggregate all reviews in one place

Sort reviews by site (Google, Facebook, etc.) or star rating. You can also respond to or share reviews from within the same window.

■ View reports

Review on-demand analytics such as review activity (e.g., 17 reviews in 30 days), average star ranking and common keywords.

■ Access additional review-generating tools

The system offers several options to help you generate reviews organically, such as review-request widgets that can be placed on your website and in your email signature.

Automating the client review process is the best way to efficiently and effectively manage online review activity. It also ensures that you stay on top of responding to reviews as needed (good or bad).

On average, businesses with active, current and positive reviews experience an 18% uplift in sales.

The screenshot shows the Grade.us interface for managing reviews. At the top, there's a search bar with 'Mary P. Hollister, CPA PC (maryhollistercpa)' and a '+ Add a Review Manually' button. Below this is a 'Reviews' section with tabs for 'All Reviews', 'Customer Feedback', 'Review Stream', and 'Settings'. A filter bar shows 'Show reviews from Google' and 'Show reviews with 5 Stars'. The main table lists reviews with columns: Site, Date, Attribution, Rating, Review, Status, Stream, and Tags. The table contains 7 rows of reviews, all with 5-star ratings. Each review entry includes a 'Share' button, a 'Respond' button, and a 'View on Google' link. The 'Stream' column shows a green checkmark and a blue pencil icon for each review.

Site	Date	Attribution	Rating	Review	Status	Stream	Tags
G	2020-09-24	SC Sarah Cardinal	★★★★★	Mary has been a life saver for our family. She is very professional, compassionate and sincere. Very highly recommended. Full review (image) - Mary has been a life saver for our family. She is very... more	✓ 5/5 Share Respond View on Google	✓	
G	2020-08-31	JW John Wikoski	★★★★★	Mary and Alycia have been looking out for my best interest for the last fifteen years! Give them a call - you will be glad you did! Full review (image) - Mary and Alycia have been looking out for... more	✓ 5/5 Share Respond View on Google	✓	
G	2020-08-24	RS Rachel Seeber	★★★★★	5 stars all day long for Mary Hollister and her team... Mary was working paperless with all clients long before COVID required it - she treats her clients like family and friends and makes sure that all is are... more	✓ 5/5 Share Respond View on Google	✓	
G	2020-08-16	HD Heather Donovan	★★★★★	Mary is an amazing CPA and I count on her for all my tax compliance needs. Full review (image) - Mary is an amazing CPA and I count on her for all my tax compliance needs.	✓ 5/5 Share Respond View on Google	✓	
G	2020-08-16	CD Courtney Donovan	★★★★★	Always just a phone call away and quick to get me the answer I need! Full review (image) - Always just a phone call away and quick to get me the answer I need!	✓ 5/5 Share Respond View on Google	✓	
G	2020-08-14	HH Herb Hall	★★★★★	She was a great friend, role model and student. Full review (image) - My wife Stephanie met Mary at Siena College. She was a great friend, role model and student. I have asked for advice a few times... more	✓ 5/5 Share Respond View on Google	✓	
G	2020-08-07	KH Kazim Hussane	★★★★★	Mary Hollister is more than just an accountant, walking in to her office is like walking in to see a friend, Mary, Alycia, and Brian make such a good team to help hundreds of people with their tax needs, whenever... more	✓ 5/5 Share Respond View on Google	✓	

Automate the client review process within a single, organized space when you use Grade.us.

Google My Business: Stay active; stay on top of the page

Boosting your firm's online ranking is no small task. It takes time and dedicated resources to ensure your business moves to the top of the search page—and stays there.

As we know from current statistics, Google is the fastest-growing reviews platform, and that means Google is where your firm needs to be. Optimizing your Google My Business (GMB) listing is the first step in boosting your Google search ranking.

Google holds 75% of the search market share; 60% of customers check Google My Business for reviews.

But first, what is Google My Business? In short, GMB represents a free business listing that enables you to easily connect with customers across Google Search and Maps.

Via Google's intuitive GMB dashboard, you can augment your listing at every level—from adding service descriptions and products to uploading current photos and posting helpful, relevant content to your GMB social media stream. The meatier your listing, the easier it is for prospective clients to find you online.

Maintaining a dynamic and up-to-date GMB profile helps keep your business at the top of the Google pack—right where you want to be!



Claiming your Google My Business listing

Before digging into the GMB platform, you must first claim your business listing. This can be a major barrier for some business owners—unaware of where to start. In general, claiming your listing includes the following steps:

■ Search for your listing via Google Maps

Open Google Maps on your computer and enter your business name in the search bar.

■ Choose the correct business

If multiple businesses populate beneath the search bar, make sure you click your business name.

■ Claim your business

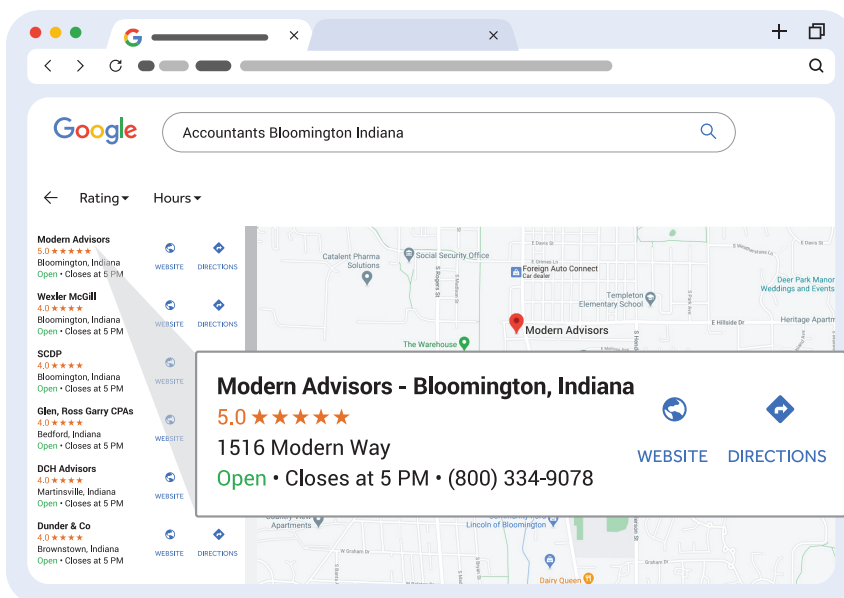
Click "Claim this business" to start the listing claim process.

■ Select a verification option

Follow Google's on-screen steps to properly verify your business listing.

■ Seek added support from Google

Visit support.google.com for detailed instructions and helpful videos to further assist your efforts in claiming your business listing.



Make it to the top of the search page when you optimize your Google My Business listing and keep it active.

Google My Business Dashboard

Once your business listing has been claimed and verified, put the powerful features of your Google My Business dashboard to good use.

Start by updating your general business information within the Info tab. This includes contact information, business hours, appointment link, products and services offered, and more.

You'll also want to make use of other helpful and SEO-boosting features such as:

■ Posts

GMB offers a social media function, enabling you to push out relevant, helpful and keyword-strong content into a dedicated social stream. Stay active with posts to boost your Google ranking.

■ Insights

Unlock valuable data to guide you in making improvements to your business listing. Access top search keywords and then use this data to further optimize your listing. Also make use of on-demand analytics to better understand how visitors are finding you.

■ Photos

Enhance your listing with current photos of your staff, your building and even firm- and community-based events. A comprehensive photo gallery can help boost online engagement.

■ Products and services

Build out your listing with detailed descriptions of your products and services. Offering this level of added detail enables viewers to more easily vet your business.

Modern Advisors

1516 Modern Way
Bloomington, IN 47401



Home



Posts



Info



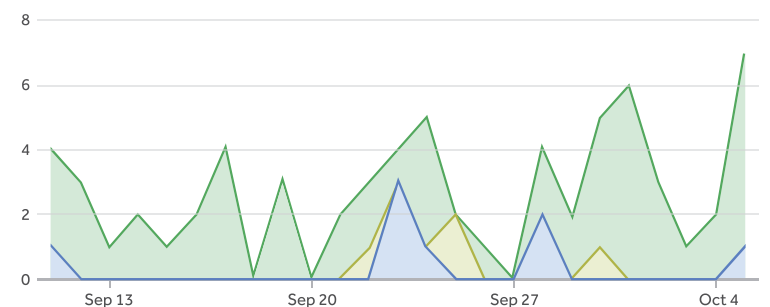
Insights

Customer actions

The most common actions that customers take on your listing

1 month ▼

Total actions 67



Within the Insights tab, regularly review your data and make updates to your listing based on buyer behavior.

How customers search for your business

1 month ▼



Google My Business done right...

Business owners who maximize the power of Google My Business differentiate themselves from the competition.

When you compare the following professional service providers' business listings, it's clear which one will attract more visitors and prospective clients.

With 31 Google reviews, a near-perfect star rating and a comprehensive business listing (complete with a full photo gallery, products and services, and an active social stream), the firm to the right is in a much better position to attract more viewers and win ideal clients.

Basic Accountants & Advisors, LLC

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Certified public accountants in Washington County, NY

Address: 15 Basic Road, Nothingspecialville, NY 12345

Phone: (123) 456-7890

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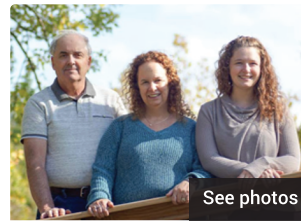
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Mary P. Hollister CPA PC

Mary P. Hollister CPA PC

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4.8 ★★★★★ **37 Google reviews**

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"They are friendly and work hard to give you the best service."

★★★★★

"Mary and her staff were very attentive to deadlines and filing of paperwork."

★★★★★

"We have always been advised professionally and treated very well."

★★★★★

"I would highly recommend her work to everyone."

★★★★★

[View all Google reviews](#)

From Mary P. Hollister CPA PC

"At Mary P. Hollister, CPA PC, we offer accounting and tax services that you expect to find from any CPA firm in the area. What makes us different is that we listen to our clients' objectives, concerns and goals. We then apply our experience and... [More](#)



Final words...

A strong, positive and trusted online presence is more important than ever. As more consumers look to the internet to conduct deeper research on businesses prior to making purchases, firms must dedicate time to generating online client reviews and maintaining an active and engaging Google My Business listing.

With 92 percent of B2B customers more likely to buy after reading a trusted review and 60 percent of customers checking Google business listings as part of the buyer journey, firms need to be focused on creating an online presence that differentiates their business from the competition and advances them to the top of the search page.

Want to learn more about how to master your online presence?

Rootworks provides firms with dedicated services that help accelerate online review generation and optimization of Google My Business. We'll connect you with one of our marketing experts to help you achieve your online presence goals.

If you want to learn more, please contact sales at
membership@rootworks.com

