

Building a More Trusted Marketplace for All

BBB® Accredited Businesses are a group of outstanding businesses, dedicated to building trust in our community.



The following is an overview of the benefits of BBB Accreditation for the BBB serving Metro Washington DC and Eastern PA

TOP 5 REASONS TO BE BBB® Accredited



Consumers trust us. Let them know they can trust you.

1

You Stand Out With the BBB Seal



The BBB brand has stood for **trust** in the marketplace for 100 years. **More than 90%** of consumers recognize the BBB logo and what it stands for. When they see it attached to your brand, they know you are a business they can **trust**.

2

Consumers Trust Us



In 2024, your BBB had more than **15 million** inquiries & website visitors from consumers looking for a company that they can **trust**.

3

You Are Easier to Find on Google

BBB.org uses the latest **SEO and AEO optimizations** to help your BBB Business Profile and company information display near the top of Google search results and within AI engine summaries. BBB.org follows all of Google's best practices to maintain our high **Domain Authority**. Your BBB Business Profile listing on Google will proudly say that you are BBB Accredited, which also signals to AI engines that your business meets ethical standards, marking you as an industry leader.

4

You Gain a Competitive Edge

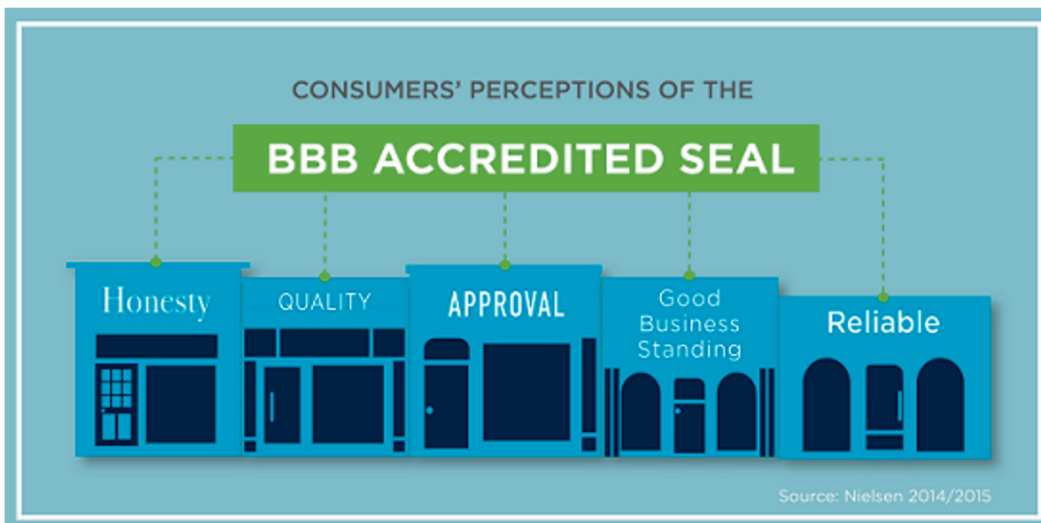
8 out of 10 consumers are more likely to be a customer of a business that is **BBB Accredited** (Nielsen Survey).



5

You Are an Industry Leader

Being BBB Accredited means that you support the BBB's noble and worthwhile cause. The BBB's mission is to **promote trust** in the marketplace. By upholding the BBB's higher standards of ethical business practices, you become an example to your industry peers, as well as help your customers recognize **trustworthy businesses**.



For more information on BBB Accreditation, contact your BBB rep today or visit:

bbb.org/benefits-dc-pa.



BBB® Accredited Business Benefits

What are the benefits of being a BBB Accredited Business?

When you become accredited by the Better Business Bureau, you show that your company supports the BBB's efforts to promote truth in advertising and integrity in business. Your BBB Accreditation permits the BBB to offer your customers and community important dispute resolution and inquiry services. BBB Accreditation also offers your company many important benefits.

BBB Business Profile: Publicly available at no cost, your BBB Business Profile reflects your company's BBB Accreditation. The review has your rating, hours of operation, and products and services. You can even post coupons, pictures and videos. With over 16.8 million local phone calls and website visits each year, the BBB is a leading resource for pre-purchase information on businesses.

BBB Accredited Business Identification: Display your BBB Accredited Business Seal with decals, plaques, QR codes, and advertising logos to identify your firm as a trustworthy company.

BBB Accredited Business Directory: Includes your company in a list provided on request to consumers searching for a reputable business in your industry.

BBB Accredited Business Activity Report: Receive a monthly email highlighting the analytics of your business on BBB.org. See the number of times your business was found in search results on BBB.org, the number of times your BBB Dynamic Seal was clicked on your website, the number of visitors to your company's website from your BBB Business Profile, and more.

BBB Trust Monitoring: Receive detailed reports that empower your business to understand how customers are seeing you online. BBB Trust Monitors check for things like spelling mistakes and broken links on your company website; your SSL certificate status; how mobile-friendly your website is; inconsistencies across your social media channels; and help monitor customer reviews across major review sites.

BBB Request-A-Quote: Gives consumers a way to get price quotes from BBB Accredited Businesses directly from the BBB website for free.

BBB Learning: BBB Learning offers hundreds of on-demand, mobile-friendly courses that can advance your skills and elevate the professional development needs of you and your employees. Some of the courses also qualify for continuing education credits for any industry recertifications.

BBB Accredited Business Discount: Programs Provides valuable savings on merchant credit card processing, shipping, NSF recovery and other key business services.

BBB Business Information Services: Provides timely advice on scams targeting businesses, information on national charity organizations and helpful staff to answer common marketplace problems.

Dispute Resolution Services: The BBB's dispute resolution program offers conciliation, mediation and arbitration services to businesses and consumers alike. The BBB provides trained professional neutrals at no cost to Accredited Businesses, saving court costs and time in settling consumer disputes.

Google Display Ad Program (Nominal Fee): Opt-in to the Google Display Ad program to help drive people searching Google for the services you offer directly to you.

BBB on Social Media: Connect with us on Facebook , Twitter (@BBB_DCPA), and LinkedIn for the latest BBB news, alerts and tips. Friend us, follow us, and display the BBB Accredited Business Seal on your Facebook page.

Online Sponsorship (Nominal Fee): Increase your business's exposure through exclusive placement of your logo, banner and video commercial throughout the BBB website.

Members Business Portal: Respond to Customer Reviews, download the BBB Seal, update your information, request additional decals, and more. Visit your Business Portal (go.bbb.org/login) to find out more about your benefits.

BBB Bulletin: The quarterly Accredited Business publication alerts you to new Accredited Business services and other vital information. Look out for this in the mail.

Make a Great First Impression With Your Customers



What is in a BBB® Business Profile?

More people are using the online BBB Accredited Business Directory to find trustworthy businesses. In 2024, the BBB had more than 15 million inquiries and web visits, and sent thousands of Get a Quote (BBB lead generation program) emails to Accredited Businesses. Because of this activity, your BBB Business Profile should include information to give potential customers a great first impression. Use your Business Portal to enhance your BBB Business Profile today.

- 1 Business Overview**
Business name, address, logo, and description
- 2 Business Contact Overview**
Business website, phone number, and hours of operation
- 3 Accredited Business Seal**
Exclusive seal to designate a business has earned BBB Accreditation
- 4 BBB Rating**
Letter grade based on information the BBB is able to obtain about the business, including advertising issues, business practices, and customer complaints
- 5 Customer Reviews**
Reviewers are verified by the BBB to ensure the person submitting the review is an actual customer
- 6 Get a Quote**
Messaging tool for prospective customers to request information about products and services
- 7 Products and Services Overview**
Description of the products and services offered, including photos and videos
- 8 Complaints**
Customer reports of marketplace experience and requests for resolution of disputes
- 9 Business Details**
Additional business information including years in business, type of business, and business owner(s)
- 10 Business Categories**
Categories assigned by BBB to describe the business relevant search terms to find you

**BBB Business Profile layout may vary as we make on-going improvements and updates to these pages.*


Keep Your Information Up-to-Date: Accurate information helps consumers contact you and ensures the BBB is able to notify you of new customer reviews and complaints. To make changes to your BBB Business Profile, please visit your Business Portal: go.bbb.org/login.

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 recommendations on why you should get them fixed.


[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**

Top Keywords Trending this Month.

Click below to access tools and get recommendations on how to improve your ranking for applicable keywords for your website.

[SEE MORE](#)

Urgent

Warning

Congratulations

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

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.

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](#)



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.

Improving Traffic Through Online Trust



BBB offers monitors that help Accredited Businesses improve traffic to their website, phone, store, app...wherever customer wants 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.

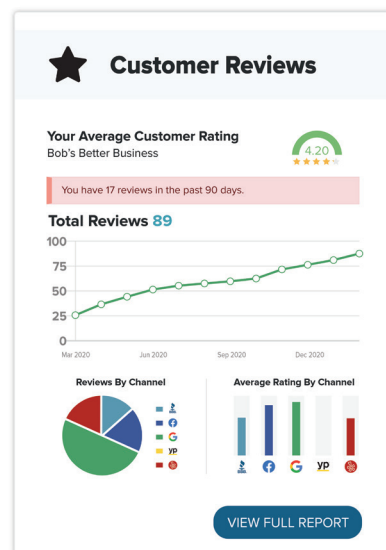
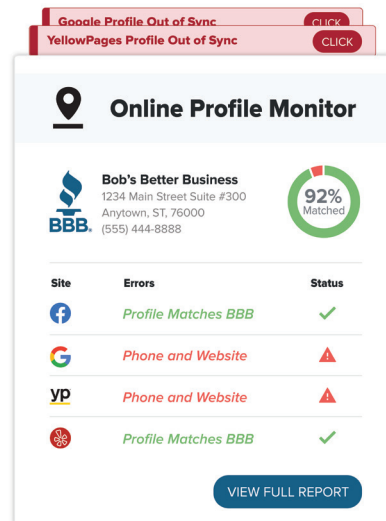
There are many online directories out there. BBB helps your business ensure it's accurate on the most important directories. BBB's research into thousands of businesses showed that BBB, Facebook, Yelp, Google, and YP were consistently the highest ranked directory sites in search engine results. BBB uses 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 Profiles 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.



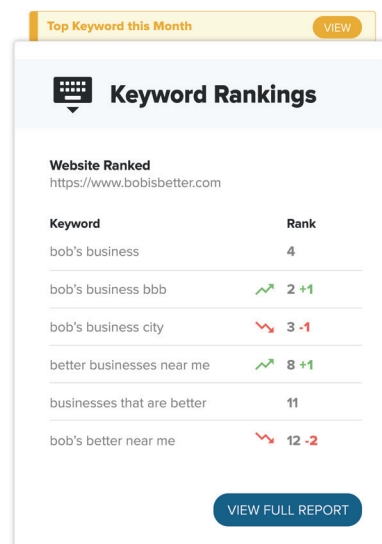


KEYWORD RANKING MONITOR

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 you 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.



Maximize The Customers Your Website Converts

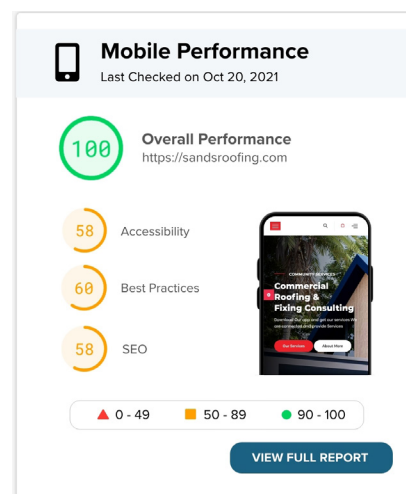
BBB offers monitors that help Accredited Businesses improve their website. Ensure that it is credible and secure and matches the professionalism your customers expect.



MOBILE PERFORMANCE MONITOR

The performance of the mobile version of your website is at least as important as your desktop version. Did you know that there are more than 280 million smartphone users in the United States and more than 33 million in Canada? What's more, over 50% of Internet access is now accomplished through a mobile device.

BBB monitors your website's mobile performance, specifically how quickly it loads and whether its elements are optimized for mobile devices. The Mobile Performance Monitor will help identify where the site needs more color contrast, as well as improve the flow of headings and paragraphs, making the content easier to digest. Improving mobile accessibility will vastly improve your customers' experience when visiting your site.



SPELL CHECK MONITOR

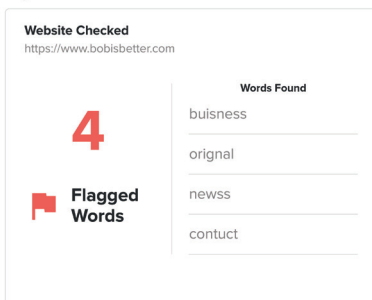
Misspelled words are embarrassing, but can it cost your business customers? **Studies show a single spelling mistake can cut online sales by more than 50 percent.** Misspellings put off consumers who may have concerns over the credibility of your website.

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.



Spell Check Monitor

[View Details](#)





SSL/TSL 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 the next time a potential customer looks you up online.



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 issues and helps you fix them.

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

[View Details](#)

Website Monitored
<https://www.bobisbetter.com>

Server Response Time
210
 milliseconds
 (Ideal response time 200ms or less)

Up Time
97.68%
 Since January 19, 2021

Link Monitor

[View Details](#)

Website Checked
<https://www.bobisbetter.com>

Broken Links 2

5 Warnings Found

<https://www.angieslist.com/companylist/us/st/city>

<https://www.bobisbetter.com/cotact-us>

<https://www.manta.com/c/mmjckhh/action-services>

<https://www.bobisbetter.com/feedback/feedback?t=n>

<https://www.bobisbetter.com/feedback/feedback?t=g>

<https://www.bobisbetter.com/reviews/page/1/>

HOW DOES BBB HELP BUSINESSES IMPROVE?



Profile Traffic

Understand how your profile traffic is changing month over month.

57%



Profile Complete

Profile Completion %

BBB lets you know when your profile is complete, or if it still needs some adjustments.



35



15%



50

Traffic Sources

Learn how visitors are accessing your profile: desktop, tablet, or mobile.



Alerts & Notifications

Be alerted when it is time to update your profile. Receive notification when you achieve milestones.



Monthly Insights Email

Keep up to date with local networking, educational events, or webinars.



Industry Trends & Research

Monthly updates with insights, trends, and knowledge specific to your business, and industry.

4 WAYS THE BBB HELPS YOUR INTERNET PRESENCE

BBB provides a service that markets TRUST in your business and brand.



BBB.ORG HAS A DOMAIN AUTHORITY SCORE OF 90

Have you ever wondered why some websites appear ahead of yours in search results?

The major search engines consider BBB.org to be a **'high authority'** website. Domain Authority scores range from one to 100, with higher scores corresponding to greater likelihood of ranking.

BBB.org has a Moz Domain Authority ranking of 90, which may help your company's BBB Business Profile appear higher in Google search results.



YOUR BBB BUSINESS PROFILE IS A POWERFUL 'MINI SITE'



Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to being advertisements.

The BBB has strong organic rankings for many types of searches. If your business takes advantage of all the great features on your BBB Business Profile, your BBB Business Profile can achieve its own organic rankings.

YOUR BUSINESS PROFILE IS HIGHLIGHTED ON BBB.ORG

Every month, millions of consumers visit BBB.org and look for information on a business before making a purchase.

Each search on BBB.org prominently displays listings of all BBB Accredited Businesses and their contact information. Potential customers can search by business name, type of business, location, and filter by Accreditation status. This is important because our studies have found that 8 out of 10 consumers prefer to do business with a company that is BBB Accredited over one that is not (Nielsen 2017).



BBB DYNAMIC SEAL INCREASES CONVERSION RATES



A highly visible, BBB Accredited Business Seal is extremely helpful for 'website conversions.' Your website visitors develop a first impression in a fraction of a second.

After that initial impression, your website has another three seconds to convince visitors to stay and read more. A highly visible BBB seal helps establish credibility and trust immediately, which in turn helps to increase your website's conversion rate.

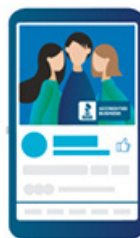
10 WAYS TO DISPLAY YOUR BBB® ACCREDITATION SEAL



On your website's
homepage



On your
business cards



On your **social**
media profile pages



On your website's
checkout page



On the **front door or**
window of your business



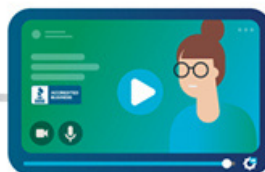
In your
email signature



On your
service vehicles



On your **product**
packaging



At the end of your
marketing videos



On your **printed and**
digital ads

"A symbol to believe in.... we are more than a seal of approval. Our torch is a symbol for something much greater... a commitment, a devotion to fairness and honesty. Our members are proud to display our logo, not just because it draws in customers, but because it says something deeper about what they as business people stand for."



For more information on BBB Accreditation,
please contact your Business Development
Representative or visit **bbb.org/benefits-dc-pa**