



The Knot – Reviews FAQs

Reviews are a great way for engaged couples to read about others' experiences and an easy way for married couples to write a review and share their story! Reviews written for your business will be displayed on your Storefront on TheKnot.com, which will keep couples engaged with your business while looking for their perfect vendor!

How do I get my customers to write a review?

There are a few ways to do this –

First, we have created an easy tool that will send an email to your past customer, within My Account!

- 1 Log in to My Account and select your Storefront.
- 2 Click on the Reviews tab
- 3 Select, Get More Reviews

Within this area you can email up to 10 people at a time. Simply enter their name and email address and hit send! Your email contains a link directing the recipient to your listing on The Knot where they can quickly and easily write a review about your business.

You can also give customers a link to your Storefront where they can write their reviews.

When is the best time to request reviews from my brides?

We suggest sending the requests 7-10 days after you provided goods or services to your customer. If you provide services the day-of, you'll send after the wedding; if you provide goods or services prior to the wedding (such as invitations, dress fittings) you can send 7-10 after you've assisted the bride, groom, etc. This way your services are still very top of mind!

How will I know when I have received a new review?

We will automatically send you an email when a review is posted – this email will contain a portion of the review and the star rating. You can easily link to read the entire review through this email.

Who can post reviews on TheKnot.com?

Any member of TheKnot.com can review a business—a reviewer can be a bride, groom, guest, parent or member of the wedding party. If your customer isn't already a member, they will need to fill out a quick registration in order to post. We will not use their contact information to solicit to them.

Wedding vendors can write a review for vendors that they used within their own wedding. However, we do not allow vendors to review wedding pro's that they've worked with in a professional capacity. Any reviews left for businesses (not pertaining to their own wedding) will be removed.

I don't recognize the reviewer's name and/or wedding date on my review, how do I know that this was one of my customers?

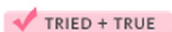
When someone registers on our site, they're able to choose a screen name and wedding date. In some cases, it will include their first and/or last name which makes it easy to know who they are, but sometimes it will be more difficult.

Some users will knowingly use a false name/date in order to remain anonymous (which is allowed on our site), or the wedding date could've changed during the planning process and they overlooked updating that on their account.

Please note: You can read all reviews written by a particular user, by clicking on the Username within the review. This should help you determine who the reviewer is. Due to our privacy policy with our users, we're unable to share any of their personal information with you, but we can reach out to them, to ask for additional information.

What does the "Tried + True" icon mean?

When a member posts a review that used you in their wedding, she checks a box on the review form and the "Tried + True" icon appears.



Why do you require my customers to register in order to write a review?

In having the largest wedding audience, it is likely your customer is already a member on our site. If they are not a member it only takes minutes to register.

Most people understand the need to register on a website in which they contribute to the content through reviews - our registration process is very similar to many other sites.

We also do this for your protection, if we need to investigate any reviews, we have the necessary contact information. We will not use their contact information to solicit to them.

Can I arrange the order that my reviews are displayed?

Yes, you can choose your top three reviews to display first!

On the reviews tab within My Account –under “Manage my reviews” all reviews for your business will appear, each review has the option to “appear first” You can select one main review and up to two other favorite reviews to display as featured reviews.

All other reviews will appear after your selected top three reviews, in chronological order (newest to oldest).

How do I share my reviews on Social Media?

There are a couple of ways to do this!

When you get the email notification that you have received a new review, there are social media icons available to post to Facebook or Twitter.

Another way is within My Account under the Social Media Tab – you can “share” a status update to Facebook, Twitter or LinkedIn.

Is this just a place for rants?

Definitely not! The vast majority (almost 93%) of the reviews left for vendors range from positive to positively glowing and less than 2% of our reviews are a 1-star rating! (as of May 2014)



How do I report a review that I feel violates the Terms of Use?

Report suspicious reviews by selecting the “Report Abuse” button within the review in question. This will send it to our review management team to be evaluated. You can also email us at reportabuse@theknot.com, please indicate the review title and what specifically in the review constitutes a violation.

Do reviews ever get removed?

Sometimes. To keep the integrity of our user-generated content and the credibility of the reviews, we will not remove reviews on the basis that they are negative. Our support team may remove a review if it violates our Terms of Use, including, without limitation, reviews that contain threats, hate speech, libel, harassment, etc., will be removed.

If a reviewer makes a claim about a contractual or factual issue that can be proven false by documentation, The Knot will contact the reviewer and give them the option to amend the review within 48 hours. If the reviewer does not comply, The Knot will remove the entire review.

How can I comment or respond to a review?

As an advertiser on The Knot you can respond to reviews through My Account.

- 1 Log in to My Account and select your Storefront.
- 2 Click on the Reviews tab

Within this area you'll see all reviews for your business. Each review has an area to "respond" A preview of your reply (up to 250 characters) will display with the bride's review, but you can respond up to 3,500 characters. However, we suggest keeping any response short and to the point and recommend that you ask the bride to contact you to discuss further, if it's a negative situation—rather than address publicly. You are able to edit your comment or delete it at any time.

Can brides review me from my place of business?

While it can be tempting to get those reviews while customers are in your place of business, please avoid this. They may not feel free to openly express their opinions and our system could flag the reviews as spam, as they would all be coming from the same IP address, which could cause the reviews to be removed from our site.