

6 Steps to Cultivating a Positive Online Presence for Your Landscaping Business

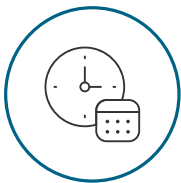
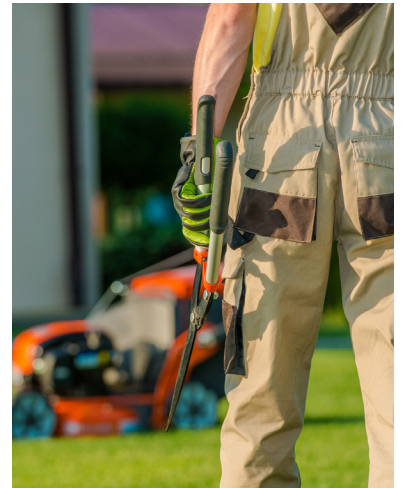
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Just like a pernicious weed, one bad online review about your landscaping company can multiply and spread before you know it. Suddenly, you're doing damage control instead of spending time wowing current customers and wooing new ones. That's where digital brand reputation management comes into play. Because most people will find you using their devices, you need to take control of what's being said about your operations online.

However, cultivating a strong, positive online presence can be challenging. After all, it takes time and effort to find and fill reputation gaps so that you don't lose business to your competitors. Nevertheless, investing in reputation management solutions makes sense, especially if you're interested in taking advantage of the opportunities that come with a trustworthy background.

When people rave on social media about your ability to bring a lagging lawn back to life, it's good for leads. Plus, when happy clients leave dazzling reviews on places like Google or Yelp, you're more likely to get requests for service or quotes. And when your current customers see and hear great things about your landscaping abilities, they'll feel more confident that they picked the right partner to add curb appeal to their outdoor spaces. And that means they'll stick with you season after season, even if they're being bombarded by aggressive advertising from the one-truck startup down the block.

What are the wisest methods, then, to keep your brand image fresh and ensure you're controlling the way people perceive your company? Start with the following strategies.



1. Keep 24/7 tabs on what's being said online about your business.

The last thing you want is to be surprised by a nasty review that goes unchecked for days, weeks, or even months. All it takes is one negative comment to cause a prospect to veer away from giving you and your crew a chance. Consequently, you'll need to monitor the internet either manually or by relying on software. Some software focuses entirely on social listening, which can be vital so you know whenever someone mentions your enterprise on social platforms either directly or with a hashtag.



2. Respond rapidly to all reviews or online mentions.

Whenever someone mentions your company, you need to respond immediately. Doing so shows you're on top of everything that's happening. It also allows you to do some damage control or set the record straight.

For instance, your business name might be similar to another landscaping business in town. Someone could confuse your pages and wind up saying not-so-pleasant things about you by mistake. If you let everything go (or don't know about the comment in the first place), you lose a chance to react professionally. Always offer to fix any problems, too. People reading your response will see you as willing to work with customers, not ignore them.



3. Contact customers who leave negative reviews.

When you first read a negative review about your company, you may be angry or confused. Rather than say something you'll regret, take time to call or email the customer. Engage in an understanding conversation and try to see the situation from his or her point of view. Then, do your best to right any wrongs. Many times, customers who have received excellent service and support after an issue will either take down their review or change their rating.



4. Ask for positive reviews from satisfied customers.

What should you do when a customer raves about the way you edged a flower bed or installed a sprinkler system? Ask for a review, of course! In fact, you might want to have an email or text ready to deploy for the occasion. The message should thank your customer for patronizing your landscaping company. It can end with links to online review sites or give customers the ability to give you a quick review to add to your website. Remember, recent positive reviews mean a lot to people who've stumbled onto your website and want to know more about your brand.



5. Refuse to pay for reviews.

This might seem like a no-brainer, but many businesses think they have to pay for fake reviews. Even if your online reviews aren't so great today, fake reviews won't bump up your cause. After all, they're going to look and sound similar. Plus, they could wind up hurting your online reputation with search engines. Therefore, work on pushing down bad reviews by eliciting good reviews. It's amazing how rapidly you can turn so-so review averages around when you're focused on the process.



6. Keep up with your social media content.

Do you have a social media business page on at least one popular platform? Don't allow it to go dark or lose momentum. Sure, it can be tough to populate your sites, particularly during your busiest seasons. However, communicating with followers is another form of brand reputation management online. Happy clients often comment on videos, pictures, and other posts. Plus, they may want to tag you after taking images of your incredible work on their properties. Not only will this drive more views to your social pages, but it could help fuel your sales pipeline, too.

Growing Your Business's Online Reputation

In order to get more green, your business has to be seen in the right light online. If you're too busy to concentrate on brand reputation management, let CMG Local Solutions help. Our industry-leading OneSearch solution includes unique approaches that generate more positive reviews for your company. Over time, we can [improve your digital reputation](#), as well as your SEO, SEM, and more.

You've already planted the seeds for a successful local landscaping operation. Let CMG Local Solutions be the sunshine and water that turn those seeds into a blossoming business. [Contact us today](#) to learn more.