



# Resource Guide

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Tips, tools and best practices  
to grow your business with Kudzu





## My Account Information

My Kudzu User ID \_\_\_\_\_

My Kudzu Password \_\_\_\_\_

My Kudzu Sales Rep \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

My Account Coordinator \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Business Center URL: <https://register.kudzu.com/login.do>

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## Choosing the Right Category

**Choose the right category for your business to help consumers find what they're looking for – you!**

Customers can find you on Kudzu.com when they search by the type of service you perform as well as by your business name. Be sure to select the category that is the closest match to your business. Later, you can add details that describe your business by answering the specialty questionnaire for your business category. The answers to the questionnaire tie into our search engine, allowing customers to narrow search results based on the specialties you choose for your business.

**Don't know which Kudzu category might best fit your business?**

Think like a Kudzu.com user. You can determine the best category for your profile by selecting the keywords you think future customers

might use when searching for your business.

### Edit Your Business Category

- Click "Edit" to change your business' category.
- Go back to My Business Center when finished.

1. Home Services & Furnishings > Roofing Contractors [Edit](#)

Add

# How to Select the Best Category

## Select the category that best describes your business

- Open a new window in your Internet browser, and go to [www.kudzu.com](http://www.kudzu.com). Enter a keyword or phrase that is related to the type of service your business provides. Then click “Search”.
- The search result will return all the businesses related to those keywords.
- Below the business address in each search result is the name of the category in which that business is listed.
- Decide which category most closely matches your business.
- Return to the business registration page to select the category and continue building your profile.

You may edit your category at any time by logging in to the Kudzu Business Center (<https://register.kudzu.com/login.do>) and clicking on “Categorize Your Business” within the “Manage Your Business Profile” section.

*\* Keep in mind that it takes 24 to 48 hours for changes to appear on the site.*

***TIP:*** *Select the “Preview Profile” tab in the upper left corner of the Kudzu Business Center to see how your profile will look when it is published on the site.*

# Your Marketing Description—YOUR Story

## Tell consumers exactly why they should choose your company!

The marketing description showcases your business and differentiates you from the competition. This is the area where consumers find out about you, so take some time to think about your business and tell YOUR story. Use the following guidelines to create a description that speaks to Kudzu customers.

- Think about writing your marketing description as you would tell a story. Many stories have heroes who save the day. How can you be a hero?
- Use your marketing description to demonstrate how your services save your customers money, time and aggravation and add comfort, convenience and safety.
- Customers want to know what benefit they will get from your services, so point out how your services can solve their problems or make their lives easier.
- Let customers know what makes your business unique and what special services you offer.
- Inform and educate your customers so they can make the best decision about choosing your services.

*Tip: Use existing copy from your Web site or a marketing brochure.*

# Editing Your Marketing Description

## Update your marketing description often!

Your marketing description provides a quick way to refresh your profile and share new information about your business.

### To update your marketing description:

- Log in to your account.
- Click the “Add” or “Edit” link next to “Your Marketing Description and Business Email” on the Kudzu Business Center page.
- Click the “Continue” button to save your changes.

#### Add Description and Email

**Business Email:**  
  
example: sales@xyzcompany.com

**Write your description here:**

Enter up to 5,000 characters (approximately 750 words).

[Back](#) [Continue](#)

[Skip](#) Skip ahead and add these features later.

***TIP:*** Make sure your spelling is perfect! This shows your attention to detail, which will be much appreciated by your future customers.

## Adding Specialties

### Specialties offer details that help consumers find you in search results!

Consumers can narrow search results by the specialties that are important to them. Specialties are tied directly to our search engine and help users refine their search results. If there are no specialties selected for your profile, customers might have a harder time finding you.

Specialties show up directly under your marketing description and help consumers better understand the services your business performs.

***TIP:*** Choose the specialties that best fit your business and the services you provide.

***Consumers read these carefully and will ask you about these specialties later.***

### Add Specialties

#### Roofing Contractors

##### 1. What related materials do you use?

Capsheet

Clay

Corrugated

Fasteners

Heat Tape & Cable

Lightweight Roof Systems

Back

Continue

# Adding Credentials

## How to edit your specialties:

- From the Kudzu Business Center page (<https://register.kudzu.com/login.do>), click the “Edit” link next to “Your Specialties”.
- Select the category in which you wish to add or edit your specialties.
- The next series of pages will walk you through our online questionnaire. Select only the specialties that apply to your business.
- Click the “Continue” button to save your changes.

**By adding credentials to your profile, you add credibility to your business and ensure consumers will choose your company over a competitor!**

In the credentials section of your profile, list any qualifications and accreditations your business has earned.

Examples include:

- Professional licenses
- Certifications
- Memberships in professional organizations or associations
- Bonding and insurance information
- Better Business Bureau accreditation

## Adding Website Links

### **Give customers as many ways to reach you as possible!**

Drive additional traffic to your website by linking it directly to your Kudzu profile. Don't have a website? Use your detailed profile on Kudzu to showcase your business. Your business will appear in search results with all other local businesses in your category.

***TIP:** Once your Kudzu profile has published, be sure to check that your website link works!*

### **How to edit your website link:**

- When you are logged into your business center, click on “Your Business Information” under “Manage Your Business Profile”.
- Choose the location you want to edit and click “Continue”.
- Add the link to your website next to “Website URL” (be sure to include “http://” before the website address).
- Scroll down and click the “Continue” button to save your changes.

## Creating Deals and Discounts

### **Add a deal and get more exposure!**

When you add a deal or special offer on Kudzu.com, not only will it show up on your profile, it will also appear on various other pages throughout the site, including the Deals and Discounts section and a rotation on the Kudzu homepage “Deals” box.

***TIP:** Deals expire after 90 days, so be sure to update your deals regularly.*

*Schedule a time on your calendar to update your deals every few months.*

### **Add a deal and get more customers!**

Entice new customers by adding deals to your profile, giving consumers yet another reason to hire you.

### **Don't know what type of deal to offer?**

Here are some themes to help get you started:

- Anniversary/birthday specials
- Frequency discounts
- Offers for different times of the week/month/year
- Customer loyalty programs
- Referral bonus/discount

# Adding New Deals

## How to add a new deal

1. Log in to the Kudzu Business Center, and click on “Manage Your Deals”.
2. Click “Add” to create your first deal. You may offer a maximum of 3 deals at any time.
3. Use the calendar to enter the deal start date. This must be at least one day in the future and is the date this deal will first appear on Kudzu.
4. Enter the deal end date. This is the date the deal will be removed from Kudzu. Enter the deal expiration date.  
NOTE: The deal expiration date can be different from the deal end date.
5. Enter the deal title and deal description. You will not have the ability to format the text in the deal description, but you may add a logo or image.
6. Click “Preview”. This shows how your deal will appear to customers on Kudzu.
7. Click “Save” if you are satisfied with your deal, or click “Previous” to make any changes.

The screenshot shows the 'Add My Deal' form with the following fields and instructions:

- Deal Start Date:** A date picker field with the instruction: "The date this deal will first show on Kudzu.com."
- Deal End Date:** A date picker field with the instruction: "The date this deal will be removed from Kudzu.com."
- Deal Expiration Date:** A date picker field with the instruction: "The date after which this deal will no longer be valid for your customers."
- Deal Title:** A text input field with an example: "example: \$10 off any Rug Cleaning".
- Enter your deal description here:** A large text area with a character count instruction: "Enter up to 350 characters (approximately 50 words)."
- Include an image in your deal:** A text input field followed by a "Browse..." button. Below it, instructions state: "Your deal image will be proportionately adjusted to fit within 100 pixels wide x 100 pixels high. The allowed image types are .jpg, .jpeg, .gif, and .bmp. The maximum image size allowed is 1MB."
- A blue "Preview" button is located at the bottom left of the form.

# Adding Graphics to Deals

## Deleting deals

You can delete a deal and create a new one at any time. To delete a deal, go to “Manage My Deals”, select the deal you wish to delete, and then click “Delete”.

## Adding graphics to deals

Kudzu accepts deal graphics up to one megabyte (1 MB). Photos may be formatted as JPEG, GIF, or BMP files and will be scaled to a maximum of 100 x 100 pixels. Because software varies, refer to the “help” menu of your photo editing software for instructions on resizing your photo.

## Troubleshooting deals

You may preview your deal while you are still logged into your business profile. In the “Manage My Deals” section, select the deal you want to see, and click “Preview”.

***Tip:** Use the calendar on the site to ensure the date is in the proper format.*

## Troubleshooting Deals

***TIP:** Kudzu has a time-out feature that logs users out after 30 minutes of inactivity. If you need more time to enter a deal, type a draft first and then log in to complete your deal.*

### **A deal may remain unpublished due to:**

- Publication time: Please allow 24 to 48 hours for new or newly edited content to publish.
- Future start date: It may be possible that the start date is set in the future.
- Invalid start date: Deals assigned a start date of the current date or earlier will be rendered void.
- Failure to save: A common mistake is exiting from the preview page without saving. If this happens, the deal will not appear as a current deal and will need to be re-entered.

### **PLEASE NOTE: Don't forget to save!**

We currently limit the length of time that deals are live to 90 days. However, you may schedule a new, identical deal to begin immediately following the previous deal's end date.

# Adding Photos

## Show off the craftsmanship and professionalism of your business with a photo gallery of your work!

Here are some ideas to consider when you are selecting photos to upload:

- **What you do:** One effective way to do this is with before-and-after shots that show the difference your work can make.
- **Who you are:** Share photos of yourself and your team.
- **Where you work:** Include photos of your office, workshop, trucks, etc.
- **What equipment you use:** Customers are interested in seeing how you do what you do.

***TIP: Include a descriptive caption for your photos to help sell your services to potential customers.***

### Create Photo Album

Showcase your work with photos.

1. Click the browse button to choose a photo from your computer.
2. Click "Upload" to see a thumbnail appear in the photo box (this may take the computer a moment).
3. Repeat step #2 for all photos.
4. When complete, click the "Continue" button at the bottom of this page.

**Photo 1**



Start here:

Add a brief caption :

[Rotate photo](#)

Your photos will appear on our merchant photos page as well as on your profile.

# Editing Your Photo Gallery

## How to upload and edit your photos:

1. Log in to your Business Center and go to the section called “Your Picture Album”.
2. Click the “Browse” button next to Photo 1, and select a photo that is saved on your computer. Repeat this step for all photos you wish to add.
3. Click “Upload” at the bottom of the page to see a thumbnail appear in each photo box (this may take a moment).
4. At this point, you have the option to rotate or delete your image.
5. When upload is complete, click the “Continue” button at the bottom of the page.
  - \**Please note:*
    - a. The photo file size cannot exceed two megabytes (2MB).
    - b. Photos exceeding the maximum dimensions of 640 x 480 pixels will be resized automatically to fit within those dimensions. Photos larger than 1000 x 1000 pixels cannot be accepted and must be resized prior to submission.
    - c. Photos must be in GIF, JPG or BMP formats.
6. In the Picture Album section, you can also add captions to describe your photos.
7. Click on the “Preview Profile” tab at the top of the page to view the results.

***TIP: It can take 24-48 hours for newly edited content to publish.***

# Troubleshooting Photos

## Troubleshooting Photo Uploads

Any image that has been previously uploaded needs to be deleted completely before adding an image in its place. When the image is gone, an “Upload Photo” message will appear in the photo box, and a new image can be uploaded. If the image is a white square, data is still saved. Please click the “Delete” button until the “Upload Photo” text appears in the image box.

Often the photo needs to be resized closer to the maximum 640 x 480 pixel size to upload properly. If a photo is over 1000 pixels, you will receive an error message. Try resizing your photos to a smaller size.

On occasion, if the upload time is too long, the system will time out. Please try to upload one image and save it before adding captions or attempting to upload another photo.

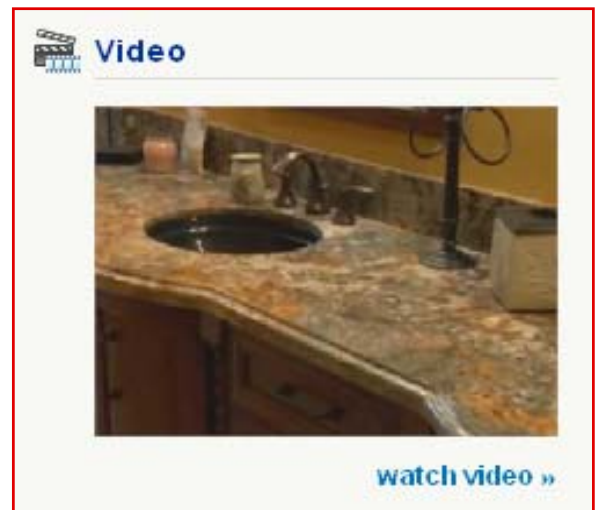
***TIP: Photos and videos don't have to be professionally done — many of the best photos and videos are done at home. The key is to show the type of service and quality you offer.***

## Adding Video

**Approximately 55% of people who view a video visit the company's website as a result!**

(The Kelsey Group)

Consumers can sort results by businesses that have a video. Including a video could help you show up higher and make a personal connection with potential customers. Show employees in action, or have your customers give a video testimonial. If you don't have professional equipment, use video from a cell phone or handheld video camera as long as it represents your company and what you do. Or, use a TV commercial that was produced for your business. Just make sure to update your videos frequently to keep content fresh.



### **When you upload video to your profile:**

- Include a description of 75 words or less.
- The frame rate of the clip should be 14 frames per second or greater.  
*\*If you do not know what the "frames per second" (FPS) for your video clip is, you are probably safe since the rate generally defaults to one higher than 14 frames per second.*
- Use any of these formats: MPEG, MP3, QT, WM, Real.

# Managing Reviews

## **Exemplify customer service with the “Manage Your Reviews” feature**

By responding to people who review your business, you increase your chances of turning those clients into repeat customers. Potential customers appreciate businesses that take the time to respond to reviews, and view this as a sneak preview into their expected level of customer service should they become a customer.

Reply to your reviews to thank a customer, take advantage of future specials, or ask them how you could improve your service!

## **How to use the “Manage Your Reviews” feature**

- After logging in, click on the “Edit” link next to “Manage Your Reviews”. Your most recent 10 reviews will display.
- Click the “Add Reply” link to the right of a review. If the review already contains a reply, click the “Edit Reply” link.
- The reply page will allow you to enter a response to the review, up to 3000 characters in length.
- Click “Publish” to save.

# Troubleshooting Reviews

## What if a reply doesn't publish?

If a reply does not publish within the first 48 hours, it is usually because the reply is over the 3000-character limit and will need to be shortened. If you shorten the reply and it still does not publish, please contact us.

### Review Summary

Yes, I would like to receive notifications of consumer reviews

« Prev 1 2 3 4 5 6 7 Next »

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<b>dread27</b> Posted on 2008-12-23	<b>" The Best Roofing Company In Gerorgia"</b> I just had Findlay Roofing to install a brand new roof to my home. Findlay Roofing from the very begining were professional, courteous, and did everything that they told me they would do. They arrived on time and kept me informed the entire time the project was going on. The crew that came were great they got right to work, and when the job was completed they walked me around the roof to ensure that I was satisfied, cleaneed up all the debris and nails to the point you would never have known they werew here. I am extremely pleased with my new roof and reccomend Findlay to anyone out there who is looking for roof work. My new roof looks superb,the quality, the crafmanship, makes me the envy of my neighborhood. Thanks Findlay for a job well done! The Beckford Family, Suwanee G.A..	<b>Overall</b> ★★★★★ <b>Quality</b> ★★★★★ <b>Service</b> ★★★★★ <b>Value</b> ★★★★★☆ <a href="#">Add Reply</a>
<b>fishallday24</b> Posted on 2008-12-01	<b>Finish on time</b> They came out and gave me a very fair quote. They showed up when promised and began work. They finished my roof on time and made me a very happy customer. Thank you!	<b>Overall</b> ★★★★★ <b>Quality</b> ★★★★★ <b>Service</b> ★★★★★ <b>Value</b> ★★★★★ <a href="#">Add Reply</a>

## How do I ask my customers to review my business?

Your customers must be registered members of Kudzu to rate or review any of the businesses that are listed on the site. We encourage all visitors to give accurate and honest reviews of local businesses. In order to protect the credibility of these reviews, we allow consumers to review a business location only once.

## Troubleshooting Reviews

For tips on generating reviews from your customers, please refer to the section of this handbook entitled “Soliciting Reviews”.

### **My customers’ reviews have not published**

If your customers’ reviews have not been published, here are some possible reasons:

Consumers must confirm their registrations by email before their reviews are published. This is the most likely reason a review is not showing on your profile. If your customers did not confirm their registration, their reviews will not be published. We do not confirm consumer registrations at the request of our merchants. Consumers must confirm their registrations themselves.

Kudzu reserves the right to refuse or remove any review that does not comply with our Visitor Agreement. Though we rarely remove reviews, it’s possible that a missing review was deleted.

***TIP: Please allow 24 to 48 hours for new or edited content to be published to the site.***

# Managing Negative Reviews

## Handling negative reviews

Kudzu encourages consumers to enter honest opinions about a service. We believe it is important to ensure that reviews – both positive AND negative– retain their credibility. It would not be fair to consumers if we modified these reviews at a business' request, and we rarely remove consumer reviews. If you receive a negative review, we encourage you to do the following:

- Take advantage of our “Manage My Reviews” feature. This feature allows you to respond to reviewers' comments, positive or otherwise, so that consumers can read your side of the story. Please be mindful that merchant comments, like consumer reviews, must meet content standards outlined in the Visitor Agreement to be publishable.
- Have your loyal customers become members of Kudzu and share their experiences. Not everybody will have a great experience every time they use a service; however, we believe a high number of good reviews offset the impact any negative reviews may have. Also, know that your profile on Kudzu will display only the 10 most recent reviews per. Therefore, 10 positive reviews will push negative reviews off the first page.

## Writing Reviews

### Can I contact people who wrote reviews about my business?

While we cannot give you a reviewer's contact information, our merchants are experiencing great results by communicating directly with reviewers via the “Manage My Reviews” feature.

***TIP:*** Encourage customers to include in their reviews the type of information you would want when asking a friend about a business.

### Can I review another business?

Ratings and reviews are a feature for registered consumers. You must log in as a consumer to rate or review a business. Please refer to our page of consumer FAQs for information regarding consumer registration and visitor use.

Research has shown that 80% of consumers trust word of mouth more than any other source of information.

## Soliciting Reviews

### **Encourage your satisfied customers to post reviews to your Kudzu profile and spread the good word about your business!**

Ask your customers to add reviews and let them help do the work for you. This is a low-cost and effective way to get the word out about your business.

To encourage people to write reviews, you can:

- Print a request for a customer review on invoices, thank-you notes, bill stuffers and any other customer correspondence, including the website address and login instructions.
- Send a follow-up email after servicing a customer to inquire about their level of satisfaction, and invite them to post a review on Kudzu.
- Offer incentives to customers that post a review, such as 10% off their next service.
- Add a “Rate and Review My Business” graphic to your website with a link to your Kudzu profile.
- Use the auto reply feature on your email program to remind people to review your business on Kudzu. Include a link to your Kudzu profile both in auto replies and in your email signature.
- Create a contest by offering a prize to the employee that generates the most reviews for your company.

# Rate and Review Website Graphics

## Let your positive reviews do double-duty

Add a widget to your website containing recent Kudzu reviews of your business, and put those same reviews to work for you in more than one way. Just log into your Business Center and click the link that reads “Create Reviews Widget” to find easy instructions on how to create a widget for your website.

<b>KUDZU.</b>
<b>Extremely Pleased</b> I had 5 roofing companies give me estimates for a full replacement of the shingles on my home. While Findlay was the lowest estimate (a full \$1500...
<b>Quality yes- Value Maybe</b> I had them repair a minor leak recently and even though I thought the charges were a little high, I had to have them back for another repair and they...

## Make it easy for customers who come to your website to review your business

Use Kudzu to grow your business by encouraging customers who visit your website to review your business on Kudzu.com. In the Business Center, click on “Link to Your Kudzu Profile” and choose between a text link or two graphics you can add to your website.

Rate & review me on  
**KUDZU.**  
★★★★★  
Click here  
to see my profile!

Rate & review me on...  
**KUDZU.**

Click here to see my profile!  
★★★★★

# Business-to-Business Networking

## Manage your connections by creating a business network on Kudzu.com

Are there businesses you would recommend to others — and businesses that would recommend you? If so, send them an invitation to join your network on Kudzu.

When fellow business owners accept an invitation to join your network, your business name will appear on their Kudzu profile, and their business name will appear on yours. This allows you to endorse each other.

Be sure to connect on Kudzu and send more business each other's way. Just log in to your Business Center and choose one of these options:

**Send invitations by email:** Enter email addresses into an invitation, or import them from your address books in Yahoo! Mail, gmail, etc.

**Search for businesses on Kudzu:** If you don't know your associates' email addresses, they may be on Kudzu already. Search for them by name and zip code, then send them an email directly.



### Professional Referrals

This business exchanges recommendations with:

[Kerry Lucasse, Keller Williams Realty](#)

[Champion Self Storage](#)