

CODE MUUMBA 3

Newsletter



STEPS FOR GETTING CUSTOMER REVIEWS FOR YOUR BUSINESS LOCAL SEO

GOOGLE BUSINESS
PROFILE NOW
INTEGRATED WITH
LOCAL SERVICE ADS

SIMPLIFY GETTING
CUSTOMER REVIEWS
WITH GOOGLE'S NEW QR
CODE FEATURE

NEW MWD SEO
DASHBOARD AND SEO
UPDATES FOR APRIL 2025
IN AI POWERED SEARCH

Code Muumba 3

M U U M B A W E B D I G I T A L

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TEAM:

MANAGING EDITOR: **HAL NGOY**

DESIGNER: **HAL NGOY**

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Marketing & Communications
911 Washington Avenue
Suite 501
St. Louis, MO 63101

PHONE: **1-314-325-2048**

EMAIL: **branding@muumbawebdigital.com**

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A Word from the Editor

Why Customer Reviews Are the Cornerstone of a Strong Brand Reputation

Seth Gordin once said, “Marketing is about creating the conditions for your idea to spread. Your idea doesn’t spread because you’re trying hard to push it out there. It spreads because the people you are serving benefit and are telling their friends.”

<https://muumbawebdigital.com/codemuumba3newsletter> | 2 (Seth Gordin)

In today’s hyper-connected world, reputation isn’t just important. It’s everything. It’s not the same as marketing, PR, or branding. It’s deeper. It’s the sum of how people experience your business and what they say about it when you’re not in the room.

At Muumba Web Digital, we believe that reputation is the most valuable asset a business can build. It influences how much you can charge, who wants to work with you, and whether customers choose you over your competitors. According to a Harvard Business Review article, up to 80% of a company’s market value comes from intangible assets like brand equity and goodwill. That’s the power of reputation.

But here’s the truth: your reputation doesn’t live in your logo, your website, or even your mission statement. It lives in the stories your customers tell. And in the digital age, those stories are told through reviews.

This month’s newsletter is all about helping you harness the power of customer reviews to build a brand that’s trusted, respected, and chosen. We’ll show you how to collect meaningful feedback, how to turn satisfied customers into vocal advocates, and how to use those reviews to shape your brand narrative.

ratings, and reviews. That’s how we’re building the Muumba Web Digital brand—and it’s how you can build yours too.

In this issue, you’ll find:

- A practical To-Do List for Getting Customer Reviews
- A downloadable Guide to Crafting Your Review Strategy
- Insights on how reviews influence trust, visibility, and conversions, especially in the age of AI-powered search

If you haven't downloaded the free guide yet, check your inbox for instructions. It's packed with actionable steps to help you turn customer satisfaction into brand equity. Remember: your brand story isn't what you say. It's what others say about you. Let's make sure they're saying something great.

Warm regards,

Hal S. Ngoy

Founder & CEO, Muumba Web Digital

Creative Director & Managing Editor, Code Muumba 3 Newsletter

The To-Do List for Getting Customers' Reviews for Local SEO for Your Business

BY HAL NGOY

Online reviews are essential for businesses as they build credibility, offer social proof, and significantly impact SEO and local visibility. Positive reviews enhance trust and customer engagement, leading to increased leads and higher conversion rates. Negative reviews, while challenging, provide valuable opportunities for improvement and demonstrate transparency and responsiveness, which can also positively influence potential customers.

Importance of Online Reviews

Reviews play a crucial role in local SEO by improving trust signals and brand reputation. Although many businesses focus primarily on how reviews affect search rankings, their overall benefits extend beyond SEO. A robust review profile helps brands attract new leads, provides social proof, and encourages customer loyalty through active engagement.

Moreover, reviews can significantly influence consumer purchasing decisions, making them a critical component of a successful digital marketing strategy.

Leveraging Reviews Effectively

Effectively obtaining online reviews involves thoughtful strategies to encourage customers without causing annoyance or risking negative feedback. Here are several approaches to solicit reviews effectively:

- **Direct Ask:** Simply asking customers, clients, colleagues, or business partners for reviews is often effective. Leveraging existing relationships increases the likelihood of receiving positive feedback.
- **Verbal Request:** Direct, verbal requests made during personal interactions can encourage customers who have had positive experiences to leave reviews.
- **Digital Outreach:** Utilize emails, text messages, or social media channels to remind satisfied customers to leave reviews. Personalized digital outreach often yields positive responses.

- **Passive Requests:** Display QR codes or review links prominently on physical materials such as receipts, flyers, or in reception areas, providing an effortless review submission process for your customers.

Best Practices for Review Requests

When requesting reviews, ensure messages are concise, respectful, and personalized. Offer clear instructions, especially for customers who might be less tech-savvy, and always include contact information for a real person to handle any concerns directly before they become public. Follow-ups should be gentle and infrequent to avoid irritating customers. Personal touches can strengthen relationships, leading to genuine and impactful reviews.

“

In the era of Ai-powered search, online reviews are the new world of mouth, shaping visibility, trust, and your brand's story before a customer even reaches your website. They represent more than feedback. They are fuel for SEO and a trust signal that invites customers in without pushing them away. They build credibility, boosts discoverability, and when requested with care, deepen customer relationships.

”

Effective Review Management

Utilize review management tools responsibly to request, gather, and respond to feedback. It's crucial to avoid platforms that manipulate reviews by suppressing negative feedback, as these practices violate FTC guidelines. Proper management includes promptly addressing both positive and negative reviews and demonstrating care and responsiveness to your audience.

Strategies for a Positive Review Profile

- **Respond to Reviews:** Address all reviews promptly to show engagement and commitment to customer satisfaction.
- **Know Your Customers:** Understanding your customers allows genuine interactions and helps quickly identify fraudulent or malicious reviews.
- **Make Reviewing Easy:** Provide clear instructions and user-friendly options such as QR codes or direct links.
- **Encourage Authenticity:** Promote honest reviews rather than incentivizing or pressuring customers, ensuring feedback remains genuine.
- **Personalization:** Adding personalized touches to review requests reinforces customer relationships and enhances the likelihood of positive reviews.

What to Avoid When Seeking Reviews

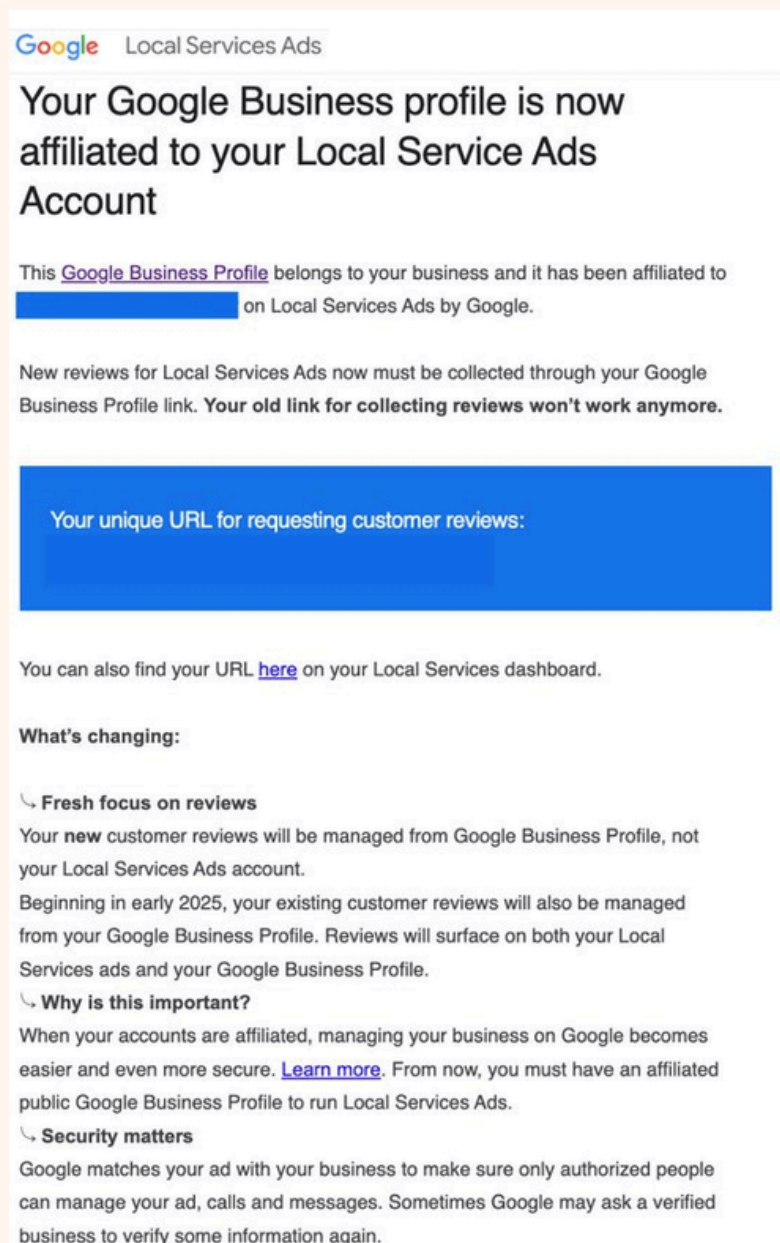
- Don't focus exclusively on one review platform; diversify to reach broader audiences.
- Never pay for or incentivize reviews, as this undermines authenticity.
- Avoid requesting fake reviews or leaving false reviews for competitors; it's unethical and damages your credibility.
- Don't ignore negative feedback; use it constructively to improve business operations and customer experience.
- Avoid impersonal automated responses, as genuine engagement builds trust and loyalty.

In conclusion, actively managing and encouraging online reviews is integral for local business success. Reviews foster transparency, enhance customer trust and significantly contribute to SEO and lead generation efforts. Embracing both positive and negative feedback allows businesses to evolve and meet customer expectations effectively.

Google Business Profile Now Integrated with Local Service Ads

BY HAL NGOY

Google has announced a significant update for businesses using Local Service Ads (LSAs) - all new customer reviews must now be collected through your Google Business Profile (GBP) link. The previous LSA review link is no longer valid, requiring businesses to update their review collection process accordingly.



The screenshot shows a notification from Google Local Services Ads. At the top, it says "Google Local Services Ads". The main heading reads "Your Google Business profile is now affiliated to your Local Service Ads Account". Below this, it states: "This [Google Business Profile](#) belongs to your business and it has been affiliated to [redacted] on Local Services Ads by Google." A paragraph follows: "New reviews for Local Services Ads now must be collected through your Google Business Profile link. **Your old link for collecting reviews won't work anymore.**" A large blue box contains the text "Your unique URL for requesting customer reviews:" followed by a redacted URL. Below this, it says "You can also find your URL [here](#) on your Local Services dashboard." A section titled "What's changing:" includes three bullet points: "Fresh focus on reviews" (explaining that new reviews will be managed from the GBP, not the LSA account, and that existing reviews will also be managed from the GBP starting in early 2025), "Why is this important?" (stating that managing the business on Google becomes easier and more secure, and that a public GBP is now required to run LSAs), and "Security matters" (explaining that Google matches ads with business info to ensure only authorized people can manage the ad, and that Google may ask for verification).

Google Local Services Ads

Your Google Business profile is now affiliated to your Local Service Ads Account

This [Google Business Profile](#) belongs to your business and it has been affiliated to [redacted] on Local Services Ads by Google.

New reviews for Local Services Ads now must be collected through your Google Business Profile link. **Your old link for collecting reviews won't work anymore.**

Your unique URL for requesting customer reviews:
[redacted URL]

You can also find your URL [here](#) on your Local Services dashboard.

What's changing:

- Fresh focus on reviews**
Your **new** customer reviews will be managed from Google Business Profile, not your Local Services Ads account.
Beginning in early 2025, your existing customer reviews will also be managed from your Google Business Profile. Reviews will surface on both your Local Services ads and your Google Business Profile.
- Why is this important?**
When your accounts are affiliated, managing your business on Google becomes easier and even more secure. [Learn more](#). From now, you must have an affiliated public Google Business Profile to run Local Services Ads.
- Security matters**
Google matches your ad with your business to make sure only authorized people can manage your ad, calls and messages. Sometimes Google may ask a verified business to verify some information again.

Key Changes & Their Impact

Review Management Shift:

- New customer reviews will be managed through GBP instead of your LSA account.
- Starting in early 2025, existing Local Service Ads (LSA) reviews will also transition to GBP.
- Reviews will be visible on both LSAs and your GBP.

Importance of This Change:

- Integrating LSA with GBP enhances security and simplifies business management.
- To continue running LSAs, businesses must now have an affiliated, public GBP.

Security Enhancements

- Google ensures LSAs are linked to verified businesses, preventing unauthorized management.
- Periodic re-verification may be required to maintain compliance.

Phase 1: Action Steps for Businesses

Immediate Action

1. Verify & Optimize Your Google Business Profile

- Claim and verify your GBP.
- Complete all profile details: business description, services, hours, photos, etc.
- Ensure consistent Name, Address, and Phone number (NAP) across all online listings.
- Upload high-quality images and videos showcasing your work.
- Use relevant keywords in your business description.

- Confirm your GBP review link is correctly set in your LSA dashboard.

2. Update Review Request Process

- Stop using the old LSA review link.
- Obtain your new GBP review link:
 - Log into GBP.
 - Click “Ask for reviews.”
 - Copy the provided short URL.
- Integrate the link into your website, email signatures, and digital touchpoints.
- Update CRM or invoicing software to use the new GBP review link.

3. Train Your Team

- Educate staff on the importance of the GBP review process.
- Provide scripts or talking points for requesting reviews.
- Emphasize that GBP reviews impact both GBP and LSA visibility.

Phase 2: Establish a Review Strategy (1-3 Months)

Encouraging Customer Reviews

- **Timing:** Request reviews immediately after service completion
- **Multiple Outreach Methods:**
 - In-person requests after service completion
 - Personalized email requests including the GBP review link
 - SMS messages with a direct link to leave a review
 - Review the link embedded in invoices and receipts

- **Simplify the Process:** Make it as effortless as possible for customers to leave reviews.

Monitoring & Responding to Reviews

- Enable notifications to track new reviews.
- Respond professionally to all feedback:
 - Thank customers for positive reviews.
 - Address concerns in negative reviews constructively and offer solutions.
- **Actively engage with reviews to encourage more customer participation.**

Ethical Review Incentives

- **No direct incentives** (discounts or gifts) as per Google's guidelines.
- Instead, focus on excellent service and indirect incentives:
 - Sending a thank-you email with helpful tips.
 - Running engagement-based contests, such as a monthly giveaway.

Leveraging Positive Reviews

- Share top reviews on social media.
- Feature positive feedback in marketing materials.
- Utilize GBP's "Updates" feature to highlight customer testimonials.

Phase 3: Ongoing Optimization & Review Analysis

Data-Driven Improvement

- Track review trends to monitor business reputation over time.
- Analyze negative reviews to pinpoint areas for service improvement.
- Measure conversion rates to assess how reviews impact LSA performance.

Maintaining an Optimized GBP (Google My Business Profile)

- Keep business details, services, and images updated.
- Explore and utilize new GBP features.
- Post regularly about offers, events, and updates.

Customer Feedback Integration

- Conduct customer surveys to gather insights.
- Create a feedback-friendly environment to improve services continuously.

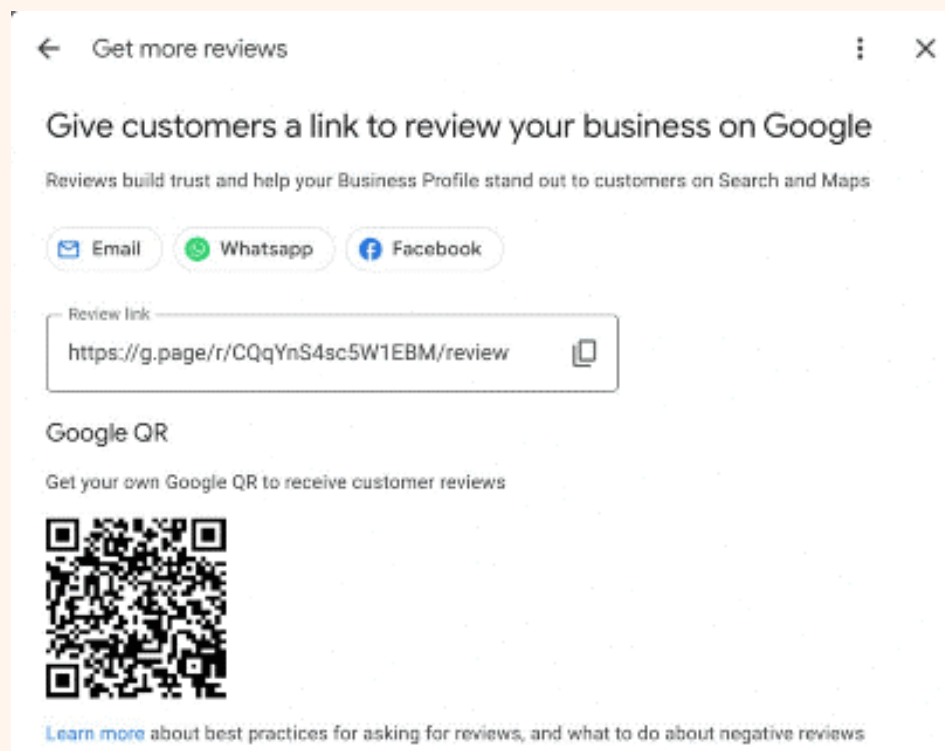
Final Thoughts

This transition strengthens Google's review system, making it more secure and integrated. Businesses should act promptly to verify their GBP details, update review request procedures, and develop a consistent review strategy to maximize their LSA performance.

Simplify Customer Reviews With Google's New QR Code Feature

BY HAL NGOY

Last month, Google introduced a new feature allowing businesses to share QR codes with customers, enabling them to leave reviews via Google Search and Google Maps quickly.



How It Works:

- Direct Access to Review Page: Scanning the QR code takes customers straight to your Google Business Profile review page, skipping the need to search for your business manually and locate the review section.
- Quick & Easy Process: By simplifying the process, businesses can encourage more customers to leave feedback.

- **Seamless Integration:** This feature is built directly into the Google Business Profile dashboard, making QR code generation effortless.

How to Access It:

- Navigate to your Google Business Profile dashboard and look for the "Ask for reviews" section.
- From there, you can generate and download your unique QR code for reviews.

Key Advantages:

- **Higher Review Volume:** The convenience of scanning a QR code increases the chances of customers leaving reviews.
- **Improved Customer Satisfaction:** Offering a fast and hassle-free way to share feedback enhances the customer experience.
- **Stronger Local SEO Performance:** More positive reviews can boost your business's visibility in local search rankings.

Want to Learn More? Join the conversation on the [MWD Blog](#).

Muumba Web Digital SEO Dashboard & Updates for April 2025

BY HAL NGOY

1. Stay Ahead in AI-Driven SEO with Our Latest Updates - Live & Ready for You

We would like to share some important updates to our SEO deliverables that will help our clients stay visible in the rapidly evolving AI search landscape. As AI tools like ChatGPT, Perplexity, Grok, and Google AI Overviews redefine how people search, adapting now will be key to staying ahead.

We've enhanced our services to specifically target AI search visibility with the following features:

- **AI-Focused Keyword Research** – Identify terms and phrases that align with how AI engines process and prioritize search queries.
- **Conversational Content Strategy** – Create content that resonates with AI-driven platforms and aligns with natural language queries, ensuring higher visibility.
- **FAQ Schema Markup** – Structuring content to be easily picked up by AI for quick answers.
- **Voice Search Optimization** – Ensuring content is optimized for quick, direct answers in voice-driven results.

These enhancements are now live on our dashboard and ready to be implemented. We're committed to keeping a close eye on emerging AI trends so you can trust that your strategies remain up to date.

Thank you for choosing us to support your growth. We look forward to helping you navigate and succeed in this new era of AI-powered SEO.

2. Your SEO Audits Just Got Better with Insightful Summaries

We're excited to announce an upgrade to our SEO audit reports: each report now features a Summary section at the top for quicker insights and actionable recommendations.

These concise summaries, powered by analyzing raw audit data via ChatGPT, instantly highlight key SEO priorities. Additionally, we've included a brief overview on optimizing your presence for AI-driven search.

Request your SEO Audit reports. We have updated our Audit as well as the audit report and would love to have your feedback!

News from Muumba Web Digital

Recent Wins & Exciting Projects

We're thrilled to share a major milestone! We've just completed the translation of a French-language book into English. This is our second successful book translation project. The book is now headed to print, and we're gearing up to launch a comprehensive marketing campaign that includes:

- Email Marketing
- Social Media Strategy
- Search Engine Marketing
- Podcast Promotion

In addition to translation, we also edited the manuscript, mentored the author, and built a professional website to support his author brand. This project is a perfect example of how Muumba Web Digital goes beyond marketing. We empower creators to build sustainable businesses.

Featured Service: Website Maintenance

Your website is your digital storefront. Our [Professional Website Maintenance Services](#) ensure your site stays secure, fast, and relevant. Whether it's regular updates, performance optimization, or content refreshes, we've got your back.

Special Offer: Free SEO Audit

Want to know how your website is performing?
We're offering a [FREE SEO Audit](#) that includes:

- A comprehensive PDF Audit report
- A FREE 30-minute consultation to review your results

👉 [Schedule your free audit now](#)

Meet the Founder: Hal Ngoy

Hi, I'm Hal Ngoy, Founder, CEO, and Digital Creative Director at Muumba Web Digital. With deep expertise in branding, web development, marketing, and business consulting, I'm passionate about helping businesses grow and thrive in the digital space.

Tomorrow, I'll be attending the 4th Annual Official Cybersecurity Summit in St. Louis, an exclusive event for cybersecurity professionals. I'm excited to bring back insights that will help us better protect and serve our clients.

Ask Me Anything

Have a question about branding, websites, or digital marketing?
Reply to this email or [click](#) here to submit your questions for our next issue!

From The MWD Blog

- How Regular Website Maintenance Supports E-E-A-T Principles” - Ensuring Performance And Security – The Case for Regular Website Maintenance
- Discover why regular updates and performance checks are essential for your online presence.

 [Read the article](#)



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Empowering Brands in the Digital Age

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Stay tuned for a peek into our creative process, team moments, and more in upcoming issues!