

# Reputation Management



# Agenda



1. [Why is it Important to Manage Reputations?](#)
  - a. [How customers find you](#)
  - b. [Why customers choose you](#)
  - c. [Why customers trust you](#)
2. [Overview of Reputation Management](#)
  - a. [Walkthrough videos of the product](#)
3. [Overview of Reputation in Multi-Location Business Center](#)



# Why is it important to manage reputations?



More customers are moving to the 'digital front door':

**91%** of people **trust reviews** as much as personal recommendations<sup>1</sup>

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**92%** of buyers are more likely to purchase after **reading a review**<sup>2</sup>

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**13%** of people will buy from a business with a **1-2 star rating**<sup>3</sup>

<sup>1</sup>Source: <https://www.brightlocal.com/research/local-consumer-review-survey/>

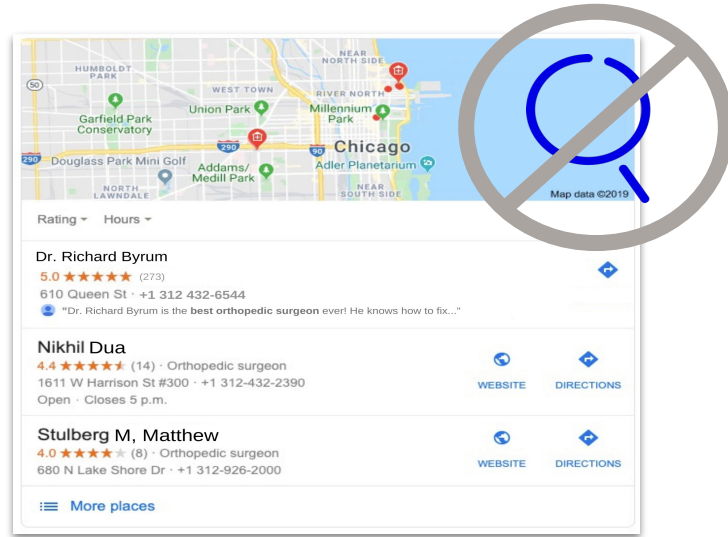
<sup>2</sup>Source: <https://learn.g2.com/consumer-reviews>

<sup>3</sup>Source: <https://searchengineland.com/87-percent-customers-wont-consider-low-ratings-228607>

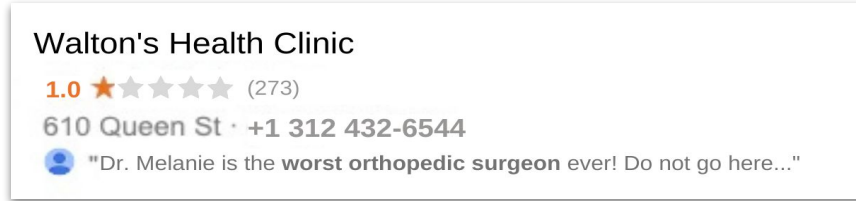
# Help consumers *find, choose, and trust you*



By maintaining correct listings and having abundant positive reviews



If they **can't find you**, they can't choose you



If they find you with **negative reviews**, they *won't* choose you

# Consider how customers *find* you online



The customer journey begins with a Google search, usually on mobile.

- 60% of Google searches are done on a **mobile device**<sup>1</sup>

Location-based: “Knee surgeons **near me**...”

By Rating: “**Top rated** spa in Chicago...”

By Attribute: “Cafes with **wi-fi**...”

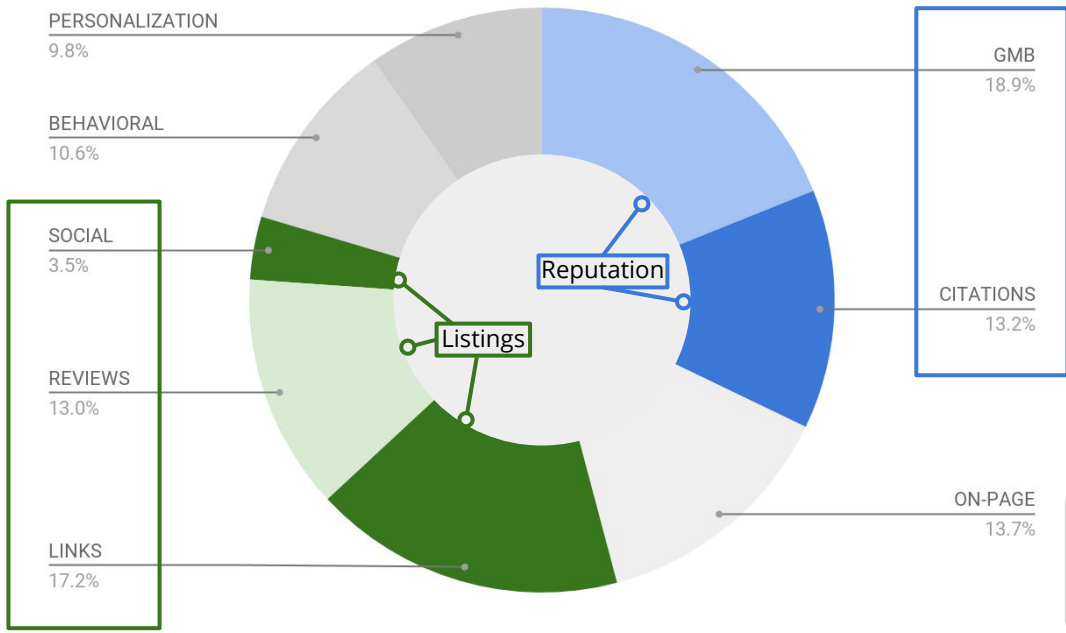


<sup>1</sup>Source: <https://searchengineland.com/report-nearly-60-percent-searches-now-mobile-devices-255025>

# Google's algorithm determines your ranking



Listings and reviews affect your visibility the most



Managing your listings and reputation online is critical in:

1. Being found by prospective customers
2. Outranking the competition
3. Being chosen by prospective patients

**66%** of your ability to show up in local search is linked to managing your listings and reputation.

Source: <https://support.google.com/business/answer/7091?hl=en>

# What this means for your business



Listings need to be accurate & reviews need to be positive

Customers will only find you on Google if your **listings are accurate** and you **have reviews**

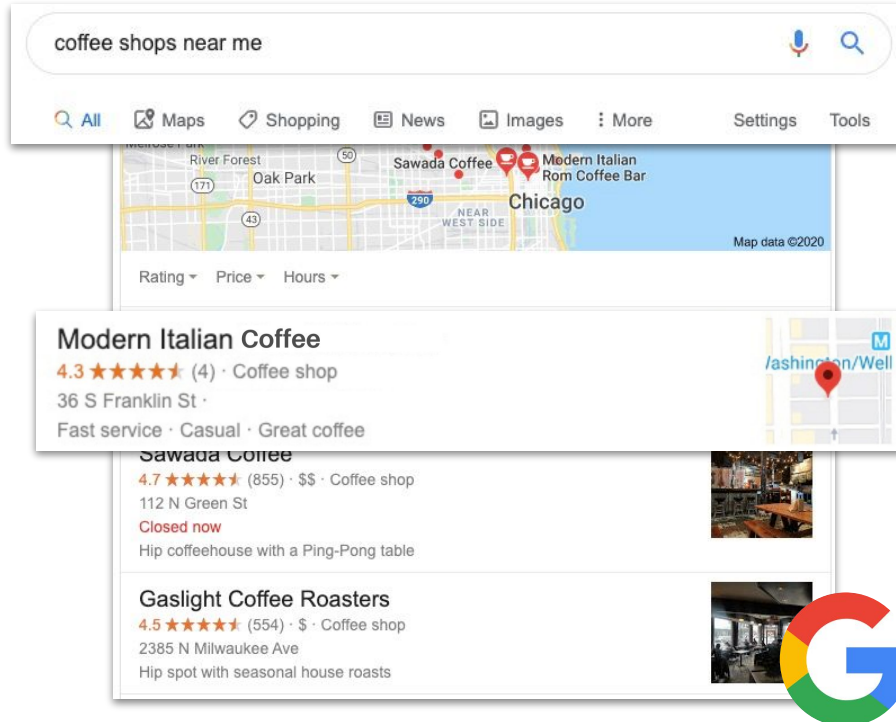


A screenshot of a Google search for "coffee shops near me" in Chicago. The search bar shows the query and a microphone icon. Below the search bar are navigation tabs for "All", "Maps", "Shopping", "News", "Images", "More", "Settings", and "Tools". The search results are displayed on a map background. The top result is "Modern Italian Coffee" with a 4.3-star rating (4 reviews), located at 36 S Franklin St. Below it is another coffee shop with a 4.7-star rating (855 reviews) at 112 N Green St, which is currently "Closed now". The bottom result is "Gaslight Coffee Roasters" with a 4.5-star rating (554 reviews) at 2385 N Milwaukee Ave. Each result includes a small thumbnail image of the shop's interior.

# Correct listings increase visibility on Google



Listings need to be claimed and accurate



**19%** of your Google ranking is determined by Google My Business (GMB). A well-maintained GMB profile gets **5x more views** than an incomplete profile.<sup>1</sup>

An optimized GMB listings includes:

- Physical address
- Hours
- Phone number
- Category
- Attributes
- Photos



# Positive reviews increase visibility on Google



Reviews should be abundant and responded to

**13.1%** of your Google ranking is determined by Google reviews.

Prominence on Google considers:

- Quantity of reviews
- Rating of reviews
- If reviews receive a response
- Keywords in reviews & search

coffee shops near me

All Maps Shopping News Images More Settings Tools

Chicago

Modern Italian Coffee  
4.3 ★★★★★ (4) · Coffee shop  
36 S Franklin St ·  
"This is the **best coffee** shop in the area. Try the dark roast! The cafe even has..."

Sawada Coffee  
4.7 ★★★★★ (855) · \$\$ · Coffee shop  
112 N Green St  
Closed now  
Hip coffeehouse with a Ping-Pong table

Gaslight Coffee Roasters  
4.5 ★★★★★ (554) · \$ · Coffee shop  
2385 N Milwaukee Ave  
Hip spot with seasonal house roasts

# Consider why customers would *choose* you



What makes a prospective customer choose you over competitors:

- 80% of people **lose trust** in a business with incorrect info<sup>1</sup>
- 91% of people **trust reviews** as much as personal recommendations<sup>2</sup>

Is the address and phone number correct?

Are the reviews from customers positive?

What else is being said about them/others



# Listings look different for business types



- **Retail Location (RL)** - (i.e., a restaurant)

*Has a name, address, phone number, category, and website.*

*Easiest to find, match category, and syndicate.*

- **Service Area Businesses (SABs)** - (i.e., mobile plumbers)

*Do not have an address or a secondary address.*

*Can be more difficult to find, match category, and syndicate.*

- **Store within a Store (SwS)** - (i.e., grocery store pharmacy)

*Often share an address/phone number with another unrelated business.*

*Secondary address and category take on a much higher significance.*

- **Kiosks**

- **Containers** - (i.e., hospital with doctors, service lines, clinics, etc.)

*SwS businesses except they contain a large number of other businesses.*

*Finding duplicates correctly is greatly assisted by properly identifying them as a container.*

- **Professional** - (i.e., doctors, dentists, massage therapists, etc.)

*Most complicated: uses a business name and a personal name.*

*Difficult to represent; multiple addresses, phone numbers, email addresses, websites, etc.*

# Reviews influence buying decisions



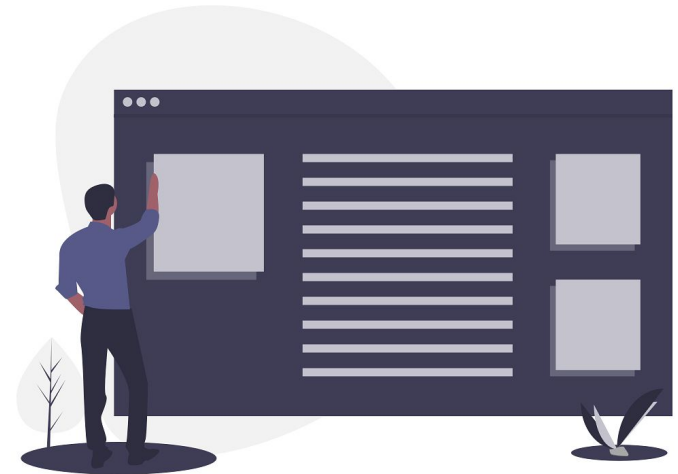
Customers trust online reviews because they act as social proof

Reviews make the first impression:

- 3.3 is the **minimum star rating** of a business consumers would engage with<sup>1</sup>

Reviews guide purchase behavior:

- 94% of consumers say an online review has convinced them to **avoid a business**<sup>2</sup>
- 89% of consumers **read businesses' responses** to reviews<sup>3</sup>



<sup>1</sup>Source: <https://www.podium.com/resources/podium-state-of-online-reviews/>

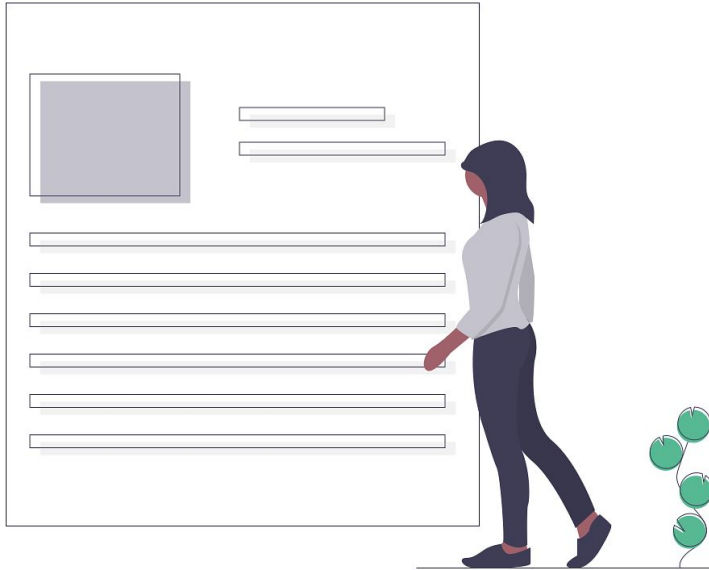
<sup>2</sup>Source: <https://www.reviewtrackers.com/reports/online-reviews-survey/>

<sup>3</sup>Source: <https://www.brightlocal.com/learn/local-consumer-review-survey/>

# Unstructured content affects the decision



Online content the business unaware of can do damage



Online mentions and citations:

- Blogs, news articles, forums

Social Media:

- What you say on social media
- What others say about you on social media

Competitors:

- How much more visibility are your competitors getting

# Consider why customers would *trust* you



Customers decide if their experience will lead to loyalty:

- 70% of people **leave a review** when asked<sup>1</sup>
- 53% of consumers **expect a response** to a negative review<sup>2</sup>

Request customer reviews for feedback

Respond to customer reviews

Understand feedback to make changes



<sup>1</sup>Source: <https://searchengineland.com/70-consumers-will-leave-review-business-asked-262802>

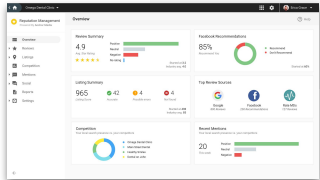
<sup>2</sup>Source: <https://www.reviewtrackers.com/guides/examples-responding-reviews/>

# Reputation Management



Business owners should have the **ability** to...

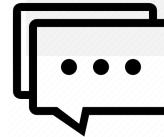
**Manage their  
online reputation  
from one place**



**Be found** by  
customers through  
accurate listings



**See what's being  
said online and  
engage** in online  
conversation



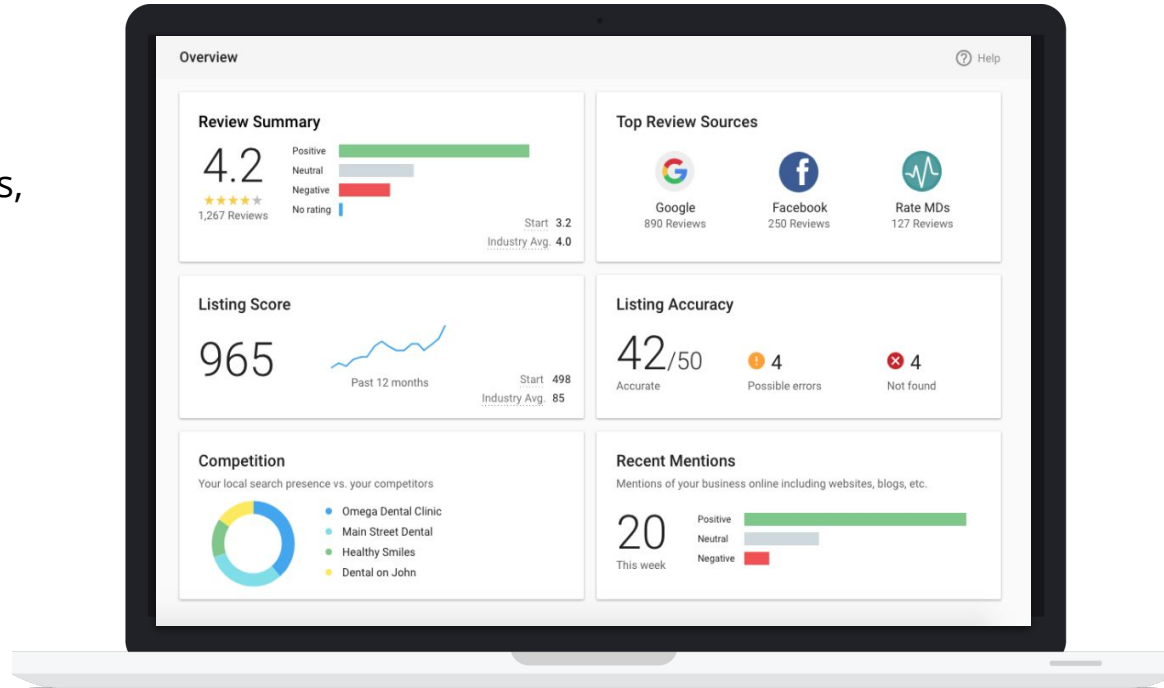
# Reputation Management



## What is Reputation Management?

### A tool that allows you to:

- Ensure customers **find the correct business** address, hours, and directions on line
- Provide a **stellar first impression** through monitoring online word-of-mouth
- **Give customers the best service** by keeping an eye on competition





# Reputation Management



**Tab: Reviews** Manage and respond to online reviews

## Manage Reviews

- See reviews from all **top review sites** in your industry
- **Respond in-line** to Facebook and Google reviews with templates
- Keep on top of **trending keywords** in conversation
- Sort reviews by keyword sentiment to **drill in**

The screenshot displays the Reputation Management software interface. The main dashboard shows 'Your ratings' with a 4.0 star rating, 79 total reviews, and an industry average of 4.5. It also displays 'Top keywords' such as Services, Staff, Rooms, Clin, Queue, and Experts. A review from Cede Adman is shown with a positive sentiment and a response from Dr. Connor MacDavid. The interface includes a sidebar with navigation options like Overview, Reviews, Manage Reviews, Insights, Statistics, Listings, Google Q&A, Competition, Mentions, Social, Reports, and Settings. A mobile app view is overlaid on the right, showing a similar dashboard with an average rating of 4.2 and a word cloud of keywords like 'nice staff', 'great service', and 'Dr. Grace cleaning'.

# Reputation Management



**Tab: Reviews** Respond to reviews in as little as 2 clicks

## Review Response Templates

- Templates are **selected intelligently** based on star rating
- Create an unlimited number of **custom templates**
- **Complete control** over default templates

The screenshot shows the 'Manage Reviews' interface. At the top, there are three summary cards: 'Average Rating' (4.2 stars, Industry Avg. 4.1), 'Total Reviews' (1,267, Industry Avg. 498), and 'Rating Breakdown'. Below these is a list of reviews. The top review is from Weston Carlson, who recommends 'Lunch and Brunch' and says 'They have amazing eggs benedict!'. A red 'Action Required' badge is visible. Below the review is a text input field for responding. Three template buttons are shown: 'Short but sweet feedback', 'Thank you!', and 'We strive for 5-stars'. The 'Thank you!' button is highlighted with a mouse cursor. At the bottom right of the response area are 'Cancel' and 'Post' buttons. Overlaid on the right side of the screenshot are the Facebook and Google logos.

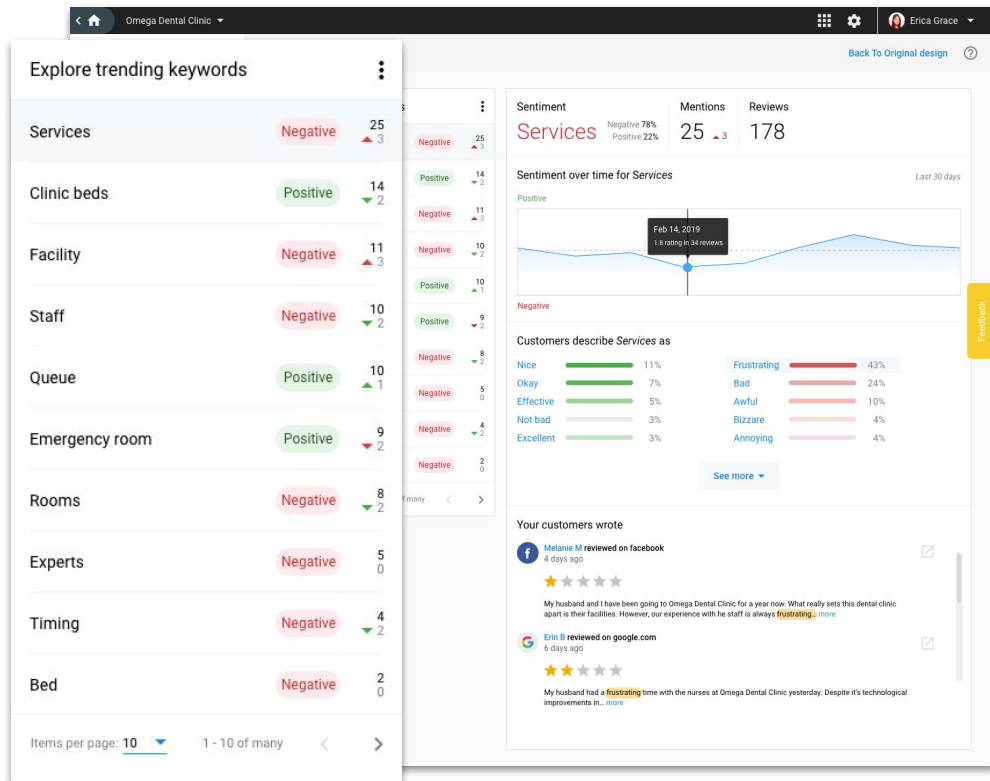
# Reputation Management



**Tab: Reviews** Understand trends in customer sentiment

## Insights

- Harness the power of AI to **analyze reviews at scale**
- Visualize customer sentiment through **trending keywords**
- Identify seasonality and **understand target market needs**



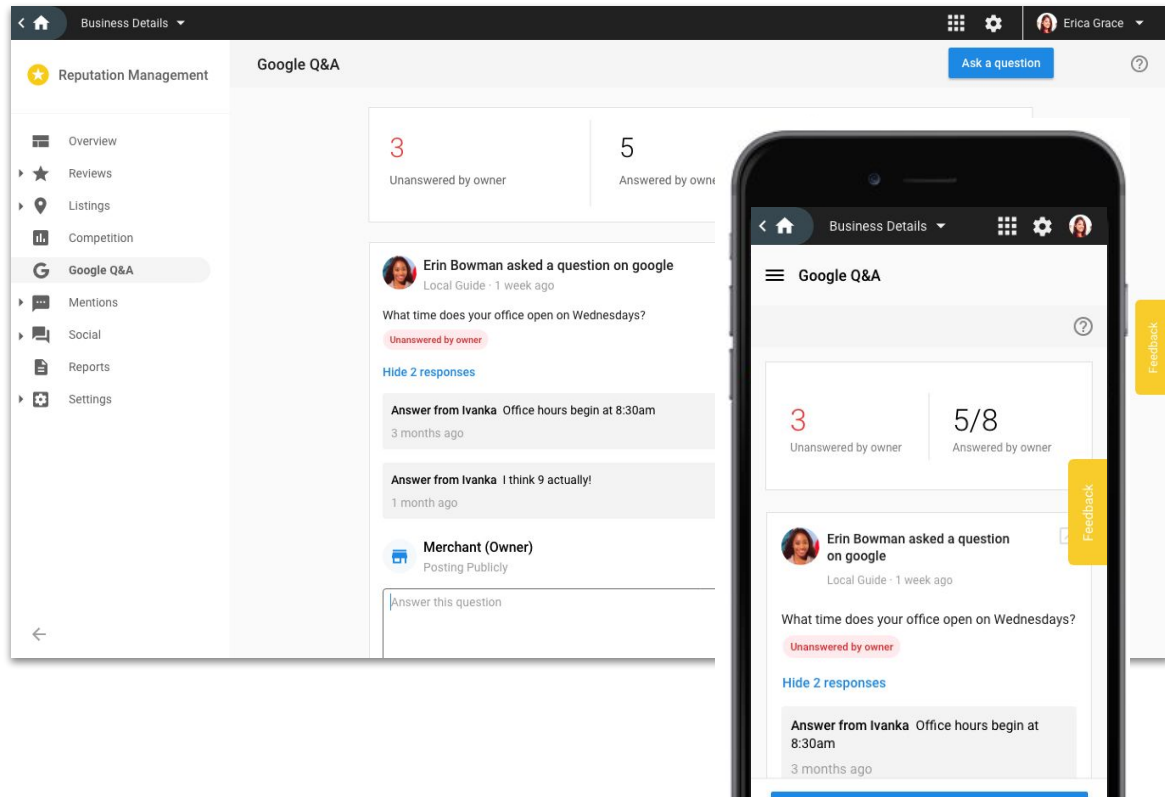
# Reputation Management



**Tab: Google Q&A** Ask and answer public questions

## Google Q&A

- **Receive alerts** for all new questions to be the first to respond
- Ensure all questions receive an **authoritative response** from the owner
- Ask a question to **address FAQs** right on the Google listing
- Video: [How to engage clients with Google Q&A](#)



# Reputation Management



**Tab: Reviews** Display your best reviews on your website

## Review Display Widget

- Embed the Widget Code on your site to **show off your best reviews**

90%

of customers read reviews before purchasing

Review Display Widget

### Customize Review Widget

Background Color  
#ffffff

Primary Text Color  
● #666666

Secondary Text Color  
● #08659D

Review Card Corners  
Rounded Corners

Card Border Style  
Normal Border

Source Icon Style  
Normal Icons

Review Feed Style  
Normal Feed

Review Card Shadows  
No Shadows

Width: 336      Height: 670      px

Language  
English

### Widget Preview

Anonymous reviewer reviewed Drift Sidewalk Cafe & 10 Lounge

★★★★★

Example Review 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
Aug 19, 2017

Anonymous reviewer reviewed Drift Sidewalk Cafe & 10 Lounge

★★★★☆

Example Review 2  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
Aug 17, 2017

Anonymous reviewer

★★★★★

Example Review 3  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam: quis nostru...

1/2 Display Published Reviews

### Widget Code

Paste Widget Code into HTML of your website

```
<script src="https://pid.pdqs.mobi/_public/review-display-widget.js?pid=PID&gid=AG-RJ8HRLHC8X&background=%23ffffff&text_color=%23666666&secondary_text_color=%2308659D&width=336px&height=670px&card_cornerrounded#border_style=normal#icon_style=normal"></script>
```

# Reputation Management





**Tab: Mentions** Ensure you're involved in the conversation

## Monitor Mentions

- See who is **mentioning your business name**
- Scan the web for selected **search terms**
- Mentions are tracked from:
  - Social media
  - News articles
  - Blogs, etc.

The screenshot displays a 'Monitor Mentions' dashboard with the following sections:

- Web:**
  - The Best Oral Health Blogs of the Year** (Positive - August 29, 2018): This blog from Omega Dental Clinic covers a host of topics surrounding dental health, and dental health for children in particular, with a special focus on...
  - Beyond tooth decay: why good dental hygiene is important** (Neutral - August 15, 2018): In this spotlight feature, we talk to Omega Dental's very own Dr. Erica Grace, as we peer beneath the plaque to investigate what other - perhaps unexpected - health conditions are affected...
- Instagram:**
  - @hrobinson** (Neutral - August 10, 2018): Patient appreciation day is in full effect! 
  - @drjerry** (Neutral - August 10, 2018): Excited to join the team @omegadental! 
- Twitter:**
  - @kelseysmith** (Negative - August 13, 2018): The horrible wait times at my dentist office @omegadental made me late for work today! Was not impressed.
  - @hrobinson** (Neutral - August 10, 2018): Don't forget about Patient Appreciation Day today @omegadental from 1-3! Lots of games, food and prizes to be won!
- Facebook:**
  - Hailey Graul** (Neutral - August 10, 2018): [Mentioned]

# Reputation Management



**Tab: Listings** See the accuracy of your business listings

## Primary Listings

- Determine on what sites your business is **inaccurately listed**
- Correct your listings to **be found by more customers**
- **Compare** your Listing Score to your industry

**Listings** Print Listings Report Help

### Listing Score

965

Compare across **World**

Industry Avg. 366

95th Percentile 1054

### Listing Information

Omega Dental Clinic  
1510 Texas Ave  
Houston TX 77002  
(713) 228-1111  
<http://www.vicandanthonys.com/loc...>

[Edit](#)

### Filters

SOURCE TYPE

- Search Engines (3)
- Review Sites (9)
- Directories (35)
- Social Sites (6)

LISTING STATUS

- Accurate
- Possible Errors
- Not Found

Displaying 60 of 60 Sources 42 4 4

### Search Engines

Bing Maps	<span>✓</span> Accurate listing found
Google	<span>✗</span> Listing not found
Yahoo! Local	<span>⚠</span> Listing found with possible errors

Omega Dental Clinic

1510 Texas Ave  
Houston TX 77002

7132281111

Hi this is note [✎](#)

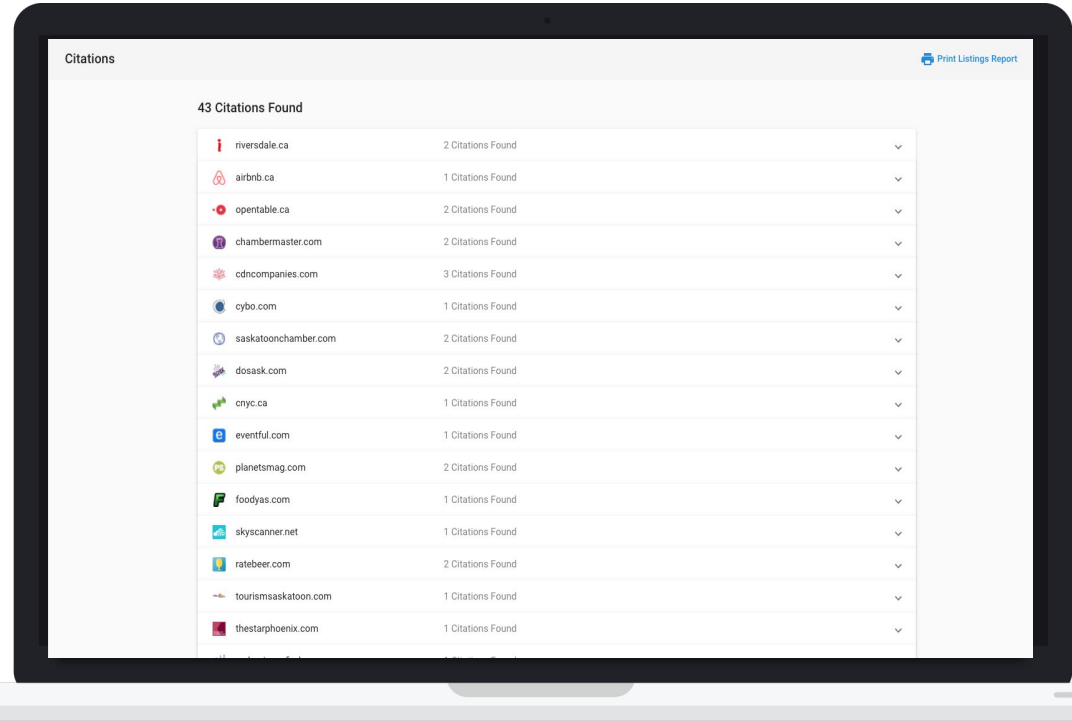
# Reputation Management



**Tab: Listings** Scan the web for all business citations

## Citations

- Spot all instances that your business name and data is cited **across the web**





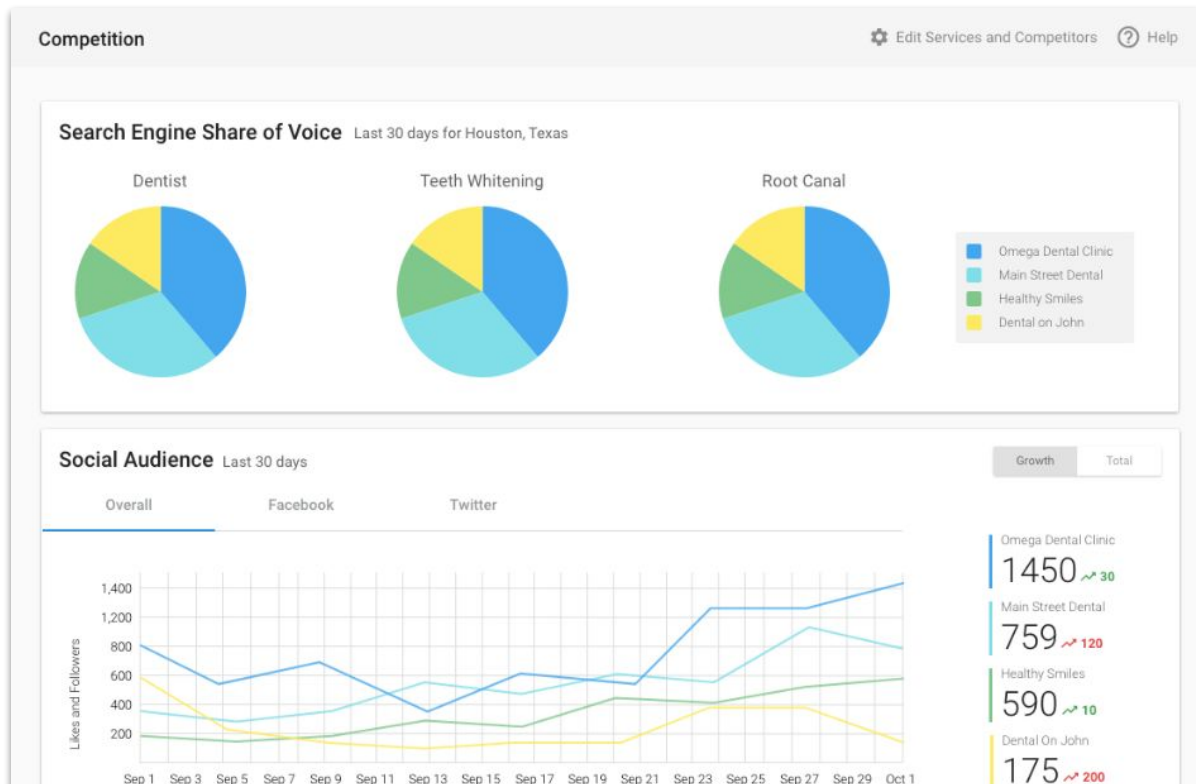
# Reputation Management



**Tab: Competition** Manage your online share of voice

## Competition

- **Keep an eye on** up to three chosen **competitors** to:
  - Determine Search Engine Share of Voice
  - Track social audience growth on Facebook and Twitter



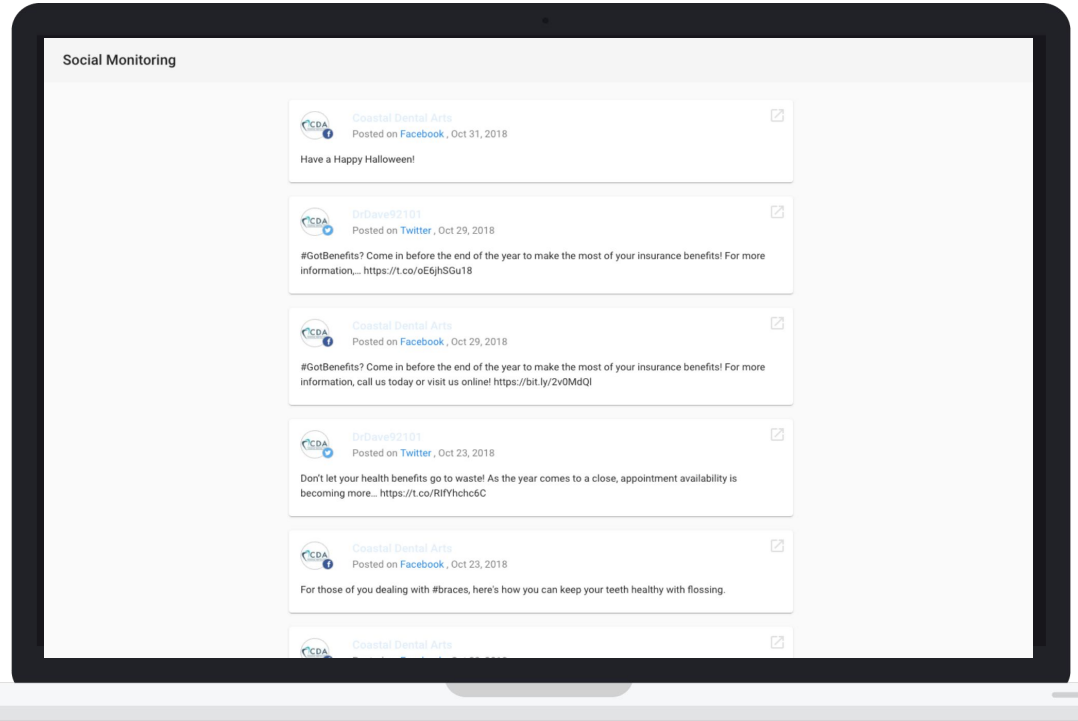
# Reputation Management



**Tab: Social** Monitor your social accounts

## Social Monitoring

- Connect your social accounts to **monitor Likes and followers** over time
- Keep up with **customer conversations**
- **Monitor employee** Twitter accounts to stay in the know



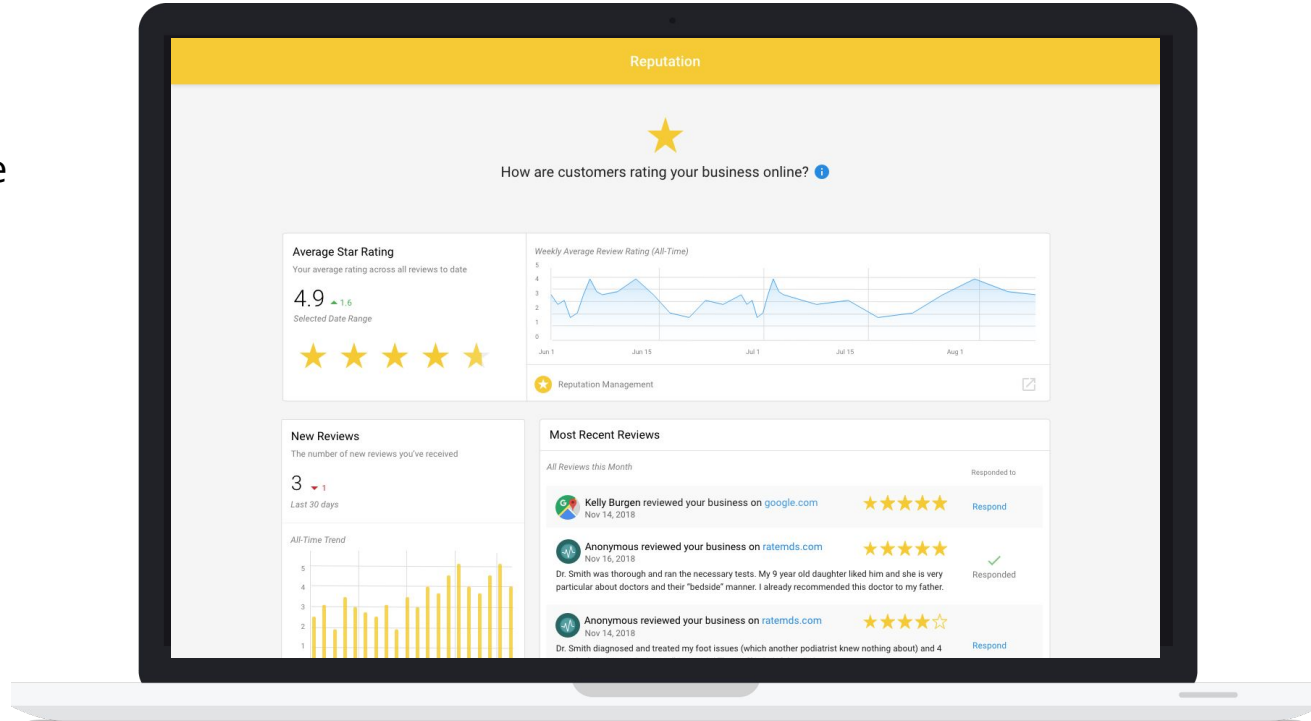
# Reputation Management



**Tab: Reports** Measure success over time

## Executive Report

- **Demonstrate improvement** over time
- Short term changes and long-term **trends**
- **Automated email** with relevant highlights
- White-labeled



# Reputation Management

MULTI-LOCATION



# Reputation Management



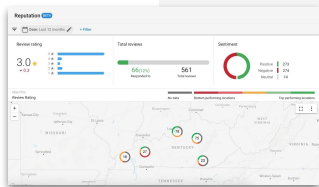
MULTI-LOCATION

Brand managers should have the **ability** to..

**View all locations' reputations** from one place

**Identify outliers** and dig in deeper per location

**Manage and respond** to all locations' **reviews**



# Reputation Management

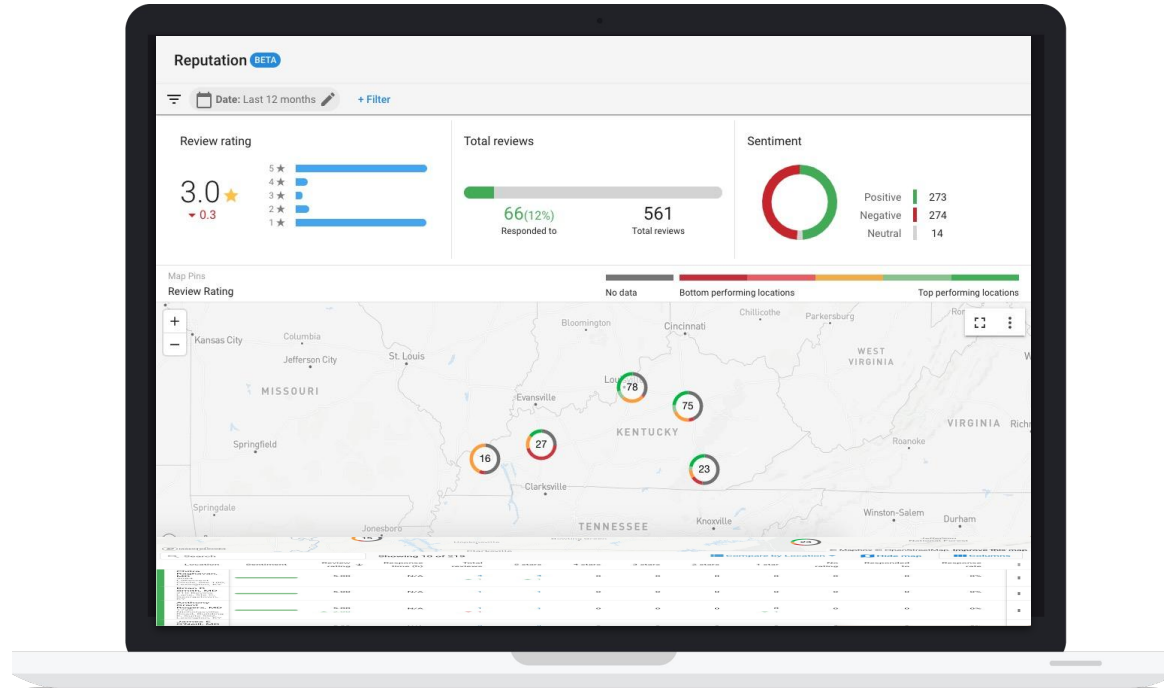


MULTI-LOCATION

## What is Multi-Location Reputation Management?

### A tool that allows you to:

- Get a **high-level view** of the brand's overall reputation
- Dig into high- or low-performing locations to **take action**
- **Positively affect the brand's reputation** through monitoring online reviews



# Reputation Management



MULTI-LOCATION

**Tab: Manage** Manage and respond to online reviews

## Manage Reviews

- See reviews from all **top review sites** in your industry
- **Respond in-line** to Facebook and Google reviews with templates

The screenshot displays the 'Manage reviews' interface for 'Wyant Group'. At the top, it says 'Manage reviews BETA' and 'Last 12 Months'. Below this, there's a filter icon and '+ Filter'. The main content area shows three reviews:

- Review 1:** From Facebook, 'Porsche Centre Saskatchewan - 355 Brand Road, Saskatoon'. Reviewer: George Yannacoulis. Rating: 5 stars. Comment: 'Good friendly prompt service as promised!'. Status: 'Action required'. Action: 'Respond'.
- Review 2:** From Google, 'Wyant Group - 419 Brand Place, Saskatoon'. Reviewer: Lindsey Levesque. Rating: 5 stars. Comment: (None). Status: 'Action required'. Action: 'Respond'.
- Review 3:** From Google, 'Jubilee Ford - 419 Brand Place, Saskatoon'. Reviewer: Victor Ross. Rating: 5 stars. Comment: 'Everybody is so wonderful when they're super nice'. Status: (None). Action: (None).

On the right side of the interface, it indicates '30 Locations'.

# Reputation Management

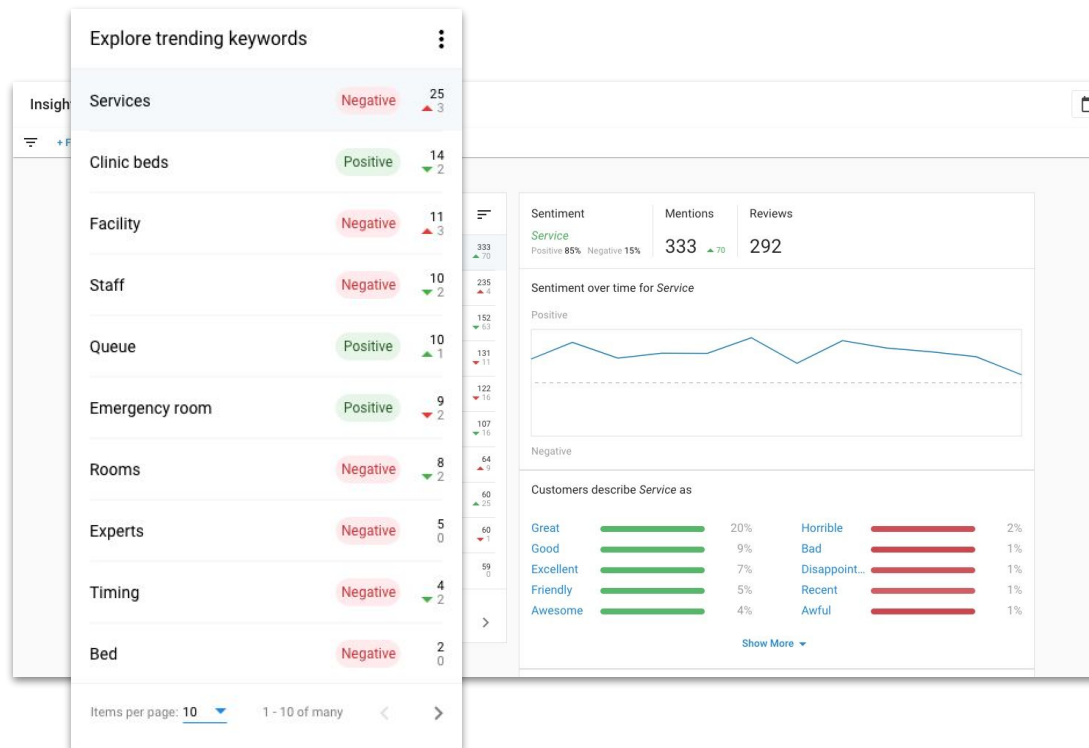


MULTI-LOCATION

**Tab: Reviews** Understand trends in customer sentiment

## Insights

- Harness the power of AI to **analyze reviews at scale**
- Visualize customer sentiment through **trending keywords**
- Identify seasonality and **understand target market needs**





# Reputation Management

EXPRESS



# Reputation Management

EXPRESS



**Tab: Reviews** Manage and respond to Facebook and Google reviews  

## Manage Reviews

- See reviews from all **Facebook** and **Google**
- **Respond in-line** to Facebook and Google reviews with templates
- Keep on top of **trending keywords** in conversation
- Sort reviews by keyword sentiment to **drill in**

The screenshot shows the Reputation Management dashboard on a desktop and a smartphone displaying the mobile app interface. The desktop view includes a sidebar with navigation options: Overview, Reviews, Manage Reviews (selected), Review Display Widget, Statistics, Insights, Listings, and Google Q&A. The main content area displays 'Manage Reviews' for 'Omega Dental Clinic' with an average rating of 4.1 stars, 14 total reviews, and a 70% recommended rate. A specific review by George Klatt is shown with a 5-star rating and a response from the owner. The smartphone view shows the mobile app interface with a search bar, 'Request Reviews' button, and a 'Manage Reviews' section displaying the average rating (4.2 stars) and a word cloud of keywords like 'nice staff', 'great service', and 'Dr. Grace'.

# Reputation Management

EXPRESS



**Tab: Reviews** Respond to reviews in as little as 2 clicks



## Review Response Templates



- Templates are **selected intelligently** based on star rating
- Create an unlimited number of **custom templates**
- **Complete control** over default templates

The screenshot displays the 'Manage Reviews' dashboard. At the top, there are three summary cards: 'Average Rating' (4.2 stars, Industry Avg. 4.1), 'Total Reviews' (1,267, Industry Avg. 498), and 'Rating Breakdown'. Below these is a list of reviews. The top review is from Weston Carlson, who recommends 'Lunch and Brunch' and says 'They have amazing eggs benedict!'. A red 'Action Required' badge is visible. Below the review is a text input field for responding, with three template buttons: 'Short but sweet feedback', 'Thank you!', and 'We strive for 5-stars'. The 'Thank you!' button is highlighted with a mouse cursor. At the bottom right of the response area are 'Cancel' and 'Post' buttons. A large circular overlay with Facebook and Google logos is positioned on the right side of the screenshot.

# Reputation Management

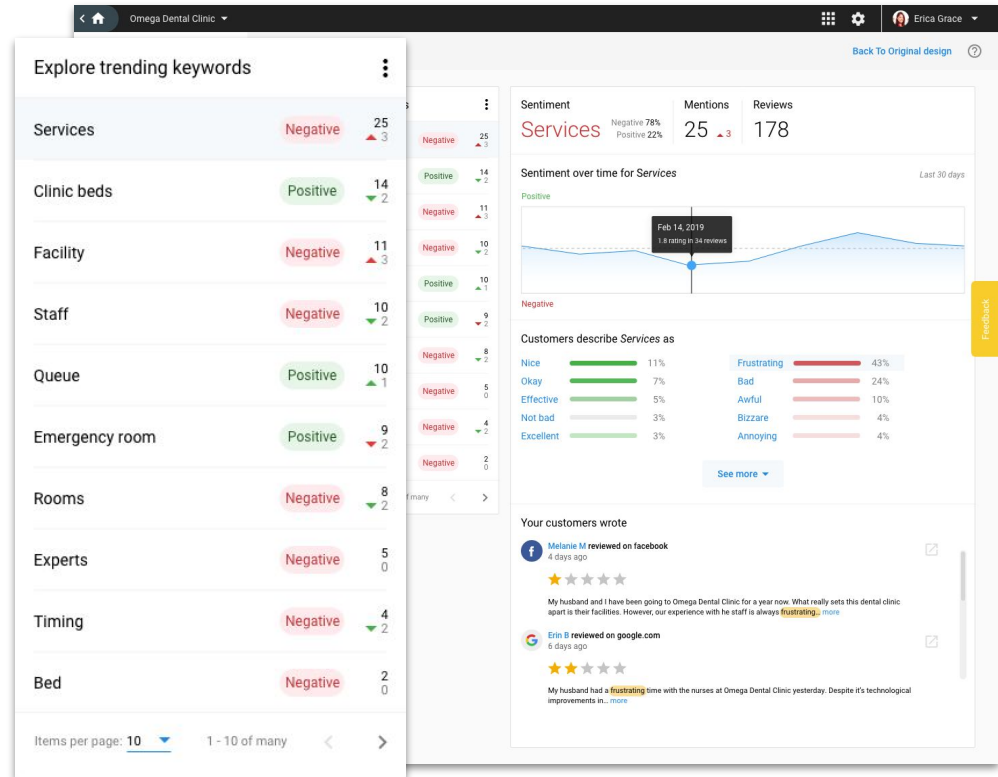
EXPRESS



**Tab: Reviews** Understand trends in customer sentiment  

## Insights

- Harness the power of AI to **analyze reviews at scale**
- Visualize customer sentiment through **trending keywords**
- Identify seasonality and **understand target market needs**



# Reputation Management

EXPRESS



**Tab: Listings** See the accuracy of your business listings



## Primary Listings

- Ensure your listings are accurate on **Google and Facebook**
- Correct your listings to **be found by more customers**
- **Compare** your Listing Score to your industry

The screenshot displays the 'Listings' management interface. At the top, there are options to 'Print Listings Report' and 'Help'. The main content is divided into several sections:

- Listing Score:** Shows a score of 965. A line graph below the score shows a fluctuating but generally upward trend. To the right, a dropdown menu is set to 'World'. Below that, 'Industry Avg.' is 366 and '95th Percentile' is 1054.
- Listing Information:** Provides details for 'Omega Dental Clinic' at '1510 Texas Ave, Houston TX, 77002'. The phone number is '(713) 228-1111' and the website is 'http://www.vicandanthony.com/loc...'. There is an 'Edit' button.
- Filters:** A sidebar on the right allows filtering by 'SOURCE TYPE' (Search Engines (3), Review Sites (9), Directories (35), Social Sites (6)) and 'LISTING STATUS' (Accurate, Possible Errors, Not Found).
- Summary:** 'Displaying 60 of 60 Sources' with a status bar showing 42 green checkmarks, 4 yellow triangles, and 4 red crosses.
- Search Engines:** A table shows the status for Facebook (Accurate listing found) and Google (Listing not found).
- Business Card:** A preview of the business listing for Omega Dental Clinic, including address and phone number.

# Reputation Management

EXPRESS



**Tab: Google Q&A** Ask and answer public questions

## Google Q&A

- **Receive alerts** for all new questions to be the first to respond
- Ensure all questions receive an **authoritative response** from the owner
- Ask a question to **address FAQs** right on the Google listing
- Video: [How to engage clients with Google Q&A](#)

The image displays the Google Q&A interface on both desktop and mobile. The desktop view shows a 'Business Details' header with a 'Reputation Management' sidebar. The main content area is titled 'Google Q&A' and features a summary of 3 unanswered and 5 answered questions. A specific question from Erin Bowman asks 'What time does your office open on Wednesdays?'. It has two responses from Ivanka: 'Office hours begin at 8:30am' (3 months ago) and 'I think 9 actually!' (1 month ago). The merchant's name is 'Merchant (Owner)' and the post is public. A 'Feedback' button is visible on the right. The mobile view shows the same content in a vertical layout, with a 'Feedback' button on the right side of the screen.

# Reputation Management

EXPRESS



**Tab: Reviews** Display your best reviews on your website

## Review Display Widget

- Embed the Widget Code on your site to **show off your best reviews**

90%

of customers read reviews before purchasing

### Review Display Widget

#### Customize Review Widget

Background Color  
#ffffff

Primary Text Color  
#666666

Secondary Text Color  
#08659D

Review Card Corners  
Rounded Corners

Card Border Style  
Normal Border

Source Icon Style  
Normal Icons

Review Feed Style  
Normal Feed

Review Card Shadows  
No Shadows

Width: 336 px    Height: 670 px

Language  
English

#### Widget Code

Paste Widget Code into HTML of your website

```
<script src="https://pid.pdqs.mobi/_public/review-display-widget.js?pid=PID&gid=AG-RJ8HRLHC8X&background=%23ffffff&text_color=%23666666&secondary_text_color=%2308659D&width=336px&height=670px&card_cornersrounded&border_style=normal&icon_style=normal"></script>
```

### Widget Preview

Anonymous reviewer reviewed Drift Sidewalk Cafe & 10 Lounge

★★★★★

Example Review 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Aug 19, 2017

Anonymous reviewer reviewed Drift Sidewalk Cafe & 10 Lounge

★★★★☆

Example Review 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Aug 17, 2017

Anonymous reviewer

★★★★★

Example Review 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam: quis nostru...

1/2 Display Published Reviews

# Reputation Management

EXPRESS VS PRO







## Reputation Management



Overview



Reviews

Manage Reviews

Review Display Widget

Statistics

Insights



Listings

Primary Listings

Citations

Pro

Statistics

Pro



Google Q&A



Competition

Pro



Mentions

Pro



Social

Pro



Settings

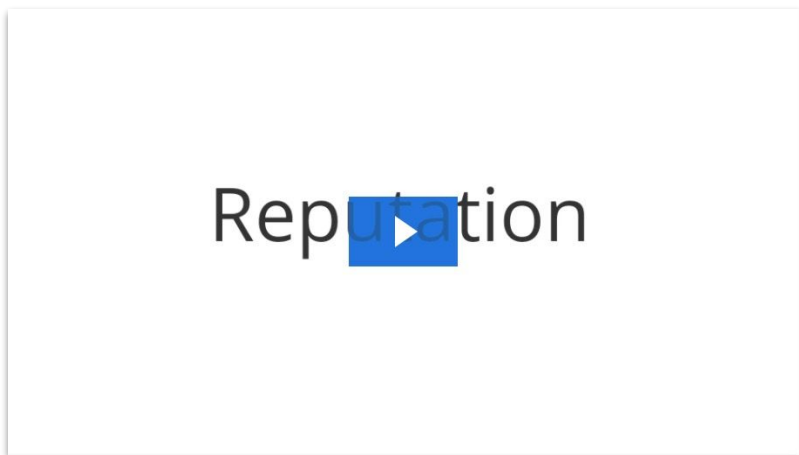
Features	Reputation Management Express	Reputation Management Pro
Reviews: Monitor customer reviews	Facebook & Google	35+ sources
Reviews Display Widget	✓	✓
Insights: Discover trends in customer feedback	✓	✓
Listings: Identify listings that are inaccurate or missing	Facebook & Google	100+ sources
Google Q&A monitoring	✓	✓
Competition: Compare up to 3 competitors		✓
Mentions: See when business are mentioned online		✓
Social: Monitor the business's social activity		✓
Daily Digest emails + Executive Report	✓	✓

# Reputation Management



**DEMO**

Reputation Management Pro



Reputation Management Express



Feature specific walkthroughs: [Review Response Templates](#) | [Insights](#) | [Google O&A](#)

[← Back](#)