

Reviews & Reputation Management

Home & Repair Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a reviews and reputation plan — systematically generating genuine Google/aggregator reviews from happy customers, responding to negatives with service recovery, and managing overall reputation — so your rating (the top local trust and ranking factor) stays high. Use it to build reputation. For feedback capture use the Customer Feedback & Rating System.

Purpose of this tool & output

Build the reviews that drive local bookings

How the output is used

Use it to build the reviews that drive local bookings — a reviews and reputation management approach that turns good jobs into visible proof.

Important cautions

Ask every satisfied customer for a review with an easy link right after the job; respond to all reviews and recover negatives. Never buy fake reviews — platforms penalise it and customers spot it. Reviews are your local reputation.

Companion documents

- Local Marketing Plan
- Google Business Profile & Local SEO
- Aggregator Strategy (Urban Company etc.)
- Digital Ads (Google / Meta) Plan
- Social Media & Content Plan
- Society & Community Marketing

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.