



How BBB Helps Your Business Build Trust Online

BBB Helps Businesses Improve Online Traffic and Conversion




Online Trust Monitors from BBB®

BBB makes it easy to improve traffic and conversion online. **With new Online Trust Monitors, Accredited Businesses are notified when their online trust may be suffering** and are given recommendations and links to fix the issue. Now BBB Accreditation means you can have the peace of mind knowing that BBB is looking out for your business online.

How It Works

NOTIFICATIONS

**Broken Link**

Broken links found on your website.

We recently checked and found broken links on your website. Click to read why broken links can damage your online reputation, and get recommendations on how to fix them.

[GET RECOMMENDATIONS](#)

**SSL/TLS Monitor**

We noticed your SSL/TLS certificate expires in 30 days.

Click to read why an expired SSL certificate can damage your online reputation, and get recommendations on how to fix it.

[GET RECOMMENDATIONS](#)

**Keyword Rankings**

Congratulations! Keywords Trending Up.

Click below to access the full report showing those keywords that are driving traffic to your website.

[SEE MORE](#)

Urgent

Warning


Congratulations


BBB Accredited Businesses receive personalized email notifications when one of the monitors finds something interesting. Notifications communicate an urgent need, a warning, or congratulations on doing a great job.


IT LOOKS LIKE YOUR PROFILE DOESN'T MATCH BBB.ORG


We recently compared the BBB.org profile with what is on Yelp.com and found some differences.

BBB RECOMMENDS

1. Make sure the information in your BBB profile is accurate.
[View Profile](#) 

2. Verify the Yelp Profile listed is actually your business profile.
[Check Monitor](#) 

3. If it is not, update the monitor.
[Update Monitor](#) 

4. If it is, update your Yelp Profile.
[Update Yelp](#) 

RECOMMENDATIONS

Recommendations help Accredited Businesses quickly understand and fix issues. Recommendations are presented as short steps with links to fix the issue. Most issues can be fixed in minutes.



Reports

Accredited Businesses get access to detailed reports that empower businesses to understand how they are seen by customers online.



Education

BBB also provides useful articles that help businesses understand why online trust is important and how it can affect their bottom line.



Tech Support

Accredited Businesses also have access to technical support. These are trained technology specialists who can provide valuable assistance beyond the information provided.



Every Business Is an Online Business

Every year, there is new evidence of the movement of customers online—the recent pandemic has only accelerated that trend. And, while your business might not sell products through a website or engage customers through a mobile app, how you appear online matters. **More and more often, trust starts with online searches, business directories, and reviews.** BBB helps Accredited Businesses by monitoring these public spaces to ensure you are as credible online as you are face-to-face.

84%

of customers search for local businesses online

97%

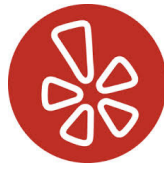
read online reviews for local businesses

88%

trust those reviews as if they came from a friend*

*Source: Brightlocal.com

Improving Traffic Through Online Trust

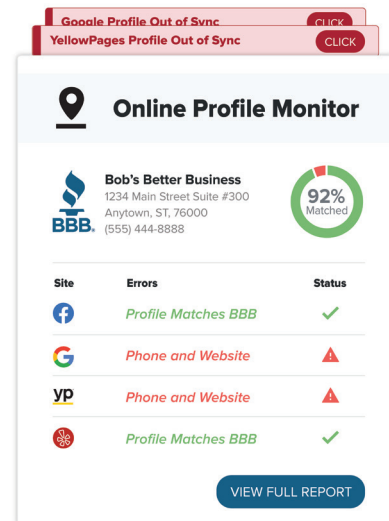


BBB offers monitors that help Accredited Businesses **improve traffic** to their website, phone, store, app...**wherever customers want to connect with you.**

📍 ONLINE PROFILE MONITOR

One of the key indicators of online trust is consistency in your online profile listings on local business directories like BBB, Facebook, Yelp, Google, and YP. Consistent profile listings lead to increased trust, improved customer traffic, and better search engine rankings.

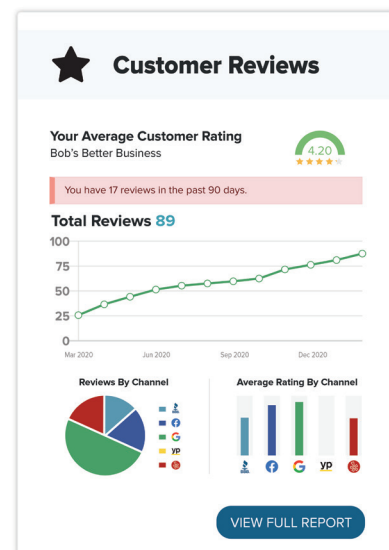
There are many online directories out there. BBB helps your business ensure it's accurate on the most important directories. BBB's research into thousands of businesses showed that BBB, Facebook, Yelp, Google, and YP were consistently the highest ranked directory sites in search engine results. BBB uses AI-driven technology to help Accredited Businesses ensure their information is accurate on these directories.



★ CUSTOMER REVIEWS MONITOR

Customer reviews have become a trusted source of information for consumers everywhere. Whether they are new customers looking for a business, or existing customers using their online maps to drive to your location or call your business, they will see your reviews and it will make an impression.

The Customer Review Monitor gives you insight into your customer reviews from five of the major review sites. It uses the profiles defined in the Online Profile Monitor and gathers information associated with those profiles. It can help you see what channels are providing the most reviews for you and how you are rating for each channel.





KEYWORD RANKING MONITOR

Understanding what keywords are leading people to find your business online can unlock opportunities to increase traffic.

The Keyword Ranking Monitor checks your website domain for the information from Google search about how your website ranks for certain keywords. When the monitor runs for the first time, it chooses up to 10 keywords for you and shows how you rank for them.

You can add or remove any keywords (up to 10). The next time the service runs it will check for the keywords listed.

Top Keyword this Month [VIEW](#)

Keyword Rankings

Website Ranked
https://www.bobisbetter.com

Keyword	Rank
bob's business	4
bob's business bbb	2 +1
bob's business city	3 -1
better businesses near me	8 +1
businesses that are better	11
bob's better near me	12 -2

[VIEW FULL REPORT](#)

Maximize The Customers Your Website Converts

BBB offers monitors that help Accredited Businesses improve their website. The monitors ensure that the ABs websites are credible and secure, delivering the professionalism their customers expect.



SSL/TLS MONITOR

The first priority, when it comes to website credibility and customer experience online, is making sure your website is secure. Visitors will immediately turn away if they are greeted by a notice from their browser that your site isn't secure. The SSL/TLS Monitor checks your website domain for the information about your SSL (or TLS) certificate.

The monitor gathers information about your website security certificate and warns you if anything needs attention, such as your certificate is expired (or will soon expire). With BBB's Online Trust Monitors, you can rest assured that your website will be secure any time a potential customer looks you up online.

SSL/TLS Monitor [View Details](#)

Website Monitored
https://www.bobisbetter.com

Items needing your attention

SSL Certification has expired upon our last check!

Expire Date
October 16, 2018

Valid Certificate:	
Future Expire Date:	
HTTPS Forced on Website:	



UPTIME MONITOR

A website is only useful if it's up. If it is down, it is the same as if a customer came to your store and the doors were locked and the lights turned off. Even worse, if a search engine like Google, happens to visit your site while it's down, it may lower your company in search results.

BBB checks your website once every hour. If your website is not available when the monitor runs, the frequency of the monitor increases to every 5 minutes for a period of time. If your website is down in more than 3 consecutive checks, you will be notified. The monitor then resumes its hourly checks.



BROKEN LINK MONITOR

You've done good work. A customer has found you online and decided to visit your website. Your site is up and secure. Your content is persuasive and they decide to click. Alas, the link is broken. They give up and move on.

The BBB Broken Link Monitor checks your website and determines whether or not the links you have on your pages are linking to a valid destination. The links that are identified as problematic are listed as either "Broken" or "Warnings". Broken links should be verified and fixed as soon as possible. BBB ensures you know when links may be an issue and helps you to fix them.



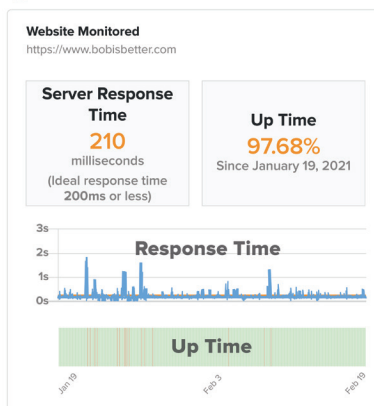
SPELL CHECK MONITOR

Misspelled words are embarrassing, but can it cost your business customers? **Studies show a single spelling mistake can cut online sales by more than 50 percent.** Misspellings put off consumers who may have concerns over the credibility of your website.

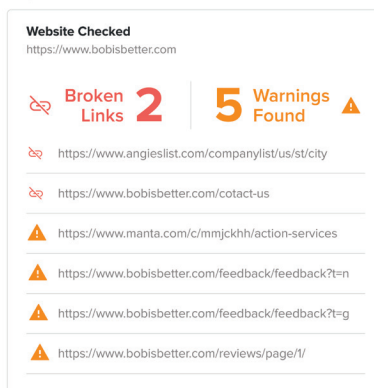
BBB's Spell Check Monitor regularly checks your website for misspelled words and alerts you if there are issues. The monitor has helped many businesses fix costly errors so that when a customer visits your site all they see is trust.



Uptime Monitor

[View Details](#)

Link Monitor

[View Details](#)

Spell Check Monitor

[View Details](#)