

Professional Pages

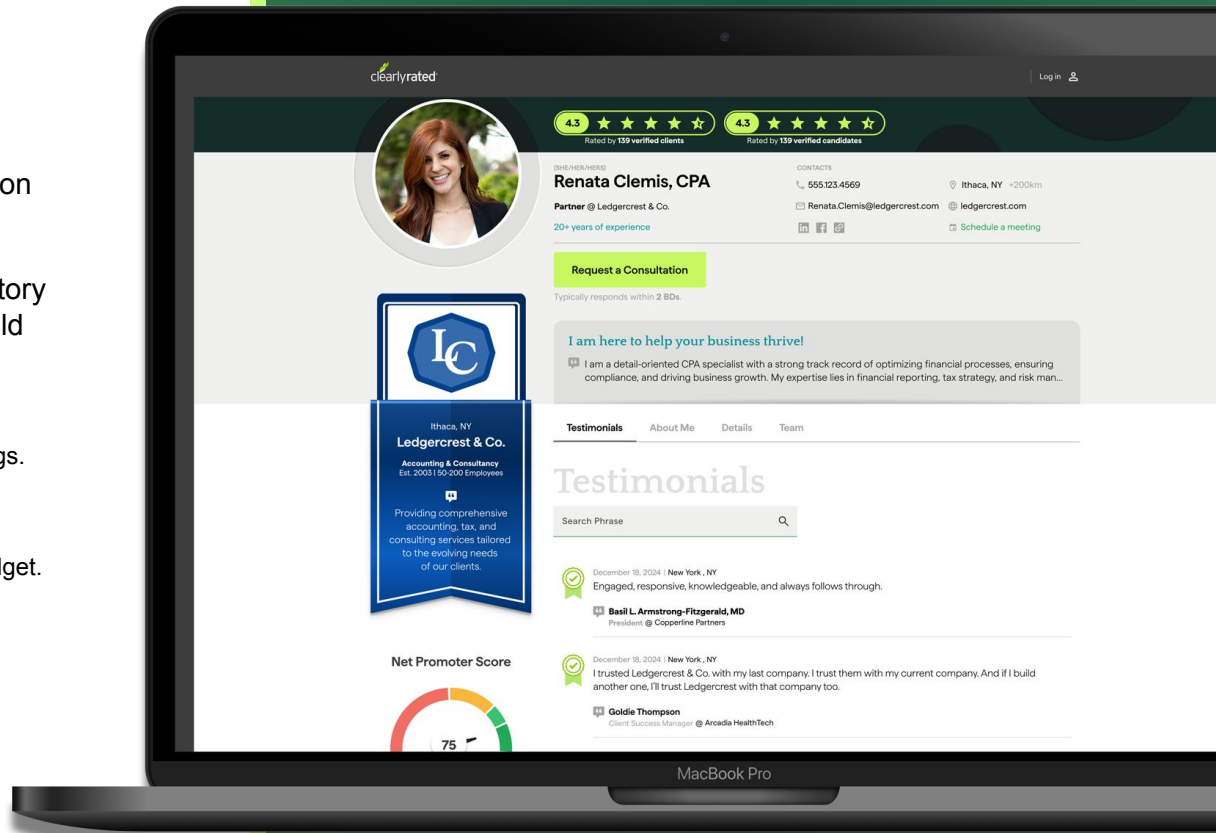
Build trust, differentiate and drive engagement with individual online directory pages

Overview

Today's professional service firms need their employees – recruiters, accountants, account executives, etc. – to **stand out** against competition and **build credibility** with prospects.

Each profile page on ClearlyRated's online directory acts like a branded landing page designed to build trust and **convert prospects**. With Professional Pages you can:

- Display testimonials, NPS scores, and satisfaction ratings.
- Differentiate your professionals with bios and expertise.
- Boost email reply rates with a linked email signature widget.
- Build trust in a scam-heavy market.
- Convert more leads with contact forms & CTA buttons.



Build Trust & Credibility

1 Star Ratings

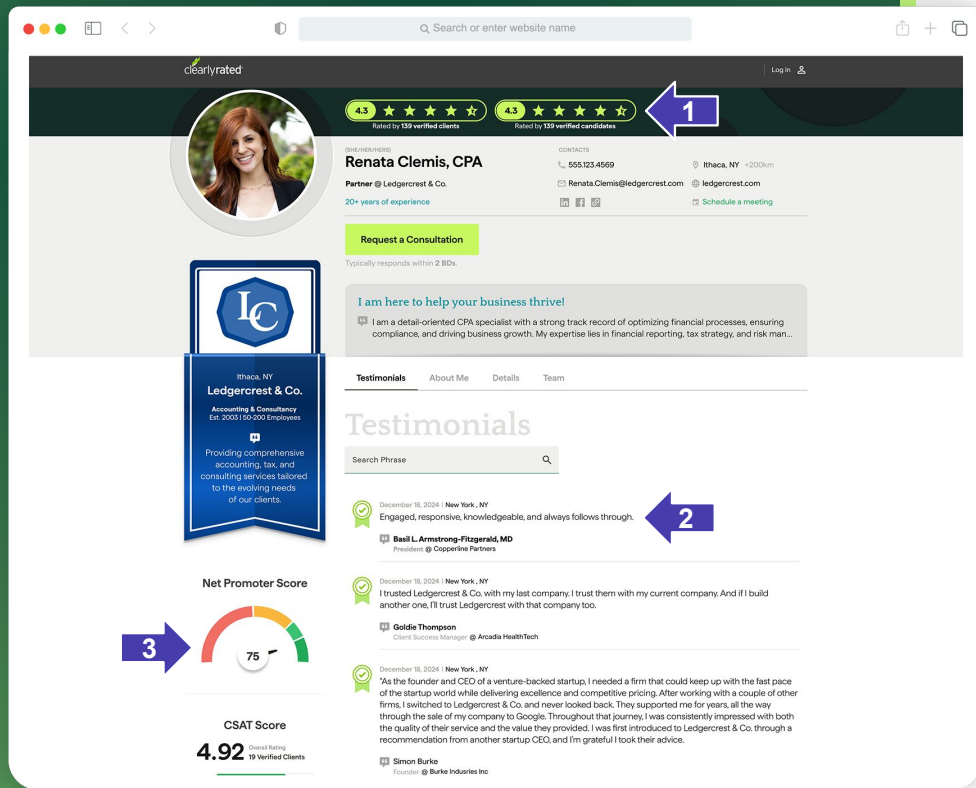
Share star ratings to verify a professional provides an excellent client experience.

2 Testimonials

Showcase client testimonials to prove the professional is a real person and great to work with.

3 CX Scores

Display unbiased client experience scores and let the numbers build trust with your target audience.



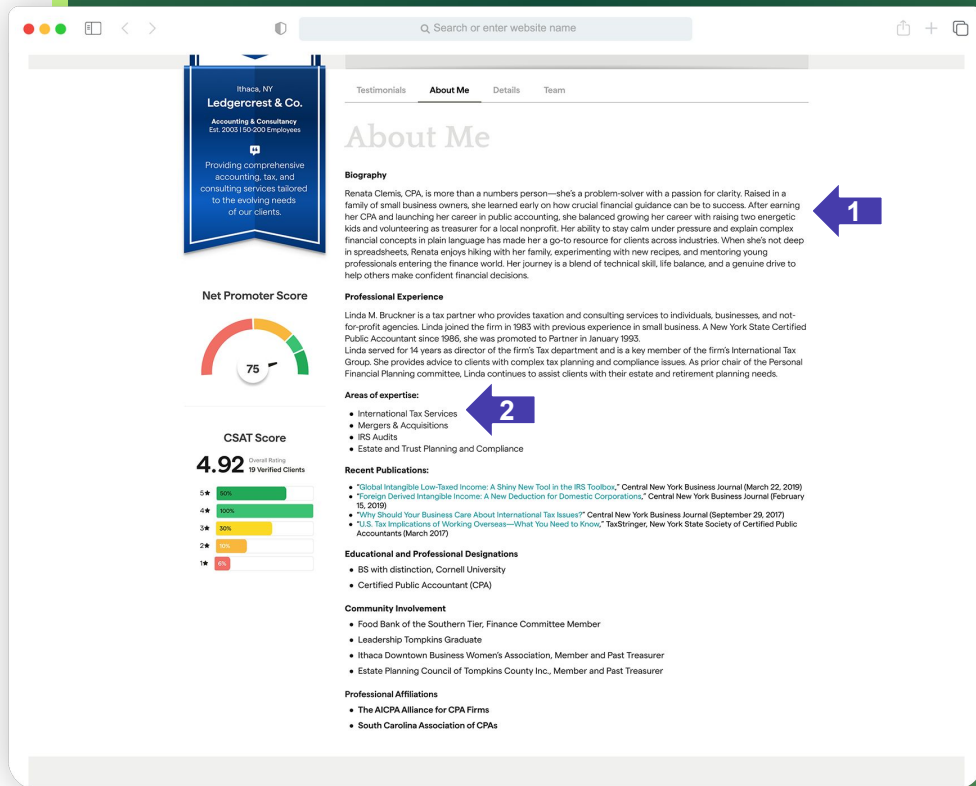
Drive Differentiation

1 Biographies

Set your professional apart by humanizing them in an About Me section where prospects can get to know the person.

2 Specializations

Make your professionals stand out for their individual specializations. BONUS: This is a great way for clients to discover additional services and drive expansion opportunities.



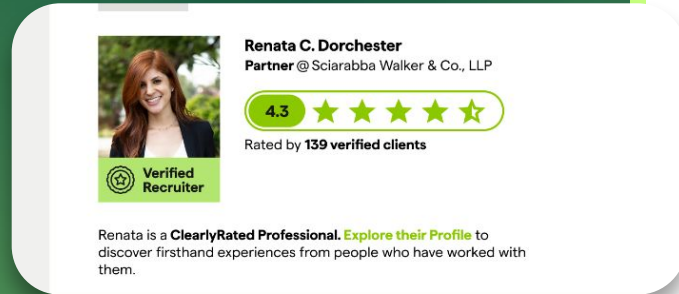
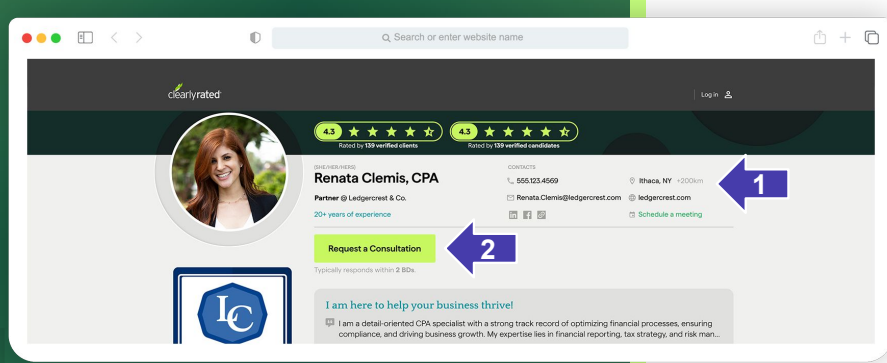
Increase Engagement

1 Engagement Channels

Prominently display contact information to turn page visitors into warm leads. The median **conversion rate** for ClearlyRated's previous, non-optimized Professional Pages was **5.4%**. This means 5.4% of visitors to just a middle performing page took action on a CTA.

2 CTA Buttons

Streamline the visitors journey from the page to taking action with customizable CTA buttons.



Email Signature Widget

Improve prospecting with an email signature widget that includes live star ratings and an image. In ClearlyRated's survey of professional service firms' clients, respondents said they were **22.5% more likely to reply** to an email that had a widget.



BONUS: Search Engine Optimization

Each profile is **SEO optimized** with structured data, meta tags, and fast-loading pages. Robust pages with user generated content improves the individual and client's performance on search engine results pages.

More Highlights



Analytics

Track profile completion, views, engagement and testimonial effectiveness from a single dashboard for users and from an aggregated view for admins.



Customizable Maintenance & Access

Features like bulk uploads and templates make page builds easy. Similarly, client ownership of the pages and customizable access between users and admins keeps the profiles aligned with client goals.



Branding

Clients can project their brand on each profile page with firm logos, colors, services and other information.

FAQs

How is this different from LinkedIn?

Firms can use these products together as they serve different purposes. LinkedIn is about networking while Professional Pages help firms engage prospects and build trust by showcasing verified client experience and information. With Professional Pages firms have more control of the content. And when content overlaps, it boosts SEO.

Will this be too time & resource consuming?

The new PP is built for scale with bulk uploads, profile templates, and a completion tracker. The pages are easy enough to deliver value out of the box while still allowing room for personalization and growth.

What happens when an employee with a page leaves the firm?

The firm owns each page. Therefore, when an employee leaves the firm retains the page and can do with it whatever they like including taking it down.

What if an individual has too much control?

PP's control is customizable so admins and users can have as much access as needed. For example, by default users have a login and can edit their own page. However, every field has a toggle so admins can turn off editability across all the pages.

What if there's negative feedback in public?

There's actually a case for not having 100% perfect feedback in public. However, to put firms at ease, ClearlyRated only prompts promoters for testimonials, allows gating and firms can vet any material before it goes public.

Do you have any ROI on these pages?

The pricing and structure of PP allows firms to start small with a low overall cost, see the ROI and then add pages from there. Also, on the previous version of PPs the median performing page had a conversion rate of 5.4% which is above average.

If you have more questions, reach out on clearlyrated.com's **Contact Us** page or contact your CSM.

