

Kudzu Tip of the Week

Reviews make a big difference in consumer response to your Kudzu profile. Ask your customers to leave you a great review by adding a link to your Kudzu profile on your e-mail signature, asking for reviews with your final invoice, or asking for reviews when making follow-up calls. Include a handout with step-by-step instructions, and let consumers know how easy it is to rate your business on Kudzu.com.



Link your website to your Kudzu reviews

Put the Kudzu review widget to work for you

We're all about efficiency at Kudzu, so we encourage business owners to repurpose their communications tools to work in multiple environments, such as using a television commercial as a video on your Kudzu profile. Similarly, it was a no-brainer when business owners asked us to make it easy to add their Kudzu reviews to their own websites. In fact, we developed a widget to let them - and you - do just that!

If you haven't already added your Kudzu reviews to your website, or at least linked to them, now is the time to do it. Why? Because consumers tell us over and over again that the number one thing they look at when choosing between service companies is reviews from other customers. When a consumer comes to you as a result of positive reviews, they are pre-sold on your business. This tightens your sales cycle and increases the potential sales value from that prospect. Spreading the good news that your customers share about your business is not just efficient - it's also effective.

To put those reviews to work for you, log in to your [Kudzu Business Center](#), and choose one of these options:

[Link to Your Kudzu Profile](#). Use the links on this page to encourage customers who visit your website to review your business.

[Create Reviews Widget](#). Create a widget for your website that links to your Kudzu profile. Just follow the three easy steps, and copy the text to your website.

With these easy tools available right at your fingertips, be sure to link your website to reviews on your Kudzu profile today.

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Business Success Center

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Consumer review spotlight

See what user *Hmonglish* has to say about [A.J. McKay Auto Repair](#):

Very Quick

I found AJ McKay's Auto Repair here on Kudzu and decided to check it out based on the positive reviews posted. I took my Honda Accord to fix a coolant leak. AJ and his crew had diagnosed the problem and quoted me a price within 20 minutes of walking through the door. My car was done within two hours. Wow! AJ was very friendly and personable. I highly recommend his shop and will definitely go back in the future.



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