History:

Judy's Book was started by Seattle entrepreneurs Andy Sack and Chris Devore in 2004. Andy got the idea from his wife, whose mother Judy was the inspiration for the site. Judy kept a "little green book" full of her local shopping tips and favorites, which she shared with family and friends. Receiving ~$10.5 Mil in financing from Mobius Venture Capital, Ignition Partners and Ackerley Partners.

In 2008 Judy's Book was acquired by Seattle angel investors and entrepreneurs Andy Liu, Geoff Entress, and David Niu for an undisclosed sum. The Judy's Book team brings continued focus to the original Judy vision with an emphasis on families, moms, and Social Search®. Judy’s Book operates at break-even through a nimble efficient team.

In 2012 Judy’s Book created KidScore as a feature of Judy’s Book and after strong traction launched it as a separate brand (KidScore.com). KidScore is an at a glance rating of how kid friendly a place is.
Stats and Audience:

- ~1.2 Million Judy’s Book Reviews, +5 million when combined with reviews from partners.
- Over ~11 Million Business Listings.
- Over ~520K monthly visitors.
- Over ~700K Registered Members.
- Over 1.4 Million Monthly Page views.
- 125K KidScore Places
- 68% Women, Mostly Moms.*
- 32% 100K+ Households.*
- 65% College Graduates.*

*Sources: Google Analytics, DoubleClick Ad Planner, and Quantcast
Full Control of Your Judy’s Book Profile(s)
Listing Benefits

- Listing Photos
- Service Areas
- List and Claim Multiple Locations
- Listing Name, Address and Phone
- No Ads On Your Profile Page
- Syndication To Major Search Engines
- Create An Owner Message
- Reputation Management - Notification of Reviews
- Reputation Management - Respond to Reviews
- Partner Syndication
- Powerful Link Tag To Your Site
- Setup Offers And Coupons
- Snappl.it
- Mobile Website
- "Featured" Label in Search results
- Window Sticker With Smartphone-Scannable QR Code
- Social Media Marketing
- Display A Video On Your Listing
- Tagline
- Keywords
Rescue Rooter was able to raise its Judy’s Book rating from a 4.1 to 4.3 average over 6 months, gained an additional 242 reviews on 89 of its locations, and appeared on first page of Google (own website and Judy’s Book listing) after using the Judy’s Book dashboard review tools.
Gain Customer Reviews Quickly through the owner Dashboard

The Maxwell Hotel (View profile)
5.0 based on 3 reviews
300 Roy St. Seattle, WA 98109
(206) 452-1631

Selected Business:
Elizabet Nubla-Penn, DDS - 100

Business Id: [ ]

87% complete

Get customer reviews
Reach your customers to get reviews in 2 simple steps.
Just provide a list of emails and we will contact your customers for you and ask them about their recent experience.

Step 1: Load customer emails
Enter a list of emails separated by commas.
ic: "user1@domain.com,user2@domain.com,user3@domain.com"

Email Credits: 100
Email quota resets monthly. Need extra credits? Contact info@judysbook.com

Load emails

Judy's Book
Respond to Reviews

Elizabet Nubla-Penn, DDS (View profile)
4.5 based on 13 reviews
2001 Union St San Francisco, CA 94123
(415) 563-1511

Reply to Reviews

New research shows that how a business responds and handles a bad review can really impact the results.

Comment on both good and bad reviews.

Tips for responding:
- Be honest, courteous and remain calm
- Listen and keep it short
- See more tips

<table>
<thead>
<tr>
<th>Title</th>
<th>Rating</th>
<th>Review</th>
<th>Date</th>
<th>Replies</th>
<th>Reply</th>
</tr>
</thead>
<tbody>
<tr>
<td>great dentist</td>
<td>★★★★★</td>
<td>very good dentist</td>
<td>05/05/2014</td>
<td>0</td>
<td>reply</td>
</tr>
<tr>
<td>Great for kids and teens</td>
<td>★★★★★</td>
<td>One of the best dentist for kids in the area</td>
<td>03/17/2014</td>
<td>0</td>
<td>reply</td>
</tr>
<tr>
<td>Liz does a great job</td>
<td>★★★★★★</td>
<td>Love coming here for cleanings.</td>
<td>02/24/2014</td>
<td>0</td>
<td>reply</td>
</tr>
<tr>
<td>Very helpful</td>
<td>★★★★★</td>
<td>Good service great stuff</td>
<td>02/24/2014</td>
<td>0</td>
<td>reply</td>
</tr>
<tr>
<td>Great dentist</td>
<td>★★★★★</td>
<td>One of the best dentist in this area</td>
<td>02/24/2014</td>
<td>0</td>
<td>reply</td>
</tr>
</tbody>
</table>
Tools to engage users social graph and contacts:

- Pin listing images on Judy’s Book and KidScore to Pinterest with link-back and encouraging text to listing.
- Auto Twitter and Facebook posts after review with standard text encouraging visits.
KidScore

- KidScore™ ratings are your at-a-glance measure of a place's kid friendliness.
- Proprietary algorithm factors in over 2 dozen attributes including user sentiment to come up with a KidScore.
- Over 125K eateries, attractions, activities, hotels, doctors, parks, and shopping venues scored.
- KidScores and reviews syndicated to network of sites and apps.
Mobile

- No Download Required With Judy’s Book & KidScore mobile sites
- Location Aware.
- Quickly Gain Reviews.
- Facebook Sign In.
- KidScore iPhone App with rich family experience in finding Kid Friendly Places.
Review Filter

- Proprietary filter labels reviews from low to high trust by factoring in over 2 dozen signals and data elements.
- Only Trusted reviews are displayed and syndicated to partners.
- Paid listing IPs are whitelisted so customers can submit reviews in store.
Top Partners and/or Syndication network:
The Judy’s Book API powers millions of local searches per month and provides data to local sites & apps.

- Read API allows sites and apps from popular to startups gain unique content on local places, including reviews and ratings.
- Free access for lowest Tier of Read API.
- Write API allows marketing firms and listing services add and update businesses on Judy’s Book.

![Diagram showing integration of Judy's Book API with various services and data sources.](judy's book)
5 Review Sites To Get An Edge On Your Competitors. *Business To Community*

"*How To Increase Awareness & Generate Leads With Local SEO.*" *Hubspot*

5 Home Improvement Sources to Check Before Financing Projects.. *Huffington Post.*

"*For many types of service businesses. Judy’s Book is critical.*" *SEO for Dummies Book.*

Top 10 Kid Friendly Chains by KidScore. *News10 ABC*

"*Yelp is still the 800 pound gorilla in this neighborhood, but Angie’s List, TripAdvisor, OpenTable, and Judy’s Book are all important sites as well.*" - *Search Engine Watch*

"*It’s no longer enough to simply set up profiles on Facebook and Twitter and call it a day. Instead, establish a profile on any of the following directories and review sites and encourage customers to rate your business there for maximum exposure.*" - *Entrepreneur.com*

"*Where To Get citations for local SEO.*" - *Searchengineland.com*
Additional Info at:

http://www.judysbook.com/biz

contact:

ali@judysbookteam.com