



**MaxMeyerPlus**

## You are what people think you are

How important is word of mouth for your business? For many good bodyshops word of mouth is a key source of new business. But have you thought about how word of mouth could actually be negative for your bodyshop?

Your bodyshops reputation is one of your most important and valuable assets and it ultimately is created by your customers. The hope is your customers are happy with your service and will recommend your bodyshop to others and help build your reputation in the local area. But what happens if just one customer is unhappy with your service? Today the power of the internet can allow your customers to share their views with the world within seconds through online reviews and social media.

Online reputations affect whether people choose your bodyshop for their car repair. Therefore it is essential that you are aware of what people think of your business. Remember, your bodyshop WILL get reviewed; it could be by a customer, a competitor or a disgruntled member of staff. The implications of a negative review could be very significant as the review could stay on the internet forever for potential customers to see!

Understanding how you can counteract these unwelcome reviews and successfully managing your online reputation is vital for the continued success of your bodyshop. MaxMeyer Plus has the tips to help you successful manage your online reputation.



## Has my bodyshop been reviewed?

Firstly, consider that you may have already been reviewed! Many reviews are visible on page 1 of Google using just a company name search. So take 5 minutes now to search your bodyshop.

For example search 'your bodyshop name reviews'. You can also search your bodyshop name on Google blog search at [blogsearch.google.com](http://blogsearch.google.com), this allows you to search your bodyshop name within blogs on Google.

A search for 'car body repair in London' brings up the following – Notice some of these bodyshops have several Google reviews against them! What do the reviews say about your bodyshop?

The screenshot shows a Google search results page for 'Car Body Repairs West London'. On the left, there are filters for 'Manchester, UK' and 'The web'. The main results list several car body repair shops with their websites, addresses, and Google review counts. A map on the right shows the location of these shops in London. Below the map, there are more search results for 'Car Body Repairs Watford', 'Prestige Car Bodyshop', 'Quality Car Body Repairs', 'Non Fault Car Accident?', and 'Car Body Repairs Essex'.

Business Name	Website	Address	Google Reviews
Car Body Repairs West London	<a href="http://www.arc london.co.uk/">www.arc london.co.uk/</a>	50 Minerva Road, Park Royal, Greater London	3
Evan I Accident Repair Centre specialis...	<a href="http://www.esan.co.uk/">www.esan.co.uk/</a>	392 Camden Road, London, Greater London	0
Millennium City Garages	<a href="http://www.millenniumcitygarages.com/">www.millenniumcitygarages.com/</a>	66-70 Great Suffolk Street, Greater London	0
Chiswick Honda	<a href="http://www.chiswickhonda.co.uk/">www.chiswickhonda.co.uk/</a>	4 Power Road, London, Chiswick	4
Solus Accident Repair Centres – Park Royal	<a href="http://www.solusarc.co.uk/">www.solusarc.co.uk/</a>	1-9 Chase Rd, London, Park Royal	2
Libra Accident Repair Centre Ltd	<a href="http://www.libra-arc.co.uk/">www.libra-arc.co.uk/</a>	1 Dylan Road, Dulwich, London	0
Smith & Hunter Ltd	<a href="http://www.smithandhunter.com/">www.smithandhunter.com/</a>	17-19 Edge Street, London, Greater London	5
AUTOPRO CENTRE / Car Body Repairs & Respray in London and ...	<a href="http://www.autoprocentre.com/">www.autoprocentre.com/</a>	Car Body Damage Repairs & Respray Specialist in London & Essex. Crash Repairs, Alloy Wheel Refurbishment, Recovery, Body Shop.	0
Car Body Repairs in London - thomsonlocal.com	<a href="http://www.thomsonlocal.com/Car-Body-Repairs/in/London/">www.thomsonlocal.com/Car-Body-Repairs/in/London/</a>	Results 1 - 20 of 200 - Car Body Repairs in London - thomsonlocal.com.	0
Car Body Repairs Watford	<a href="http://www.parrgarage.co.uk/">www.parrgarage.co.uk/</a>	Auto Body Shop Repairs. From Small Dents To Major Body Work. Quote Here	0
Prestige Car Bodyshop	<a href="http://www.actonocachworks.co.uk/">www.actonocachworks.co.uk/</a>	Body Work & Body Repair Experts. Free Estimate. High Quality Work.	0
Quality Car Body Repairs	<a href="http://www.pengsautosprays.com/">www.pengsautosprays.com/</a>	Affordable Car Body Repair Work. Any Body Damage, Any Model.	0
Non Fault Car Accident ?	<a href="http://www.personalinjuryassist.co.uk/">www.personalinjuryassist.co.uk/</a>	£300 Cash Referral Fee in 1 Hour! 100% Compensation + £300 Extra Free	0
Car Body Repairs Essex	<a href="http://www.carbodyrepairs-essex.com/">www.carbodyrepairs-essex.com/</a>	Newbridge Accident Repairs. Experience & Expertise Since 1995	0

To stay on top of Google mentions you can set up Google Alerts which notifies you of content related to specific keywords you specify, such as your bodyshop name or car body repairs and your local area. This service allows you to get instant, daily or weekly updates as your bodyshop name will be detected on web pages by the Google crawler.

Consider also you may have been reviewed on social media and video sites including Facebook, Twitter and Youtube. Twitter is an obvious choice for customers to review business. Type in your bodyshop name into [search.twitter.com](http://search.twitter.com) to view real time discussion around your bodyshop on Twitter.

Useful sites to search for bodyshop reviews:

- Twitter
- Facebook
- Yell
- Review Centre
- Google Places
- Google

## So how do I manage my bodyshops reputation?

Always be mindful that you could get reviewed so proactively keep a look out for new reviews and manage the current reviews. This applies also to social media. Maintaining a social media presence implies your bodyshop is easily contactable and has a personality. Set your bodyshop up on Twitter to ensure you can quickly respond to complaints, or share positive reviews!

Ensure you have a good website and invest in search engine optimisation to ensure your website is high on Google search rankings! Make it easy for potential customers to see your bodyshop services and testimonials from happy customers, this gives them confidence.

## What do I do if I discover a negative review about my bodyshop?

Once a negative review or comment has been posted, don't simply ignore it. In most cases it is best to address a complaint, negative review or comment immediately, either on the site or by contacting the comment poster.

When responding to reviews remember to use consistent and appropriate responses. It is very important to take the customer is always right approach online. Many potential customers may read your response! See this complaint as an opportunity to win back a customer and potentially get positive feedback about your bodyshop. Remember you can always take the complaint offline and invite the customer to contact you direct.

## How do I get positive reviews for my bodyshop?

Firstly, do not make your own reviews! You will get found out!

Secondly, encourage your happy customers to review you. Always ask the question when they leave if they would be happy to review you online. Post repair hand outs or a follow up email is a good way to capture the customer's views. Even if the customer is not actively online, get their feedback and use it on your own website as a customer testimonial!

Remember, online reviews can be beneficial for your bodyshop! Embrace the process!