

REVIEWS

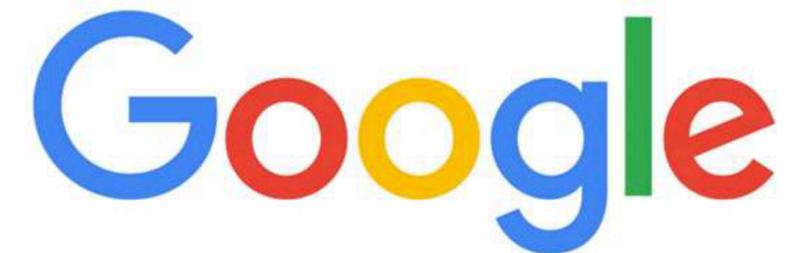


Google is Still the 800-lb Gorilla



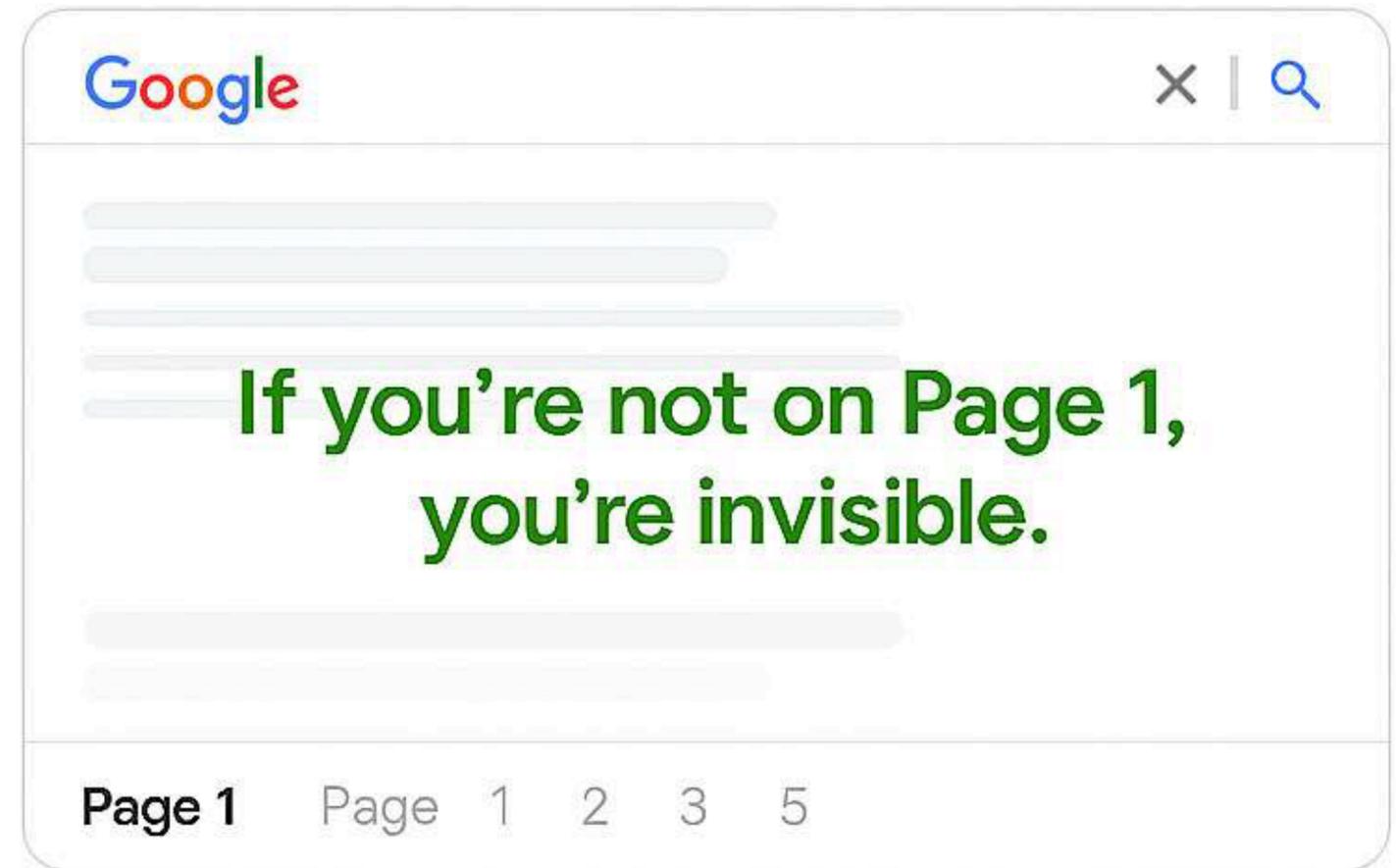
Over 90% of all searches occur on Google.

This is where
your company
visibility begins





Times Are Changing - Visibility Is Everything



- ✓ 75% of users never scroll past the first page
- ✓ #1 result = 28% of all clicks
- ✓ Zero-click and AI results are reducing visibility even more



So How Do I Get My Company on Page 1 Now?

SEO & Keywords
Reputation, Reviews, and Trust Signals



Search Engine Optimization Is Now a Dinosaur

AI and zero-click search has made it extinct.

OLD WAY (SEO)

Keywords & backlinks

Ranking position

Click-through



NEW WAY (AI)

Context & expertise

Trust & reputation

Zero-click answers



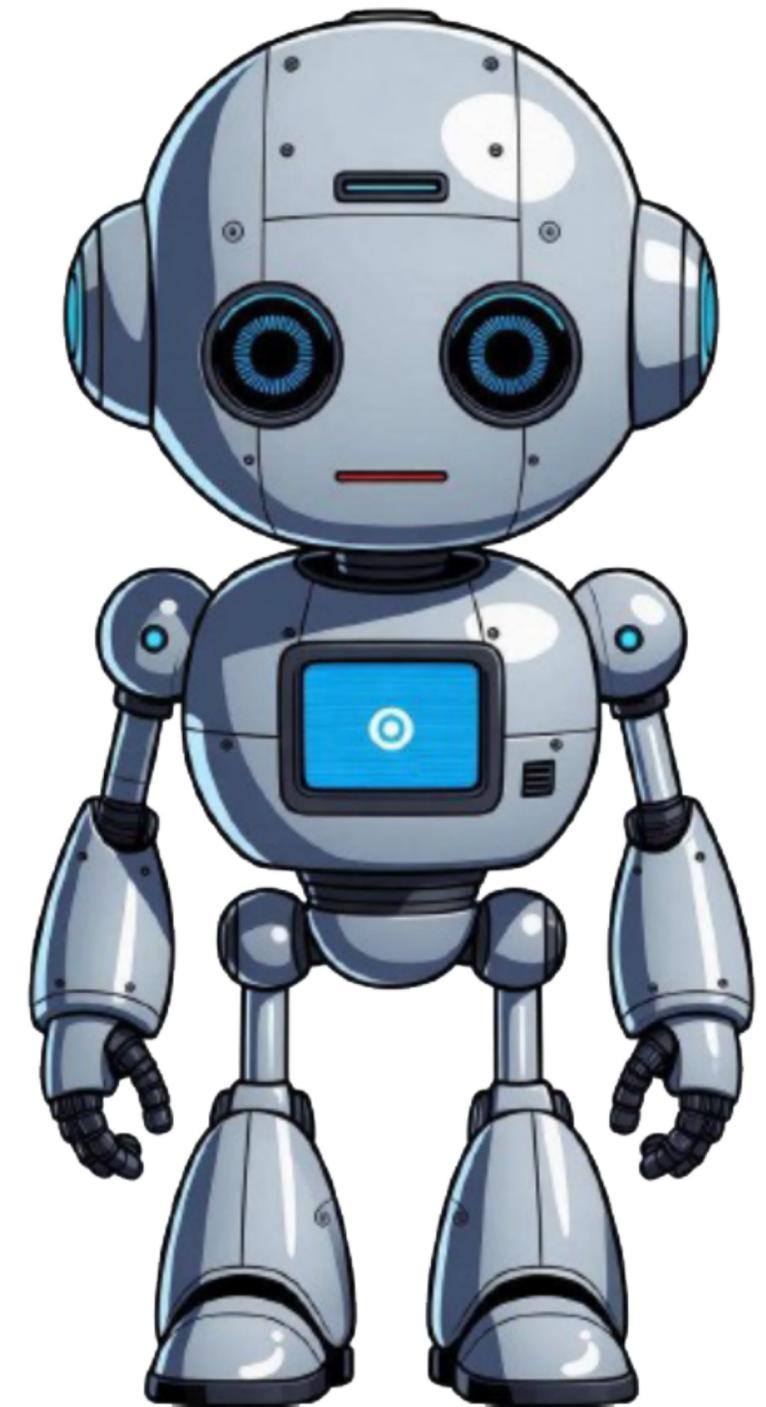
Why? Because AI Changed Everything

Google's AI Overview has changed how people search —and how they click.

📈 **Zero-click searches now make up roughly 60% of all Google searches.** Users get their answer directly from the AI Overview.

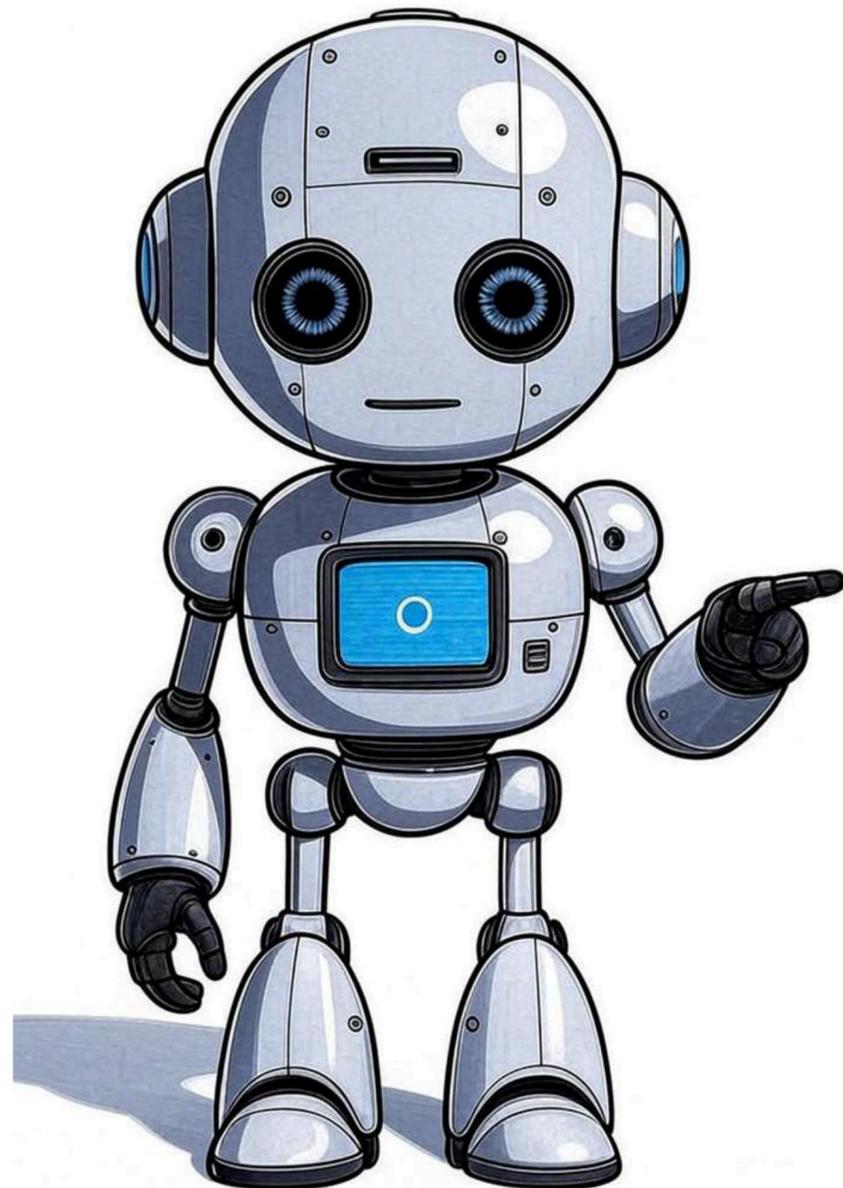
💡 Only 8% of users click a traditional link when an AI summary appears

🧠 AI Overviews are shrinking visibility for organic SEO while highlighting trusted brands and reviews



AI Overview

AI Directs Customers to You

A screenshot of a Google search result for the query "who is the best tym tractor dealer near me?". The search bar shows the query and location "Muncy, PA". The AI Overview section is highlighted with a red border and contains the following text:

AI Overview

The best TYM tractor dealer near you is likely [Jo's Equipment](#), with a second location also listed, according to [AllMachines](#). To determine the best fit for your needs, consider using a dealer locator to compare features and services, such as customized solutions, financing options, and the availability of new or used tractors for your specific tasks, like gardening or large-scale farming.

- **Jo's Equipment:** This is listed as a top-rated TYM dealer in Pennsylvania, with two locations to choose from.
- **Dealer Locators:** Resources like AllMachines can help you find other dealers and compare what they offer, including new and used equipment, rentals, and customized solutions.

Show more

Below the AI Overview, there are three organic search results:

- TYM.World** (https://tym.world/en-us/find-a-dealer) with a link to "Find a Dealer". Description: "Unable to find a nearby dealer? Not finding what you're looking for? The TYM customer support team is available for all inquiries and requests."
- findatymdealer.com** (https://findatymdealer.com) with a link to "TYM Tractor Dealers: Find a TYM Dealer Near You". Description: "Find a TYM Tractor Dealer Near You. This page includes participating TYM Tractor dealers in a co-op advertising program."
- Jo's Equipment** (https://www.josequipment.com/inventory/make-tym/)

How Do I Get In That AI Overview Space?



Google rewards trustworthy, high-quality businesses — those that provide accurate, fresh, and verified information

To be included, my business must demonstrate **E-E-A-T**:

AI prioritizes **verified, high-quality signals** like Google Business Profiles, strong reviews, and consistent online presence.



- ★ **Quality** – 4.5 Star or Better
- 💬 **Volume** – Need more than 50 Reviews
- 📅 **Recency** – Old Reviews are old news – nobody cares



People Trust People

What others say about your business matters more than what you say about yourself.



Positive online reviews can **increase revenue nearly 20%**

“Reputation is **EVERYTHING**”

WHY REVIEWS MATTER?

Positive reviews don't just build trust - they drive buying decisions.

93%

93% of consumers say online reviews influence their purchase decisions

- Capital One Shopping, 2025

270%

Products with 5 + reviews are **270%** more likely to be purchased than those with none

- Spiegel Research Center

52%

52% of buyers look for an average rating of 4 stars or higher before choosing a business

- Chatmeter, 2025

88%

Businesses that respond to reviews earn **88%** more trust

- AnswerConnect, 2025

Reviews Drive Results

- ✓ Amazon ranks by customer rating
- ✓ Better outcomes and fewer returns
- ✓ Higher rated products sell first
regardless of cost

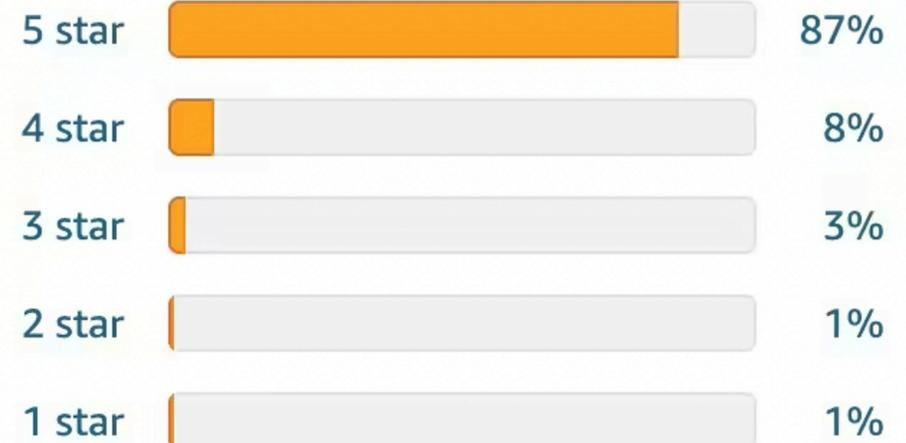
Did you know?

Amazon's **Choice**

SELLS 30% MORE!

amazon

★★★★★ 1,813 ratings



Recent Reviews

UP	★★★★★	Fred Wilson	05/15/2021	Report
f	👍	Paul Graham	05/15/2021	Report
UP	★★★★★	Oliver Bert	05/15/2021	Report
G	★★★★★	Jason Berg	05/15/2021	Report
🍷	★★★★★	Bill Gross	05/15/2021	Report
UP	★★★★★	Both Goodie	05/15/2021	Report

11:44

REVIEWS UP

Username

Password

LOGIN

FORGOT PASSWORD?

- Engage
- Analyze
- Promote



A complete solution to help you collect, share, monitor, respond and promote customer reviews



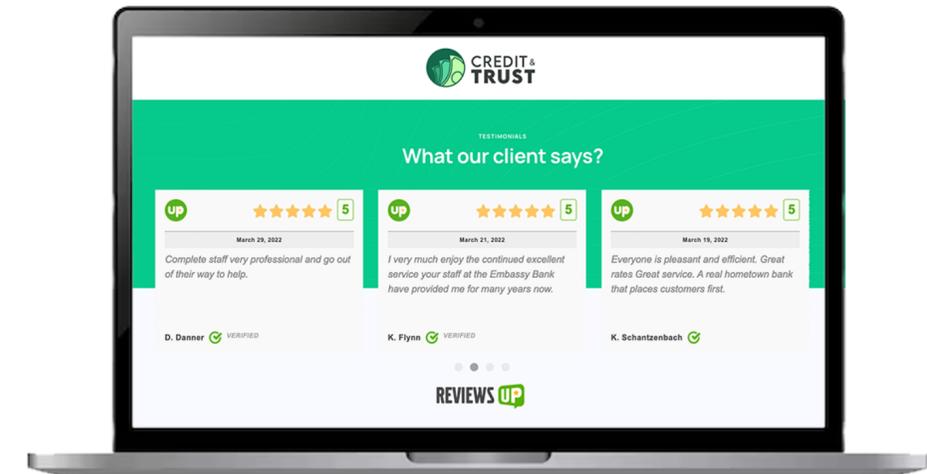
Engage

Ask for reviews via QR codes, SMS, emails, signage & more



Analyze

Gain insight for each review across multiple platforms from one dashboard



Promote

Leverage positive feedback to increase trust with buyers on your website, widgets & more. Respond to negative reviews.



Manage Everything from One Dashboard

Smith Ford
CHANGE LOCATION
SETTINGS

DASHBOARD
REPUTATION REPORT

GET REVIEWS

Send An Invite [INVITE HISTORY](#)

Full Name

Email/SMS SEND

Recent Reviews

Channel	Rating	Name	Date	Action
UP	★★★★★	Fred Wilson	03/11/2021	Respond
f	👍	Paul Grahm	03/11/2021	Respond
UP	★★★★★	Olivia Bert	03/11/2021	Respond
G	★★★★★	Jason Renzy	03/11/2021	Respond
G	★☆☆☆☆	Jason Renzy	03/11/2021	Respond

MANAGE REVIEWS

Active Channels [MANAGE](#)

0 review

[Connected](#)

43 reviews

[Connected](#)

1 review

[Connected](#)

Marketing Assets [DOWNLOAD PACKET](#)

Website

Direct Links

QR Codes

SPECIAL TIP

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Promote Positivity, Build Trust & Your Company Reputation

Marketing Tools to Build Trust and Ratings

Reviews UP tools help businesses amplify their local and customer reviews:



QR Codes

Let customers scan and leave reviews instantly



Widgets

Embed your ratings and review page anywhere.



Web Page

Reputation page to boost visibility and SEO



Social Share

Highlight positive reviews across your social channels



Invitations

Text & email invites reach customers fast



Smart Respond

Curated content makes replying easy



API

Connect your business review system with CRMs or your BBB listing



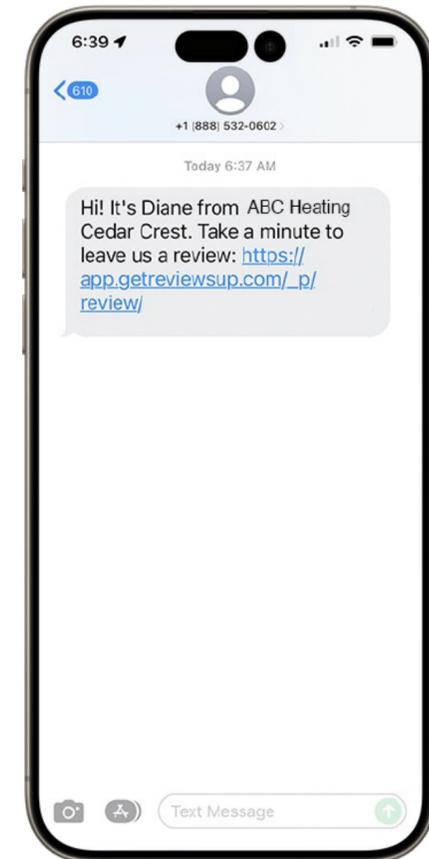
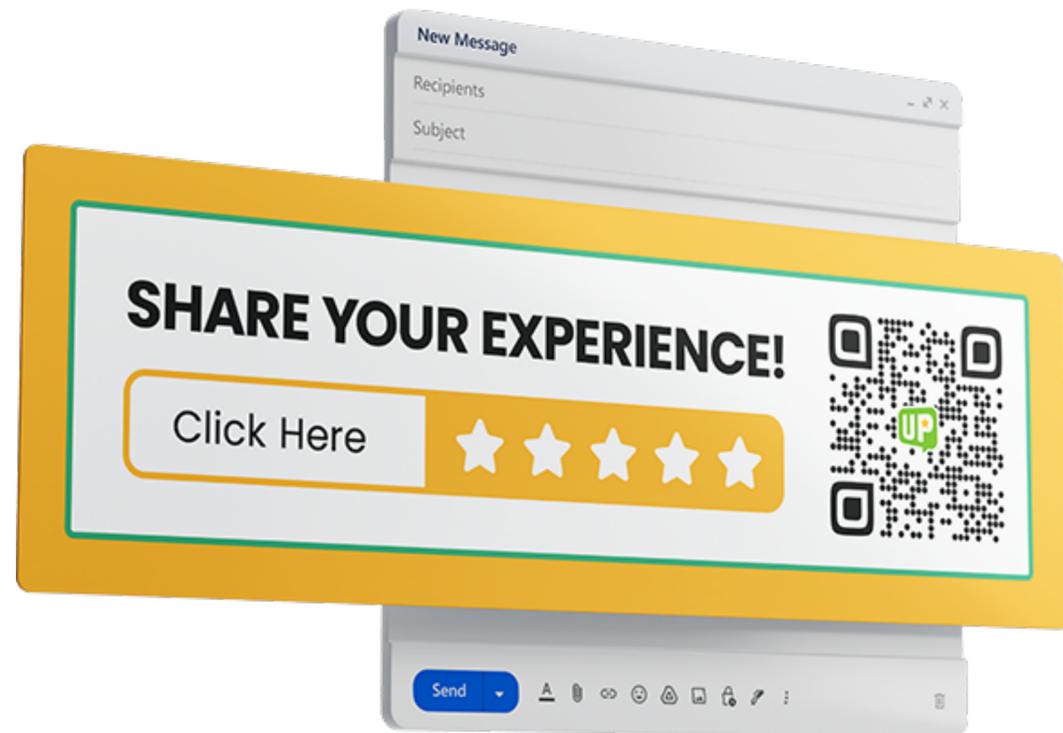
Snippets

Create signature graphics linking to your review sites

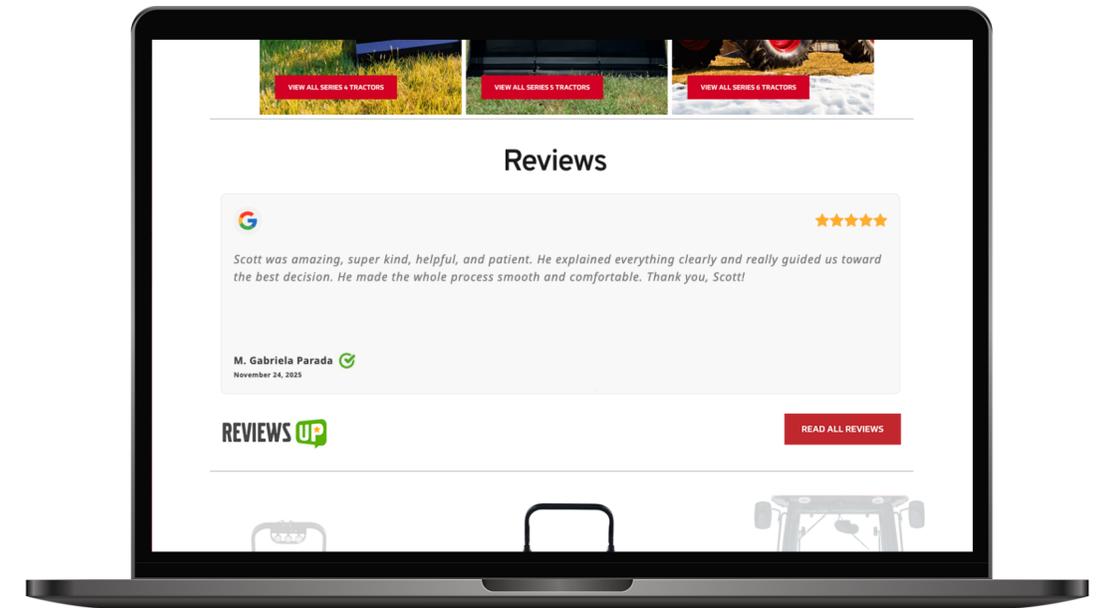
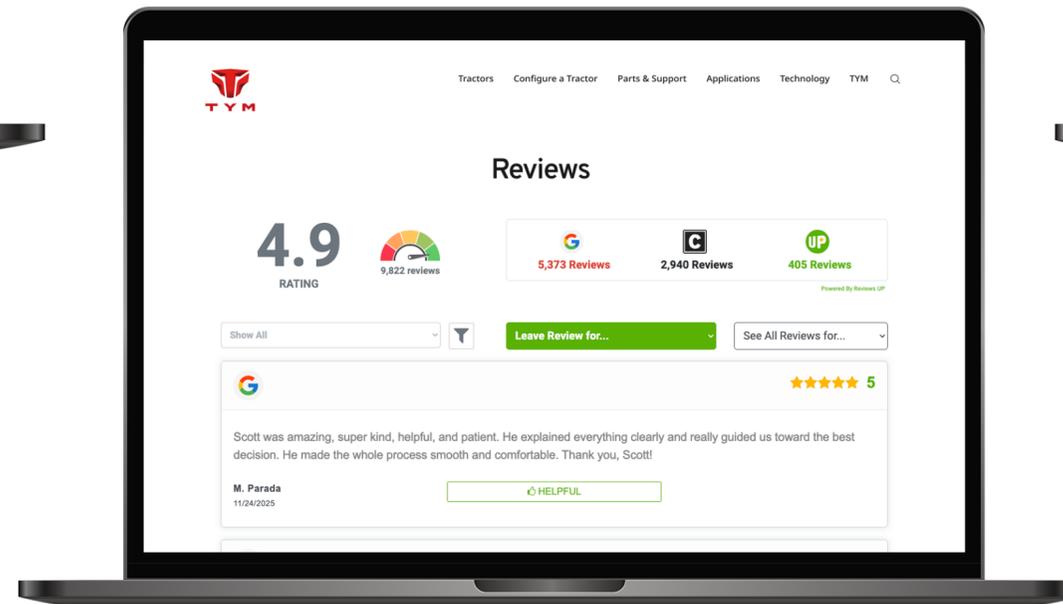
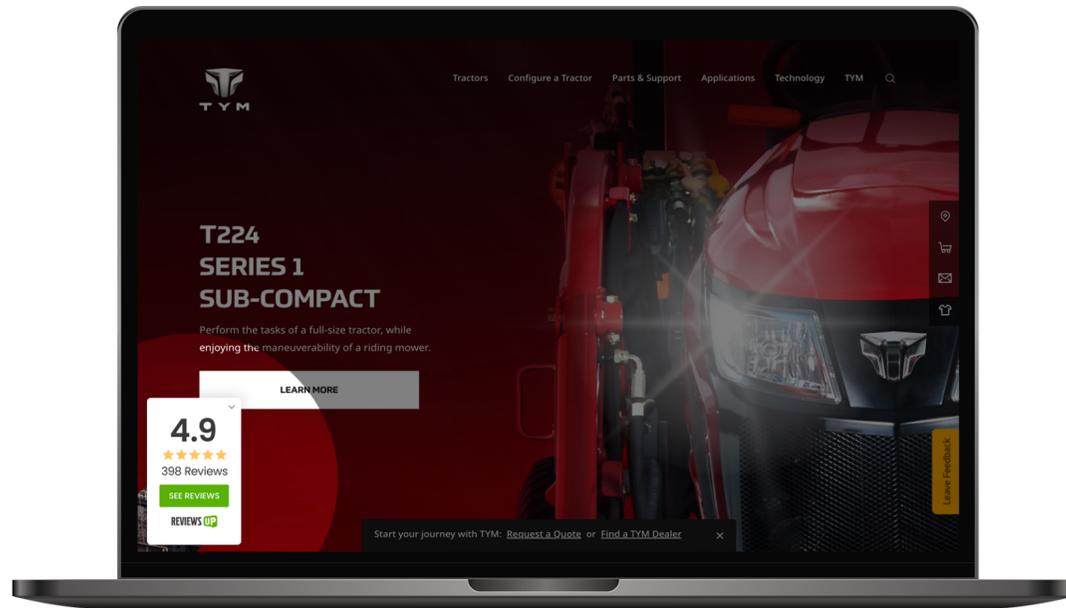
FACT



Over 90% of INVITED customers leave a POSITIVE review



Easy Installation





Powerful Technology

REVIEWS

Get Started

1 Location

Powerful reputation package for you single rooftop.

\$149 Per Month

KEY FEATURES

-  Reviews Up
-  Views UP
- ✓ Business Dashboard
- ✓ Marketing Tool kit
- ✓ Business Page
- ✓ Smart Response
- ✓ Social Share
- ✓ SMS/Email Invites
- ✓ Preset Messaging

