



How Remodelers Can Build Online Reputation

Be the Best Remodeling Business in Town by Building Up Your Online Reputation

Taking something old and unsightly and turning it into something fresh and beautiful is not for the faint of heart — it's a daily challenge for those who own and run remodeling businesses. Any remodeler who loves the profession will tell you that frustration is part of the fun; the level of difficulty only adds to the sense of satisfaction when a job is complete.

But can you work the same magic when it comes to your company's reputation? Are you able to breathe new life into a negative online review? You can have a healthy scroll of positive assessments and glowing comments, but one bad shared experience can spoil the whole lot. Before you know it, that one less-than-complimentary post has sown doubt into the minds of potential remodeling customers. One unsatisfied customer — whether their reasons are valid or vindictive — can absolutely affect your bottom line in negative ways.

From a marketing perspective, this is where online reputation management pays dividends. When people interested in remodeling companies head to the internet to search for a trusted provider, one of their top determining factors includes reviews posted by previous purchasers. Do you have control over that narrative?

It helps to, well, have help. Cultivating a positive and vibrant online presence is a serious undertaking; it requires a comprehensive effort to find and fill those reputation gaps that result in skeptical shoppers and lost revenue. Think reviews don't matter? Studies have shown that around 95% of customers read reviews online before making a purchase, and the vast majority base their opinions on a local company's ability on those same reviews.

And as you're all too aware, it's easy to fall short of customer expectations in the remodeling industry. Shoddy construction, a workstation that wasn't cleaned thoroughly, even a track of muddy boot prints in the wrong room can be enough to send sour customers online with sharp critiques and harsh criticisms. In fact, home improvement and construction is regularly one of the top industries in terms of receiving complaints at state and local consumer agencies. There are just so many chances to slip up and fail to provide top-notch service — even when the job is done well and customers seem satisfied.



6 Successful Strategies for Managing Your Online Reputation

Investing in reputation management strategies can help your remodeling business stay on top of the competition and get more leads. To keep your brand image looking as good as the work you perform and claim more control over conversations surrounding your name, consider these strategies:



1. Be hawkish about what people are saying at all times.

One bad review can spread like mold, so it's important to identify and neutralize these comments as soon as possible. Are you aware of any negative comments online that have been sitting unresolved for weeks or even months? It's time to get aggressive and address those ghosts before they scare away any more potential customers. You'll need to appoint someone to monitor all review sites (such as Google and Yelp) manually, or you can invest in social listening software that does it for you. Either way, seal up any cracks in your approach now so you won't have to do more work later.



2. Jump at the chance to respond to all reviews.

Whether they're good or bad, responding to all comments and shared experiences shows character. It proves you care that everyone emerges satisfied at the end of their service and that you'll do whatever you can to fix any issues that arise. This attention to detail paints you as a thorough, transparent company that can be trusted, and it also lets you correct the record and perform some damage control when necessary. When you go out of your way to answer and respond to all notes — especially negative ones — potential customers will see your willingness to solve problems rather than ignore them.



3. Pound the social media pavement.

If you have a social media page for your company (as you should!), you must work to keep up a proper cadence of posts. Going dormant for weeks on end doesn't look good and makes visitors second-guess how viable of a company you are. Sure, continually coming up with fresh content requires thought and effort, but it's an imperative part of a successful media marketing mix and sets you apart from the competition. When this marketing is done correctly, your most satisfied customers will perform a share of this duty by posting pictures, videos, or other comments about jobs well done. Remember: When you utilize social media, you must commit to doing it right.



4. Solicit positive feedback from delighted customers.

Hearing a customer tell you that your remodeling work is top-notch is rewarding. Even more so? Having that customer spread the word to their networks through online reviews! It's never easy to ask a customer for anything more than money in exchange for your services, but positive reviews are great for generating leads and don't cost you or your customers anything. When potential customers see posts from enthusiastic homeowners who rave about your company and the work it does, you inspire them to contact you. Make leaving a review as easy as possible for people by putting links to online review sites at the end of a thank-you email or text message, or provide an easy-to-use comment section on your website.



5. Thoughtfully reach out to those who post negative comments.

It's not easy reading criticisms of your company online — especially if you're blindsided by the comments. Start by taking a breath and realizing this is an opportunity in disguise. Rather than responding in kind and saying something you'll regret, bite your tongue before trying to contact this customer via email or phone. Hear them out; perhaps they have valid concerns about their experience. From there, try and make things right, even if that's just apologizing for any mistakes and thanking them again for their business. It's not uncommon for disgruntled customers to amend their negative review (or take it down entirely) after a company addresses their problems with superior customer service.



6. Keep it real, and don't pay to play.

Too many remodeling and construction companies think they need to shell out funds to pay for fake reviews that bolster their ratings. That's not a beneficial marketing strategy in the long run, though. These bogus reviews could ultimately harm your online reputation with sophisticated search engines such as Google, and the benefits simply don't outweigh the costs. If you lack a good number of real reviews at the moment (or a real number of good reviews), don't fret — just keep politely asking satisfied customers to vouch for you with an online post. You'll find momentum before you know it.

Remodeling Your Company's Reputation

As long as you protect and nurture your company's online character through brand reputation management, you'll generate positive buzz and encourage interested buyers to select you for their home remodeling needs. It can take a lot of work and time to constantly monitor your online presence, however. CMG Local Solutions specializes in reputation management to help remodeling businesses take charge of their online reputation. We increase your chances of conversion by making it easy for you to listen to what customers are saying, generate new positive reviews, and promote those reviews online.

You've built your remodeling business from the ground up. Let CMG Local Solutions [put the finishing touches](#) on a marketing plan that will push you over the top.