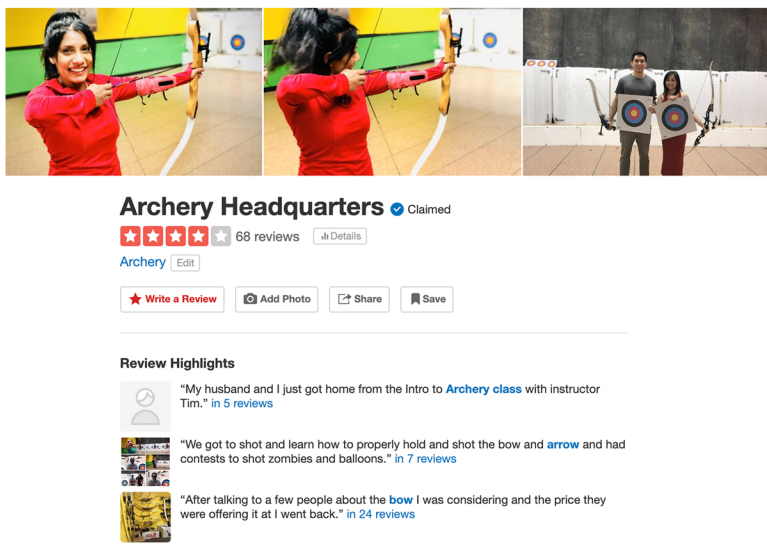


GET REGULAR CUSTOMER REVIEWS



ENCOURAGE AND RESPOND TO CUSTOMER REVIEWS

Getting glowing reviews from customers optimizes your Google Business presence and encourages more local customers to buy from you. Commonly, online reviews are made on Yelp and Google.



Here are some tips to encourage customers to leave reviews:

- Ask customers to post an online review in person after the close of a sale.
- Send a post-purchase email or text asking customers to write a review.
- Respond to existing reviews in a professional way, thanking reviewers and addressing complaints in not-so-favorable reviews.

Respond sincerely to customer reviews. Here is an article that gives more information on the topic:
<https://www.archerytrade.org/why-and-how-you-should-respond-to-customer-reviews/>