

# judy's book



# 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)

judy's book **Owner's Dashboard** Logged in as ali@judysbookteam.com | Logout

**Business**

- Summary
- Edit details
- Categories
- Photos & Videos
- Service Areas
- Links
- Offers
- Search Keywords

**Reviews**

- Get Customer Reviews **NEW**
- Reply to reviews
- Reputation management

**Analytics** **COMING SOON**

- Pageviews
- Search Impressions

**Account**

- Settings

**The Maxwell Hotel** [\(View profile\)](#)

★★★★★ 5.0 based on 3 reviews  
300 Roy St. Seattle, WA 98109  
(206) 452-1631

**Pro listing**

Selected Business:

Elizabet Nubla-Penn. DDS - 100

Business Id:

**87% complete**

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**Summary**

Basic details		
Name, Address, Zipcode, Phone, Email,	✓	
Additional details		
Owner message, Neighborhoods,	✓	
Business hours, Tagline,	✗	<a href="#">Fix!</a>
Other items		
Categories	3	✓
Photos	33	✓
Videos	1	✓
Service Areas	5	✓

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**Photos**

**Add photo**

URL:

Avatar:  (Check to make this the default picture)

Recommended avatar size: 160x160 pixels (different ratios will be resized)

**Manage photos**

URL: <http://images.citysearch.net/assets/mqdb/merchant/2010/5/10/0/DC/FW0ZL93.jpg>

Avatar:  (Check to make this the default picture)

# 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](#)

[Snappd.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](#)

judy's book Seattle, WA WRITE REVIEW My Book

near Seattle, WA Search Top Places for This Location

Home > Washington > Seattle > Electrical > Electrician > A & A Electric Service

**A & A Electric Service**

★★★★★ 4.9 based on 50 reviews Like 0

Serving North Seattle and Shoreline.

9702 Densmore Ave N  
Seattle, Washington 98103  
(206) 715-3661

Payment Options:  
Cash, Check, Invoice, Visa,  
Master Card, Discover

Business Links:  
[Website](#)

Categories  
[Business to Business](#), [Home & Garden](#), [Construction](#), [Construction & Repair](#), [Builders & Contractors](#), [Electrical](#), [Electrical Contractors](#), [Electrician](#), [Electrician](#)

Neighborhood:  
North College Park, Northwest, Northwest Seattle, Phinney Ridge

Share Your Thoughts with Other Customers

WRITE A REVIEW

Rated: 4.9 Based on 50 reviews  
50 out of 50 people recommend this business.

[Review](#) [Favorite](#) [Reject](#)

Owner Message  
Free estimate/proposal in following areas: Shoreline, Central and North Seattle. You might be a contractor, real estate agent, business or home owner in search of a Seattle electrician who you can rely on to do the work at scheduled time lines and [Show More](#)  
[CityGrid](#)

Reviews for [A & A Electric Service](#)

NO PHOTO

"They worked really hard"  
★★★★★ Volian S., Wednesday, January 30, 2013

10/2011 A & A Electric Service worked hard to make sure his work was of an excellent quality. Very happy to recommend. Will use him to complete further... [More >](#)

Was this review helpful to you? [Yes](#) (0) | [No](#) (0) | [Permalink](#) | [Report](#) | [Follow Volian S.](#)

Top 10 in Seattle - Lawn & Garden, Restaurants, Salons and Spas, Obstetricians, More

People Prefer These Businesses

[Explore similar businesses.](#)

Map Street View

# Listing Benefits- Continued, sample of Feed to Google local maps.

Rescue Rooter was able to raise it's Judy's Book rating from a 4.1 to 4.3 average over 6 months, gained an additional 242 reviews on 89 of it's locations, and appeared on first page of Google (own website and Judy's Book listing) after using the Judy's Book dashboard review tools.

The image shows a Google search for "ars of dallas" with several search results on the left. The results include:

- ARS® - Dallas Ft. Worth - Always Free Diagnostic Fee
- Dallas, TX - Find a Location - ARS/Rescue Rooter
- ARS (3.7 stars, 35 Google reviews)
- ARS / Rescue Rooter Dallas - Dallas, TX | Yelp (2-9 reviews)
- Dallas Plumbing Services | ARS/Rescue Rooter
- ARS / Rescue Rooter Dallas - Citysearch

On the right, there is a Judy's Book listing for ARS DFW. The listing includes:

- ARS logo and name
- Address: Dallas, TX
- Phone: (214) 503-8000
- Hours: Closed now
- TrustScore: High
- Reviews: 3.7 stars, 35 Google reviews
- Sample reviews: "Jimmy was super efficient with the installation of our new hot water heater.", "I called ARS because they were offering a \$50 drain cleaning special.", "I would most definitely recommend him for future repair service call."

A red arrow points from the Judy's Book listing to the Google search results, indicating the connection between the two.

# 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

**Pro listing**

Selected Business:

Elizabeth 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.  
ie: "user1@domain.com,user2@domain.com,user3@domain.com"

**Load emails**

**Email Credits: 100**

Email quota resets monthly.  
Need extra credits? Contact [info@judysbook.com](mailto:info@judysbook.com)

# Respond to Reviews

judy's book **Owner's Dashboard** Logged in as ali@judysbookteam.com | Logout

**Business**

- Summary
- Edit details
- Categories
- Photos & Videos
- Service Areas
- Links
- Offers
- Search Keywords
- Web Badges **NEW**

**Reviews**

- Get Customer Reviews **NEW**
- Reply to reviews (1)
- Reputation management

**Analytics** **COMING SOON**

- Pageviews
- Search impressions

**Account**

- Settings

**Elizabeth Nubla-Penn, DDS** [\(View profile\)](#)

★★★★☆ 4.5 based on 13 reviews  
2001 Union St San Francisco, CA 94123  
(415) 563-1511

**Pro listing**

Selected Business:  
Elizabeth Nubla-Penn, DDS - 100

Business Id:

**50% complete**

**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](#)

Title	Rating	Review	Date	Replies	Reply
great dentist	★★★★☆	very good dentist	05/05/2014	0	<a href="#">reply</a>
Great for kids and teens	★★★★★	One of the best dentist for kids in the area	03/17/2014	0	<a href="#">reply</a>
Liz does a great job	★★★★★	Love coming here for cleanings.	02/24/2014	0	<a href="#">reply</a>
Very helpful	★★★★☆	Good service great stuff	02/24/2014	0	<a href="#">reply</a>
Great dentist	★★★★☆	One of the best dentist in this area	02/24/2014	0	<a href="#">reply</a>

1 2 3



# 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.

facebook



Ali Alami shared a link.



**Riverfront Park 507 N Howard St Reviews - Spokane, WA 99207**  
www.JudysBook.com

5 Reviews of Riverfront Park 507 N Howard St. One says Can easily spend 3-4hrs here. Highlights include the Sky train over the falls, Ferris wheel, train, play ground with big.... Read up on Editorial Reviews, User Reviews, and See what other members recommend via Judy's Book Social Search®. Revi...

Like · Comment · Share · 7 seconds ago

facebook



Ali Alami shared a link via KidScore™.  
about an hour ago



Just reviewed Volunteer Park Cafe and Marketplace with a KidScore of 66 in Seattle, Washington  
<http://www.kidscore.com/>

Just had a lunch here. I had a herb roasted chicken, mozzar.... Have you been here? Give

Like · Comment · Promote · Share

The screenshot shows a restaurant listing for 'Skillet Diner' on Judy's Book. The listing includes the address '1400 East 1st, Seattle, WA (206) 420-7...', a 4.9 rating, and a 'Review' button. A Pinterest pin is overlaid on the listing, featuring the restaurant's image and the text: 'Favorite Restaurants', 'One of my favorite places on Judy's Book. Do you like this place? Review by following the image link.', and a 'Pin It' button with 399 pins.

The screenshot shows a Twitter post from the account 'judysbook' (Judy's Book). The tweet text reads: 'Just reviewed Knapps Farm in Colbert, WA bit.ly/quUr5 via @judysbook. Got a favorite?'. The tweet is timestamped '20 seconds ago'.

judy's book



# 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.**

**KidScore** *beta*

Show me kid friendly...  Seattle, WA

**66 KidScore** **Tully's Coffee**  
★☆☆☆ 3.0 (0 reviews)

With a KidScore™ of 66, this place is kid-friendly! Agree or Disagree? Write a review and tell us why!

2060 NW Market Street  
Seattle, WA 98107

(206) 781-4887

Website

Food & Dining, Coffee Shops

Recommend Be the first of your friends to recommend this.

**Editorial**  
Most locations have brightly painted table and chair sets and toy boxes with books. Most also have changing stations in the restrooms. Kids will enjoy the scones, hot cocoa, Italian sodas, shakes, and holiday flavors, getting a caffeine free drink for the little ones while adults indulge in great coffee is no problem at Tully's.

Owners, Upgrade Your Business

Map Street View

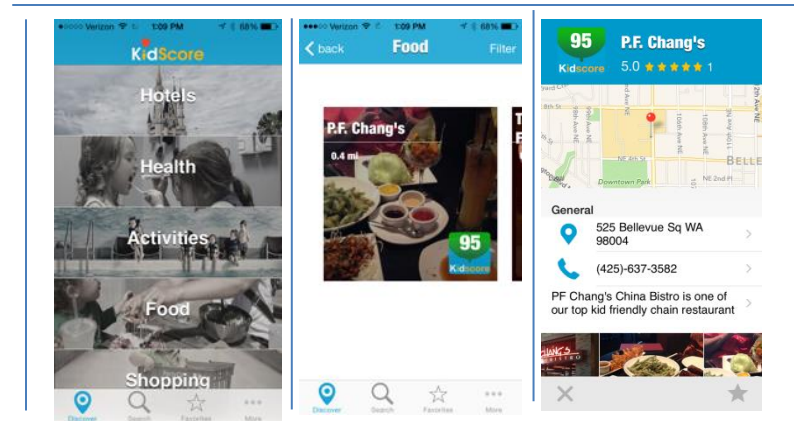
Ballard Public Library

Swedish Medic Center-Ballard

KidScore	Meaning
90-100	Kid Heaven <input type="button" value="🔍"/>
65-89	Kid Friendly <input type="button" value="🔍"/>
50-64	Kid Accommodating <input type="button" value="🔍"/>
25-49	Kids Allowed <input type="button" value="🔍"/>
0-24	Kids Not Welcome <input type="button" value="🔍"/>

# 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.

judy's book Seattle, WA WRITE REVIEW

Search near Seattle, WA

Home > Washington > Seattle > Food & Dining > Restaurants > Twirl Cafe

**Twirl Cafe**  
★★★★★ 4.7 based on 7 reviews TrustScore® High

2111 queen anne ave n  
Seattle, Washington 98109  
(206) 283-4552

Kidscore 100:  
Kid Heaven

Business Links:  
[Citysearch Profile](#)

SocialSearch® links:  
[Facebook](#) [Pinterest](#) [Twitter](#)  
[Twirl Cafe Website](#)

Business Hours:  
Mon. - Fri. 8 a.m. - 6 p.m. Sat. 9 a.m. - 6 p.m. Sun. Closed

The reviews of this business are reliable and written by real customers. Kudos!

100 Kidscore  
What is Kidscore?

Top 10 in Seattle - Heating and Cooling and Doors, Lawn & Garden, Bars, More

Map showing Twirl Cafe location in Seattle, WA.

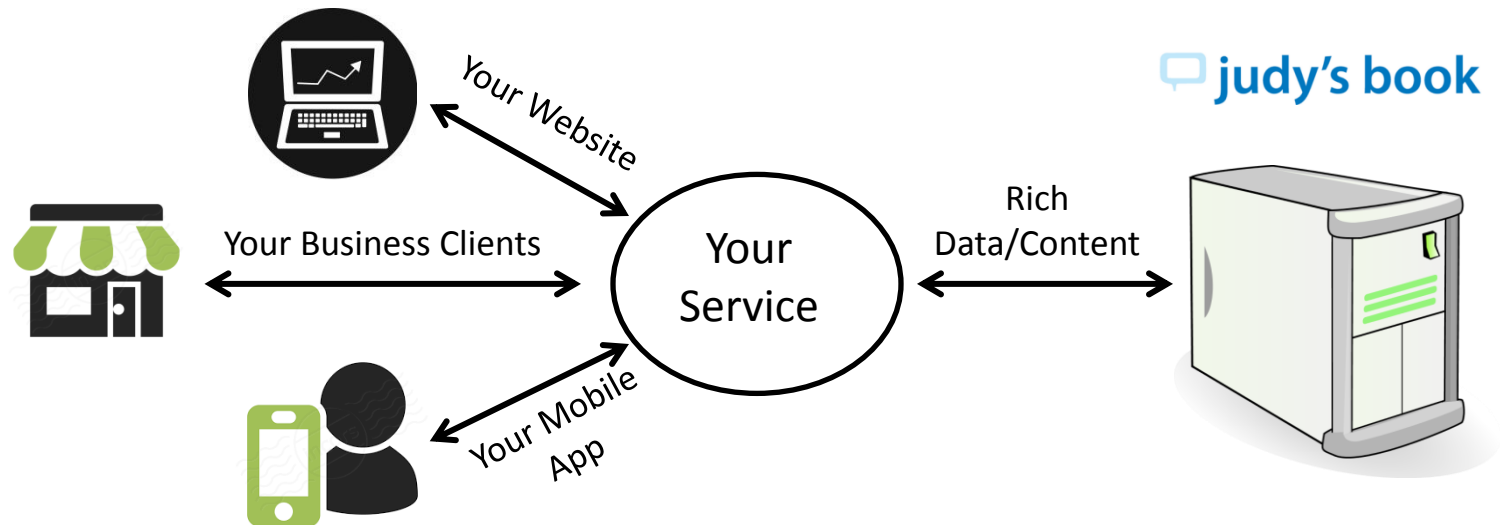
TrustScore	Meaning
High	Most are real reviews <a href="#">[i]</a>
Medium	Some reviews might be fake <a href="#">[i]</a>
Low	Most are fake reviews <a href="#">[i]</a>

# 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.



# In The Press

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."* - [Searchenginland.com](#)

Additional Info at:

<http://www.judysbook.com/biz>

contact:

[ali@judysbookteam.com](mailto:ali@judysbookteam.com)