

# How Online Reviews Impact Recruiting Landscape Contractors

With spring around the corner, you'll need to increase your staff to handle all the work coming your way. While attracting new customers may not be your top priority -- you'd be a rare seed if attracting more employees wasn't an issue for you. Read this article to find out how online reviews impact recruiting.

## **A-Players Don't Work For Losers**

There's a shortage of laborers in the United States that impacts all construction industries, especially landscaping. H2-B restrictions make it an unreliable source of talent for all of your jobs, so you'll need to step of your game if you want to attract good workers.

You need:

- Laborers
- Skilled laborers
- Foremen and managers
- Team players

That's a pretty tall order when there's a 1.5M laborer shortage in the US! The men and women who you'd actually want to hire can pick and choose where they're going to work.

## **Employees Look At Employers Online Branding**

74% of Glassdoor users are more likely to apply to a job if the employer actively manages its employer brand (e.g. responds to reviews, updates their profile, shares updates on the culture and work environment), according to a Glassdoor.com U.S. Site Survey, August 2016.

## **Employees Spot Loser Employers Online**

It's an old adage that employees leave their managers, not their companies -- and it's true.

It's an employees' market -- and top employees don't work for losers.

How do you spot a loser employer before you take the risk of working for one? Just look at their online reviews and digital presence.

## **Do Your Online Review Sites Make You Look Like A Place I'd Want To Work, Or Not?**

Bad employers typically have bad reviews across the board -- on their Google, Houzz, and Yelp listings, with reviews from customers, and especially on employee review sites like Glassdoor.com as well.

Aside from improving your ranking in Google — online reviews can help you win sales that come from referrals. If someone refers your company, that person might search online for your company, if even to find your phone number.

Being the highest-rated green industry contractor in your category in your town can help you command higher prices, turn down jobs you don't want, and assist your recruiting efforts. Customers who want the best are typically willing to pay more to get it, and top employees will notice your reviews.

### **When it comes to getting online reviews, here's where to start:**

Ideally, you should have four-star averages or better on the most popular review sites: Google My Business, Yelp, and Facebook. But don't stop there!

#### Houzz Reviews

For landscape design, Houzz.com is a site that many homeowners use to check out reviews and photographs for local landscapers. Be sure to claim and complete your profile on Houzz -- even if you're not paying for advertising there -- and focus on getting reviews.

#### Get reviews on the sites you're paying to advertise

If you're paying for Google Adwords, you should be sure to have many quality reviews on your Google My Business listing to help inspire potential customers. Same thing goes with other advertising sites like Houzz.com, Homeadvisor.com, or even Facebook.com if you're running ads there too. If you're paying for advertising on a site, you'd better have strong reviews.

#### Do a Google Search for your Brand Name + Reviews

Chances are, your business is listed on websites that you have never even heard of! Do a Google search for your business name, city and state, and reviews, i.e. "Larry's Landscaping Henderson NV Reviews", and take a look at the sites on the first two pages of Google. If you have a negative review average, less than 10 reviews, or any negative reviews that you haven't replied to -- add these to the list of places to work on.

### **Where To Get Employee Reviews**

- 1) Glassdoor.com
- 2) Indeed.com
- 3) Your online directories with reviews (see above)

### **Respond To Negative Reviews**

As you look through your review sites, identify and reply to negative reviews. Negative reviews are a great PR opportunity -- they show potential customers how you would treat them should an issue arise.

Often, unhappy customers just want to *feel heard*.

But customers aren't alone in wanting to see a response from the owner.

"Nearly two-thirds (65%) of Glassdoor users agree their perception of a company improves after seeing an employer respond to a review," according to a Glassdoor.com U.S. Site Survey, August 2016.

When you post a reply, thank them for posting their concern and let them know how important it is. Offer to accept a call from them and leave your company phone number in the review with your name. If you have the customer's contact information, reach out to them and *listen* to what they have to say. Often you can resolve things offline, and ask them to edit or remove their review.

If you're unable to connect with the customer, post a response to their review addressing the situation and how you will handle it in the future.

Tip: have a third party -- maybe your marketing vendor or even your spouse -- read your review before you post it. It can be easy to come off as snarky or defensive, and having someone else edit that so it doesn't come across with a "tone" can help.

### **Make asking for reviews part of your customer journey**

Like most good things, becoming the best-rated landscaping or lawn care business in your town takes time. And just like a beautiful garden takes time and dedication, staying at the top in your town takes ongoing maintenance and nurturing!

While the timing may vary from business to business -- it's generally best to ask for and collect reviews as soon as a project is finished. *For every project*. This way, people will still be thinking of you and likely most-willing to write a review.

The same is true of employees. You'll have to ask them to write reviews on your sites -- so make it easy by emailing them a link of where you need them.

### **Five ways to ask for reviews**

- 1) In-Person On The Job Site
- 2) Followup Emails With Links To Your Review Sites
- 3) Text Messages With Links To Your Review Sites
- 4) Review Softwares like Getfivestars.com

5) Print Postcards

**Get Ready For Spring -- Hustle To Become The Most-Reviewed Now!**

Before you know it it'll be April 5th and you'll be in the hustle and bustle of the green season and "too busy" for this online review B.S. Just get it done now -- hustle to get at least 10 Google Reviews, and keep going from there to become the most-reviewed business in your town and your sales, referrals, candidate applications, and profits will bloom.

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