

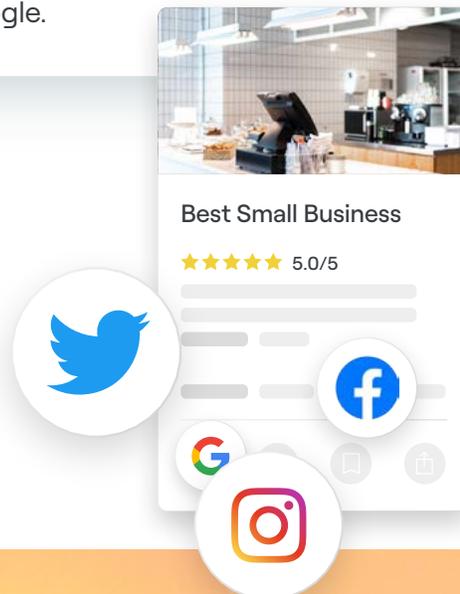
# 6 Reputation Building Tips for Home Services Businesses

Creating a strong reputation in the home service industry goes beyond the work that you do in a customer's residence — it happens online, too. Your customers are finding you and talking about you on Google, social media, and hyper local sites such as Nextdoor. It's imperative that your business be found and chosen online. Here are some quick tips for doing that:

**1**

## Be visible in the places that matter.

Be found where people are looking for home service businesses. This means having a [Google Business Profile](#), which is the number one ranking factor for local search. Also, be present on social networking sites and consider investing in paid search on Google.



2

**Build trust.**

Feature content that makes customers feel comfortable inviting your employees into their homes. Consider investing in a [Google Guarantee Badge](#), which is available to businesses that pass Google's screening and qualification process. Share information about the licensing and certification of your employees. Humanize your brand by featuring biographies and photos of the employees responsible for servicing homes on your website.



GOOGLE GUARANTEED

3

**Attract customers with useful content.**

Share videos and blogs with "How To" tips on topics related to your field, such as home maintenance tips or ideas for weather proofing windows. This kind of content optimizes your site when people search for solutions to everyday problems, and you build authority as a trusted resource for when customers need to call in an expert.

4

**Create a great customer experience.**

[74% of consumers left reviews](#) for local businesses in the last 12 months. What are they saying about your home service business, and what are you learning from them? [Encourage customers to review your business](#), respond to them, and learn from them to improve your customer experience. [Survey](#) your customers to get more in-depth insight.

5

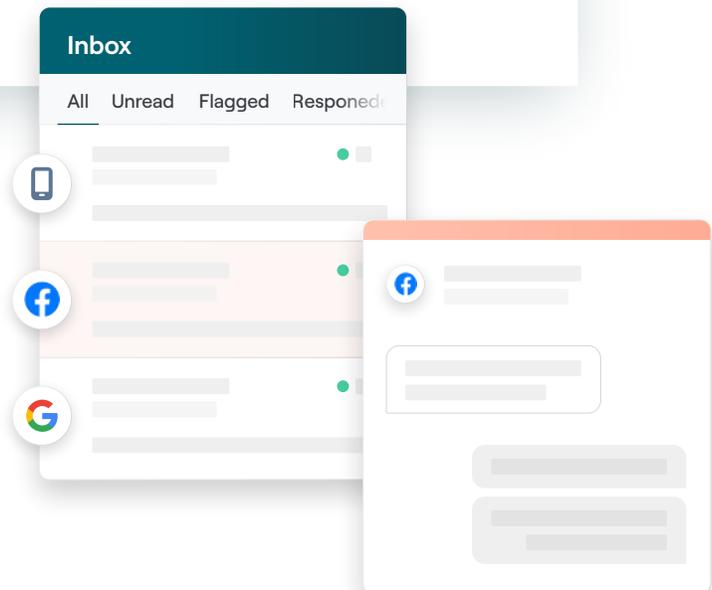
**Know where you stand against your competitors.**

What kind of customer experience are your competitors providing? Monitor public reviews of competitors on the sites where people talk about them, such as Google and Nextdoor. Understand not only the what but the why behind customer sentiment. A platform like Reputation can gather public data, analyze it, and make sense of it for you through our Reputation Score.

6

**Communicate with your customers when and where they want to.**

75% of consumers now prefer to engage with a brand over private messaging channels versus traditional channels. Messaging tools such as Facebook Messenger or Google Business Messages can help you be more responsive to both simple queries and more complex questions.



Get found wherever your customers search. →