

Online Reviews Guidelines

The Power of Online Reviews

Positive online reviews are one of the most powerful marketing tools we have. They build trust, visibility and ultimately drive enrollment.

Google My Business Reviews

Google is one of the most influential online review platforms. Families often start their journey searching for child care and Google reviews appear in those searches before a user even visits our website.

Getting positive reviews isn't about luck. It is about building a foundational five-star experience that deserves a positive review.

Encouraging Reviews the Right Way

We encourage centers to invite families to share their experiences. The key is to build on a process that is easy (and natural) for happy families to share their experiences.

- Ask families at the right moment.
- Make it extremely easy. Share direct links, post flyers or display a QR code plaque.
- Deliver a 5-Star review-worthy experience. This is foundational.
- Leverage your positive reviews on Instagram.
 - Share quotes from positive reviews on social media.
 - Post monthly "Why Parents Love..."

Remember: Ask for an honest review, not a positive review.



Google Review Practices to Avoid

Google strictly prohibits businesses to engage in practices that could influence, pressure, or reward families for leaving a certain type of review. Reviews should always reflect a family's genuine experience and be shared freely, without direction or expectation.

- Do not offer rewards or incentives in exchange for reviews.
- Do not buy, create, or encourage fake reviews.
- Do not tell families what to write or what rating to give.
- Do not discourage negative reviews.
- Do not pressure families to leave, change, or remove a review.
- Do not attempt to manipulate your center's overall rating.

Remember: Never reward, pressure, filter, or influence reviews.



Protecting Our Online Reputation

Google reviews should always be genuine, honest, and voluntary. Keep review requests fair and neutral, and respect what families choose to share, whether their experience is positive or negative.

The Marketing Team manages and responds to all Google Reviews on behalf of BBNA and its centers to ensure responses are professional, protect privacy, and address any concerns appropriately.