



REPUTATION

KING

**STRATEGY
GUIDE**

**35 Ways to Amplify
Your Reputation Online**



This is the edge you've been looking for...

This Strategy Guide highlights 35 powerful ways to amplify your brand's online reputation and revenue.

Many of these strategies are discussed in detail in our new book *Reputation King*, and when understood and leveraged they can give you a huge competitive advantage.

To get your FREE Full-Color Digital Book and Streaming Audiobook of *Reputation King*, go to reputationking.com/book or scan the QR code below.

Welcome to the 1%.

Sincerely,



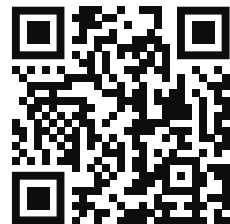
Scott Brandley
CEO, Shopper Approved



DJ Sprague
CMO, Shopper Approved



Get your FREE
Digital Book
and Audiobook
on us!



Shopper Approved is one of the oldest and largest online rating and review companies, the world's first "Diamond" Cialdini Certified Marketing Agency, and a two-time Inc. 500 fastest growing company.

We're also an official Google and Bing review partner, and the #1 highest-rated online review platform according to G2, Capterra, Google Business, the BBB, and Trustpilot.

Shopper Approved provides 3 powerful benefits to ecommerce websites:

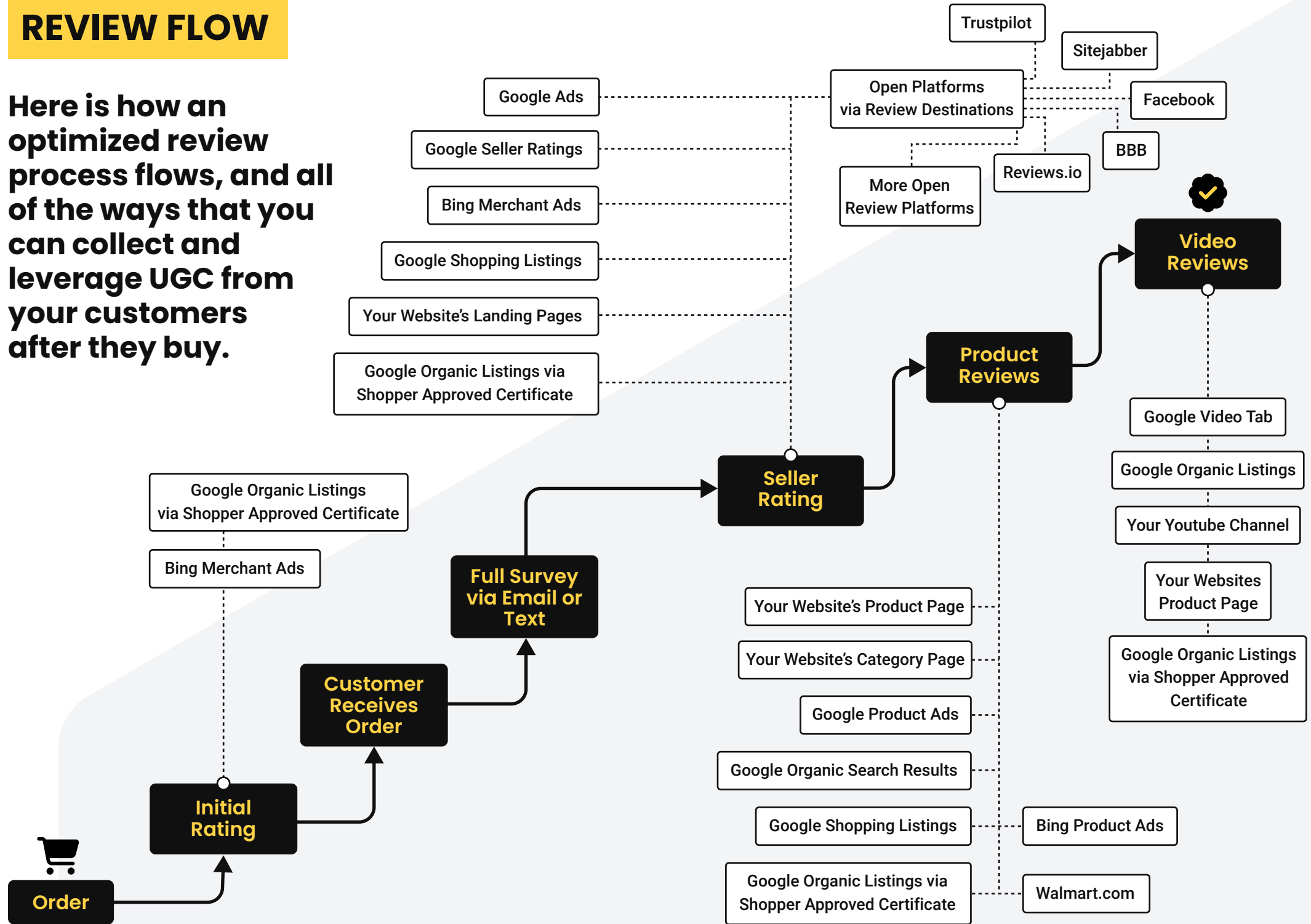
- 1 We collect more User-Generated Content (UGC) in the form of ratings, reviews, and search-optimized Q&A than any other review platform.
- 2 We display this UGC everywhere possible online to help maximize our client's reputation, search visibility, and traffic.
- 3 We help our clients to convert this traffic into more sales by strategically leveraging UGC throughout their website.

As you go through this guide, you'll gain valuable insights into how we're able to provide these 3 benefits, along with a new appreciation for all of the different ways that you can leverage UGC in your business to become the Reputation King in your industry.



REVIEW FLOW

Here is how an optimized review process flows, and all of the ways that you can collect and leverage UGC from your customers after they buy.



SELLER RATINGS

14 ways you can strategically leverage Seller Ratings:

- 1 Google and Bing Ads
- 2 Google organic search (via SA certificate)
- 3 Google Shopping (organic listings)
- 4 Your home/landing pages (Trust Bar)
- 5 Google Top Quality Store badge
- 6 Your home/landing/checkout pages (review widget)
- 7 Every page on your website (footer seal)
- 8 Your product pages (while you are initially collecting product reviews)
- 9 Your Shopper Approved certificate/microsite
- 10 Open review platforms (Review Destinations)
- 11 Google Business (if you have a physical location)
- 12 Personal promotion in email signatures and bios
- 13 Mentions or quotes in articles, social media, press releases, etc.
- 14 Offline marketing collateral

SEARCH RESULTS

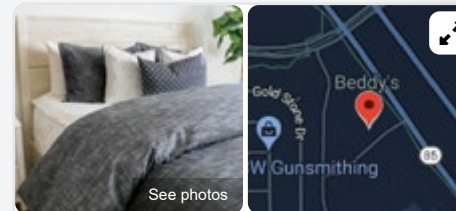
Sponsored

Beddy's
https://www.beddys.com

Beddy's (bed.ease) - Make your bed, make your...



★★★★★ 4.8 - 1,083 reviews



Beddy's



Website Directions Save Call
4.6 ★★★★★ 1,171 Google reviews



Mason Sage & Olive Zipper Bedding | Beddy's Minky

4.6 ★★★★★ 30

\$279.95
Beddy's

Top Quality Store · 4.8/5 ★ (1.1k)

WEBSITE

4.8
★★★★★
51,325 Reviews

5 ★	44k+ (87.5%)
4 ★	4246 (8.9%)
3 ★	1358 (2.6%)
2 ★	273 (0.5%)
1 ★	225 (0.4%)

95%
of customers rate this company 4 or 5 stars

Most Recent ▾

All Ratings ▾

Collin T.

Verified Buyer ★

★★★★★ 01/01/2021 - Ogden, UT, USA

PRODUCT REVIEWS

10 ways you can strategically leverage Product Reviews:

- 1 Google organic product listings
- 2 Google and Bing Shopping (paid ads)
- 3 Google Shopping (organic listings)
- 4 Google Product Listing Ads
- 5 Syndicate product reviews to Walmart.com
- 6 Your website's category pages
- 7 Your website's product pages
- 8 Your own dedicated Shopper Approved certificate/microsite
- 9 Social media product posts
- 10 Offline marketing collateral for specific products or services in magazines, brochures, print ads, billboards, etc.

SEARCH RESULTS



Beddy's

<https://www.beddys.com> › products › franklin-luxe-beddys

Franklin Luxe Gray Zipper Bedding



★★★★★ Rating: 4.3 · \$201.47 · 4-7 day delivery · 14- day returns



Charleston Luxe Zipper Bedding..

Beddys

4.7 ★★★★★ (5)



Halston Luxe Beddy's Minky..

Beddys

4.9 ★★★★★ (4)



Monroe Luxe Zipper Bedding..

Beddys

4.5 ★★★★★ (14)

PRODUCT PAGE



CHARCOAL SUNSHADES™

\$48.00

★★★★★ 1,587 reviews

63 answered questions

Add to Cart

Secure transaction

VIDEO REVIEWS

5 ways you can strategically leverage Video Reviews:

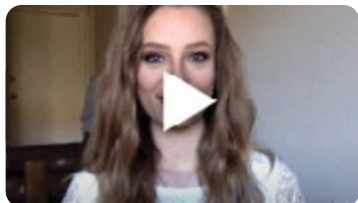
- 1 Google organic search
- 2 YouTube
- 3 Your website's product pages
- 4 Your own dedicated Shopper Approved certificate/microsite
- 5 Social media video posts

WEBSITE

Reviews

Questions

Videos



★★★★★

This is my 4th time ordering from this site!!
I love my purchase

SEARCH RESULTS

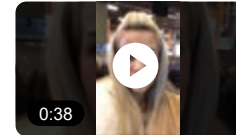


Beddys.com video reviews



YouTube
[https://www.youtube.com > watch](https://www.youtube.com/watch)

Beddys.com video review by Mikelle Richeson - YouTube

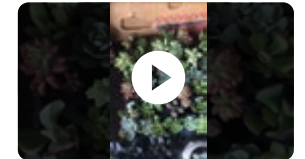
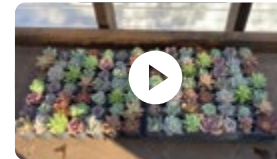


YouTube - Beddys.com - Jul 20, 2022

SHOPPER APPROVED CERTIFICATE

Reviews 69,947

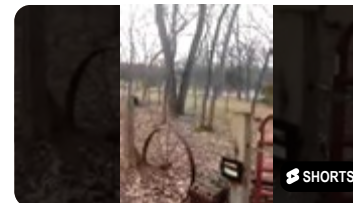
4.8 ★★★★★



YOUTUBE



ghostcontrols.com reviews



ghostcontrols.com review by Randall Kratzer - Shopper Approved

284 views - 8 months ago

 Ghost Controls

AI-POWERED Q&A

Display AI Q&A in 3 strategic locations:

- 1 Organic search**
 - Featured snippet
 - Top positions 1-3
 - People also ask
 - Product page results
- 2 Home/Internal/Blog Pages**
- 3 Product Pages**

PRODUCT PAGE



CHARCOAL SUNSHADES™

\$48.00

★★★★★ 1,587 reviews

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Add to Cart

Secure transaction

SEARCH RESULTS



How long will an olympian heater run on a 20 lb propane tank? ×

Generative AI is experimental. [Learn more](#)

According to the RVupgradestore.com article, an Olympian Wave 6 heater can run on a 20 lb propane tank for about 160 hours on its maximum heat setting. On its low setting, it can run for about 300 hours. ^

RVUpgrades.com RV Parts & ...

How long will this Olympian heater run on a 20 lb propane...

According to the manufacturer, on the Olympian Wave 6 heaters maximum heat setting the Wave 3 uses 1/8 lb of propane per hour. A 20 lb tank would last around 160 hours. On it's low setting it uses approximately 1/15 lb per hour so it should run around 300 hours. Oct 5, 2016



RV Upgrade Store
<https://answers.rvupgradestore.com> > How-long-will-this ...

How long will this Olympian heater run on a 20 lb ...

? About featured snippets • ! Feedback

ON-PAGE/BLOG

HAVE A QUESTION ABOUT THIS PRODUCT?

Enter your question here...

Ask Question

63 ANSWERED QUESTIONS

Q: Are the lenses glass or plastic?

A: They are made out of hard, non-scratch plastic

A: The standard option is plastic but you can also choose prescription

REPUTATION MANAGEMENT

Actively collect and display reviews in multiple locations online, including:

- 1 Shopper Approved®
- 2 Dozens of Open Review Platforms
- 3 The BBB and various complaint sites

SEARCH RESULTS

 Shopper Approved

[SunShadeShop.com Reviews | Read Customer Revie...](#)

★★★★★ Rating: 4.8 - 3,283 reviews

 Reviews.io

[823 Reviews of SunShadeShop.com - Reviews.io](#)

★★★★★ Rating: 4.7 - 823 reviews

 Trustpilot

[SunShadeShop.com Reviews | Read Customer Revie...](#)

★★★★★ Rating: 4.5 - 3,283 reviews

 Sitejabber

[925 Reviews of SunShadeShop.com - Sitejabber](#)

★★★★★ Rating: 4.6 - 925 reviews

 Facebook

[SunShadeShop.com Reviews | Facebook](#)

★★★★★ Rating: 4.6 - 580 reviews

 BBB

[SunShadeShop.com | Better Business Bereau..](#)

**We have the world's
best tools, connections,
strategies, and experts
to help you win**

**We're the growth partner you've
been looking for if you want to:**

- **Increase your search visibility,
authority, and traffic, and**
- **Maximize social proof, conversion,
and sales on your website**

**Increase your conversion
rate up to 497%**

Go to reputationking.com/book or scan
the QR Code

