



REVIEW PLATFORM COMPARISON SHEET

OCTOBER 2019



Review Conversion Rate	5-10% (Low)					
Benefits	<ul style="list-style-type: none"> Lets you monitor reviews from all locations and all social platforms in one place Allows custom alerts to be set for certain team roles Analyzes negative reviews to help isolate common causes Easy to use and automated across the board Comes with a free trial Reviews are crawlable and indexed by Google Offers integrations with social media and some chat platforms 					
Drawbacks	<ul style="list-style-type: none"> Low conversion rates No real SEO value Included microsite might cannibalize website traffic Locks you into a long-term contract 					
Start-Up Cost	\$0					
Cost	Starts at \$3000 a year (\$250 a month)					
Contract Length	Annual					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	40% (High)					
Benefits	<ul style="list-style-type: none"> The ONLY review platform that provides geotagged check-ins and reviews Boosts your search engine rank in cities where you work allowing you to dominate your local area Integrates with ServiceTitan, FieldEdge, Facebook, and Twitter Has one of the highest response rates of the platforms surveyed Comes with a money-back guarantee and free trial The complete check-in and review process takes less than three minutes Allows for video and audio testimonials Intelligent review routing helps you generate Google reviews more quickly 					
Drawbacks	<ul style="list-style-type: none"> Check-ins mean your techs must do more work than other platforms Landing page effectiveness is determined by where you're working Due to the tie-in to Google Maps and GMB, it often needs a developer on set-up Reviews must be individualized and paired with a check-in 					
Start-Up Cost	\$0					
Cost	\$299 a month					
Contract Length	Monthly					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	40% (HIGH) (If asked by tech)					
Benefits	<ul style="list-style-type: none"> • Super easy to use • One of the most affordable options on the list • Allows dispatch to send out review requests • Intelligent routing allows for rapid Google review gathering • Allows you to add review platforms of your choice • Lets you create review templates for easy sending • Comes with a money-back guarantee and free trial 					
Drawbacks	<ul style="list-style-type: none"> • Doesn't offer integrations • Limited in scope • Meant and optimized for in-field use • Price is per location (costly for those with multiple locations) 					
Start-Up Cost	\$0					
Cost	\$149 a month					
Contract Length	Monthly					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	5-10% (Low)					
Benefits	<ul style="list-style-type: none"> • Only platform that comes with a built-in rewards system for employees (aka points store) • Lets you send reviews both in and out of the field • Comes with free ReviewBuzz business cards for easy review prompting • Dashboard view lets you easily track your KPIs • Integrates with FieldEdge and ServiceTitan • Has options for employee profiles and employee rewards 					
Drawbacks	<ul style="list-style-type: none"> • Only allows 20 users per location • Reviews have zero SEO value and are not crawled by Google • Low review conversion rates compared to more personalized platforms 					
Start-Up Cost	\$0					
Cost	\$249 / \$199					
Contract Length	Monthly/Annually					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	5-10% (Low)					
Benefits	<ul style="list-style-type: none"> • Syncs with your invoicing system • Focuses more on customer retention than business reputation • Offers a 30-day free trial • Uses AI to identify customers who may need a service and automatically sends them postcards and emails • Can be set up to automatically post good reviews to your website and social media profiles • Helps with market segmentation and keeps a database of all customers who've visited in the last 90 days 					
Drawbacks	<ul style="list-style-type: none"> • Reviews have taken a back seat to customer retention • Doesn't come with a free trial • It can cost up to \$500 a month to use all their features 					
Start-Up Cost	\$199					
Cost	\$179 - \$499 a month					
Contract Length	Monthly					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	5-10% (Low)					
Benefits	<ul style="list-style-type: none"> • Lets your customer post a review directly on your website • Focuses on rating individual employees over the company as a whole. This usually results in higher ratings. • Can create a geotagged map of reviews and an employee leaderboard • Has a direct feed into most review platforms, including Yelp. Lets you choose which sites to feature and lets you easily switch them out based on current needs 					
Drawbacks	<ul style="list-style-type: none"> • Reviews don't schema on the website • Appears to be violating Google's guidelines on review gating* • Difficult to adapt to fit the look and feel of your website 					
Start-Up Cost	\$ 199					
Cost	\$139 - \$249 a month					
Contract Length	Monthly					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support

PODIUM

Review Conversion Rate	28%					
Benefits	<ul style="list-style-type: none"> • Comes with simple text messaging tools for easy interaction management • Lets you manage all chats, including those on Facebook, Google, and Snapchat, in one place • Features a leader board and sentiment analysis • Lets you decide what review platforms you'd like to focus on and reroutes those with Google accounts to leave a Google review • No links or lengthy surveys. Just SMS. • Never requires your customers to log in to leave a review 					
Drawbacks	<ul style="list-style-type: none"> • The most expensive platform on the list • Has no email option for reviews • Reviews provide no SEO value • Requires a 12-month commitment out of the gate 					
Start-Up Cost	\$450					
Cost	\$350-\$450 a month					
Contract Length	Monthly					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support

◀ BROADLY ▶

BROADLY.COM

Review Conversion Rate	5-10% (Low)					
Benefits	<ul style="list-style-type: none"> • Enables one-click reviews on both email and text • Comes with a webchat and texting feature • Feeds SEO-rich reviews right into your website • Makes it easy to identify leads and immediately respond to negative feedback • Features a multi-location dashboard that allows local businesses to monitor all their storefronts • Boasts over 500 different integrations 					
Drawbacks	<ul style="list-style-type: none"> • The gatekeeping question can lower response rate • Appears to engage in some form of review gating* • No free trial or money-back guarantee • Lack of transparent pricing indicates a higher price 					
Start-Up Cost	\$199 (Only on month-to-month contracts)					
Cost	~ \$250					
Contract Length	Monthly (Annual contracts available)					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	5-10% (Low)					
Benefits	<ul style="list-style-type: none"> • Can be configured to send text messages and templated emails for marketing campaigns • Set up with white-labeled landing pages and pages. Everything can be customized with logos and custom coding • Allows you to customize your review funnel with stars, smiley faces, buttons, or surveys • Auto posts positive reviews to your website and social media • Funnel visualization makes tracking conversions easy • Lets you respond to reviews in multiple sites from one dashboard • Comes with a free trial and satisfaction guarantee 					
Drawbacks	<ul style="list-style-type: none"> • The dashboard can be a little clunky • Built with a lot of agency options, this tool can be confusing for single users 					
Start-Up Cost	\$0					
Cost	\$180 a month					
Contract Length	Monthly					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	5-10%					
Benefits	<ul style="list-style-type: none"> • Works with both email and SMS requests • Has an intuitive and simple interface • Uses machine learning to categorize and dissect reviews, customers, and locations • Provides multi-location reporting, custom analytics, and daily review scans • Lets you respond to reviews in multiple review sites without leaving the dashboard • Gives you a single place to see how you're performing by location 					
Drawbacks	<ul style="list-style-type: none"> • The dashboard can be difficult to navigate • A limited number of review sites and review templates allowed • Can take up to 24 hours to pull in new reviews • Doesn't notify you when a review is modified 					
Start-Up Cost	\$0					
Cost	Starts at \$49					
Contract Length	Monthly					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support



Review Conversion Rate	5-10%						
Benefits	<ul style="list-style-type: none"> • Created for service professionals and connects to a lot of service-specific apps • Lets you add comments, photos, and tags to reviews • Can be set up to automatically share positive reviews on social media • Gives you a widget, portfolio page, review feed, case study page, and review-focused microsite • One of the most affordable options on this list 						
Drawbacks	<ul style="list-style-type: none"> • The dashboard can be a little clunky • Built with a lot of agency options, this tool can be confusing for single users • The reviews are not crawlable and have no SEO value • Smart reminders sometimes pester people who already left reviews 						
Start-Up Cost	\$79						
Cost	Starts at \$49						
Contract Length	Monthly						
Features	<table border="1"> <tr> <td>Organic SEO</td> <td>Reviews Schema'd</td> <td>Free Trial</td> <td>Social Media Integration</td> <td>Chat Included</td> <td>Live Training and Support</td> </tr> </table>	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support
Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support		



Review Conversion Rate	20% (30% open rate, 68% review rate on open)
Benefits	<ul style="list-style-type: none"> • Lets you send appointment reminders and technician bios to customers • Schemas your reviews from Facebook and Google for website use • Comes with a webchat option and brings SMS, social messages, and emails all into one place • Notifies your customers of new reviews right on your website and can push relevant reviews to selected social media channels • Gamifies your review leaderboard, allows for individual employee reviews, and motivates your employees to use it via a point system • Integrates with ServiceTitan and FieldEdge
Drawbacks	<ul style="list-style-type: none"> • Review widget offers limited styling options • Heavily penalizes ranking of employees who get negative reviews • Must contact support for a customer to opt back into alerts • Since it's priced based on the number of technicians, it can be very expensive for larger companies
Start-Up Cost	\$ 99
Cost	\$99 for one person - \$799 for 15 people
Contract Length	Monthly

Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support
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Review Conversion Rate	5-10% (Low)
Benefits	<ul style="list-style-type: none"> Tracks your reviews in real times on more than 600 sites Allows you to integrate coupons and social media into your review requests Reviews can be done via SMS, email, or QR code Great customer service and a dedicated project manager Can be set up to automatically push good reviews to social media sites and allows for customizable review forms Has a great and easy-to-interpret analytics dashboard Automatically finds and fixes broken review site links
Drawbacks	<ul style="list-style-type: none"> No free trial or money-back guarantee Lower tier levels are very limited in functionality Priced per location and can be unaffordable for businesses with multiple storefronts Not designed for small start-ups or single tech businesses
Start-Up Cost	\$ 199
Cost	\$39 for monitoring (only allows 3 users and 10 review sites); \$139 for Basic
Contract Length	Monthly
Features	Organic SEO Reviews Schema'd Free Trial Social Media Integration Chat Included Live Training and Support



Review Conversion Rate	5-10% (Low)
Benefits	<ul style="list-style-type: none"> Lets you send review requests via email and SMS Has a great and easy-to-interpret analytics dashboard Provides real-time email and text alerts for all reviews Offers business listing analysis and management right in the dashboard Automatically posts your best customer reviews and posts them on Facebook and Twitter
Drawbacks	<ul style="list-style-type: none"> May be review gating* Microsite may cannibalize full site's traffic Prices are provided via quote only. This makes it difficult to assess upfront costs. Reviews are not crawled or indexed
Start-Up Cost	Unknown
Cost	Unknown
Contract Length	Monthly

Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support
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Review Conversion Rate	5-10% (Low)					
Benefits	<ul style="list-style-type: none"> • Offers a free plan that includes an on-site widget and the ability to send up to 100 reviews a month • Has a simple and easy-to-use dashboard and interface • Can be integrated with a variety of review sites and automation tools • Reviews can be indexed and crawled • A simple analytics dashboard is available, even for the 					
Drawbacks	<ul style="list-style-type: none"> • The free plan only allows 100 verified review requests a month • The lowest rating of all the review platforms • Multiple reports of deleting negative reviews (a violation of Google guidelines) 					
Start-Up Cost	\$0					
Cost	\$0 / \$299 a month					
Contract Length	Annual					
Features	Organic SEO	Reviews Schema'd	Free Trial	Social Media Integration	Chat Included	Live Training and Support

What Is Review Gating? *

Review gating is the act of asking for customer feedback and then deciding where to send them based on their response. For example, a site could send an unhappy customer to a comment form and a happy one straight to leave a review. As this artificially inflates customer ratings, his practice is against Google's guidelines and frowned upon by other review sites.

Know Something We Don't?

If you disagree with our findings, please reach out to us at help@pagepilot.com to set the record straight. Please include relevant documentation to verify your claim.