

# BBB 101

## Better Business Builder

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# What is BBB?



Local non-profit (501c6) organization



License agreement with International Association of BBBs (IABBB) to provide BBB programs and services in designated service area



Evaluated annually by IABBB for compliance with performance standards



Governed by local Board of Directors-business leaders from BBB ABs



Promotes marketplace trust



# Using BBB to Grow Your Business



Close deals by featuring the BBB Accredited Business Seal in your marketing materials.



Get quote requests from consumers on BBB.org.



Get free SEO/AEO report from BBB and explore ad programs to reach consumers on Google, META and other platforms.



Be found more easily on BBB.org and Google with your BBB Accreditation.

# Use the Accredited Business Seal

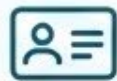
**BBB Accredited Businesses promote their Accreditation with BBB provided logos:**



In print and broadcast advertising (newspapers, periodicals, billboards, posters, telephone, TV and radio ads, fliers and direct mail)



In directories and on uniforms



On business cards, stationery, invoices, bids, cover sheets, and other business docs.



Showcase your accreditation proudly.

Home

Welcome to BBB!

Accredited Business  
Seals & Assets

Update Your Business  
Profile

Upload Your Photos &  
Videos

Payment & Invoice  
Center

Manage Your  
Complaints & Reviews

View Your BBB  
Business Profile

Insights Metrics

BBB Events &  
Happenings

Dell Partnership

BBB+ Dashboard

BBB Learning

BBB4Good

Business Profile  
Progress Report

## Welcome to the BBB Accredited Business Portal

ADT Security Services

Your BBB Business ID: 30001337

BBB Rating: A



**Build a 5-Star Reputation with BBB+**

**LEARN MORE**

Managing your BBB Accreditation is easy. The Accredited Business Portal gives you **24/7 access** for all of your accreditation needs. With a click of a button, you can **download** the BBB Accredited Business Seals, **update** your business information, **renew** your accreditation, **respond** to customer Reviews and Complaints, and much more! Can't find what you're looking for? **LiveChat is available M-F 9 AM-4 PM.**

### **BBB Bulletin**



**Get the Accredited  
Business Seal**



**Update Your  
Business Profile**



**Upload Your  
Photos & Videos**



**How-to Videos  
Playlist**



**Payment &  
Invoice Center**



**Manage Your  
Complaints & Reviews**



**Access online courses  
developed for businesses**



**Get started with  
procurement**



**Dell Partnership Program  
Coupon Code **BBBFY27****



**BBB  
Store**

# New Accreditation Benefits

## Build a 5-Star reputation with BBB+



Easily request Reviews via SMS or Email to your customers.



Send Reviews to your BBB Profile but also networks that are important to your business like Google, Yelp, & Facebook.

# What Influences Consumer Trust

93%



say online reviews influence  
purchase decisions (Podium  
State of Online Reviews Study)

76%



trust reviews as much as  
personal recommendations  
(BrightLocal 2023)



# THE NEW MARKETING REALITY

Building Trust in the Digital Age



## STRONG BRAND

The foundation of your business identity.



## ONLINE VISIBILITY

Being seen where customers are searching.



## TRUSTED REPUTATION

Earning confidence through positive feedback.



## DISCOVERABILITY + CREDIBILITY

Attracts more customers.

# What Is Your Brand?



Why should customers choose you?



What makes your business different?



What experience should customers expect?



# Identify What Makes You Unique



**Expertise**



**Customer service**



**Local ownership**



**Guarantees or warranties**



**Certifications and community involvement**



# Claim Your Online Profiles



**Control** your business information



Respond to reviews



Improve visibility

**Important profiles:  
Google, BBB, Yelp**

Google



BBB

Yelp




# How Consumers Search Today

## Search Engines

 Google,

 BBB,

 Yelp,

 Bing



## AI Tools

 ChatGPT,

 Gemini,

 Copilot,

 Perplexity,

 Claude



# SEO Basics



**Keywords**



**Website  
content**



**Local  
listings**



**Reviews**



**Mobile-  
friendly  
website**

# Answer Engine Optimization (AEO)



Helps businesses appear in AI-generated answers



FAQ sections



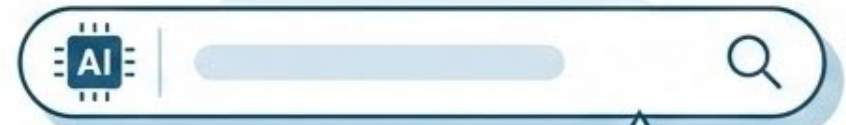
Clear service explanations



Educational content



Trust Signals



Answer

✓ Verified Answer



# Examples of Trust Signals



BBB  
Accreditation



Industry  
certifications



Awards



Customer  
testimonials



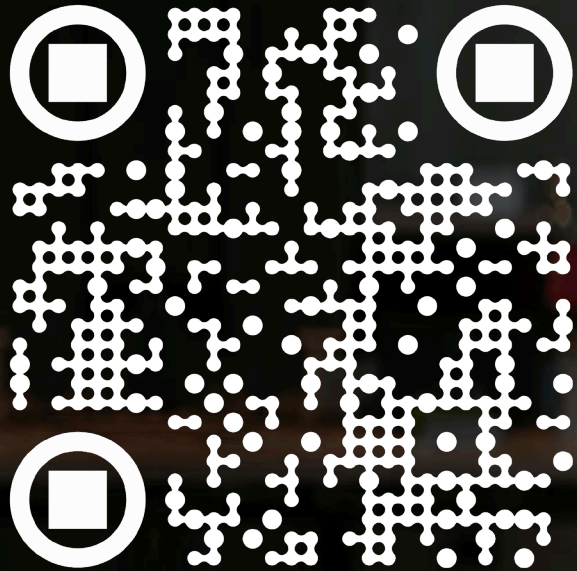
Media  
mentions



# Where Trust Signals Should Appear



Strong businesses compete.  
Trusted businesses lead.  
Scan the QR code to see  
where you stand.



[mike@neworleans.bbb.org](mailto:mike@neworleans.bbb.org)



504-584-7271

