

The **KUDZU**.com Advantage

August 2007

Inside This Issue

- **What's New:** Trust Score, Photos in a Snap
- **Kudzu.com Works For Me:** MasterBlinds
- **Expert Tips:** How Does Your Website Measure Up? and IT Made Simple
- **Kudzu.com Power Tips:** Head Back to School for Business Success

What's New at Kudzu.com

<p>atlantashopper  Reviews: <u>25</u> <hr/></p> <p>Posted on 6/12/2007</p>	<p>gelnel Reviews: <u>11</u> <hr/></p> <p>Posted on 5/10/2007</p>
<p>Jill2007 Reviews: <u>1</u> <hr/></p> <p>Posted on 5/14/2007</p>	<p>LindsayM Reviews: <u>3</u> <hr/></p> <p>Posted on 3/8/2007</p>

New Trust Scores!

Consumers love reviewing businesses they've used on Kudzu.com—we now have more than 100,000 customer reviews! And businesses are finding reviews to be the number one way to sway more consumers to try their service. Now, we're letting customers rate a service on three different criteria: quality, service, and value. Plus, we're asking consumers to help us identify which reviewers are the most helpful so that Kudzu.com users can give more weight to reviewers who have proven themselves to be trustworthy.

The Kudzu.com Trust Score assigned to each reviewer is based on both the number of reviews he or she has written and how many other people have voted those reviews as "helpful." It's a way to quickly determine the value of any single review or reviewer. And another reason to encourage your best customers to post reviews about their positive experience with your service! So go to Kudzu.com now and check the Trust Scores of those who have reviewed your business.

Photos in a Snap

No digital camera? No reason for you to miss out on showing off your business. Simply purchase a disposable camera, take photos of your staff, your office, examples of services you provide, before-and-after shots (folks love these!) and whatever else you think will demonstrate for consumers what you can do for them. Then, request a CD when you have your film developed, pop it into your computer (or at a neighborhood Kinko's, if you don't have a CD drive in your computer) and upload the photos by [following the instructions here](#). Need help? Click the Customer Care link in your [Business Center](#) to access the Online HELP Center.



"They said WHAT about my service?!"

No one likes to read bad reviews of their business, that's for sure. But did you know that customers have told us that they sometimes choose companies because of how the company handled a negative review? The Kudzu.com 'Manage Your Reviews' tool (located in your Business Center) gives you the opportunity to demonstrate your customer service

