

Managing your Online Reputation

your **LOGO**

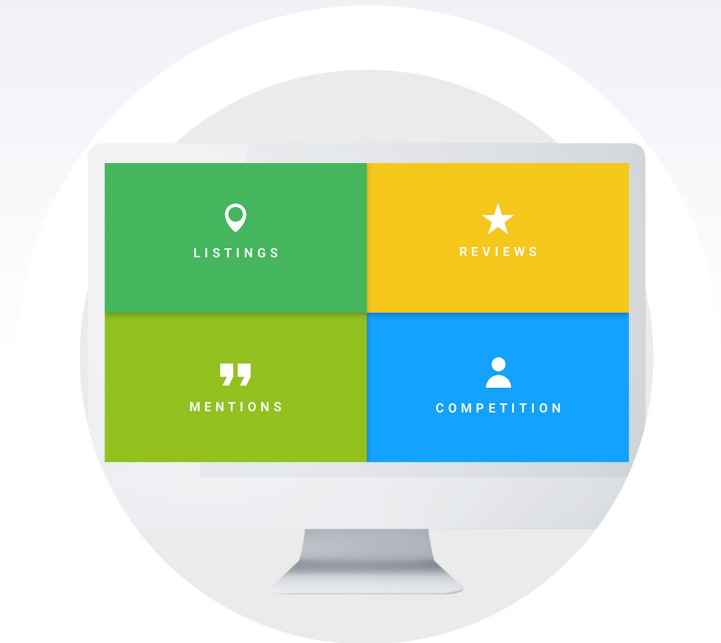
+

Reputation Management Express



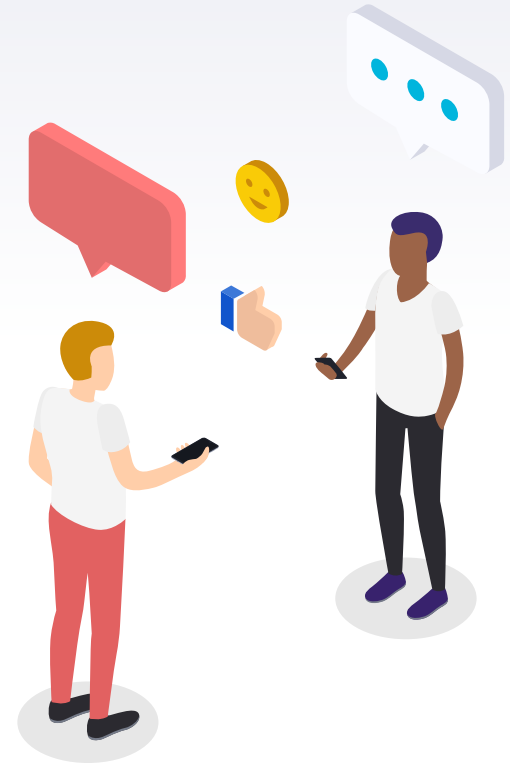
1. [Why you need to manage your online reputation](#)
 - a. [How customers find you](#)
 - b. [Why customers choose you](#)
 - c. [Why customers trust you](#)

2. [Overview of Reputation Management Express](#)
 - a. [Walkthrough video of the product](#)



76% of people trust reviews as much as personal recommendations¹.

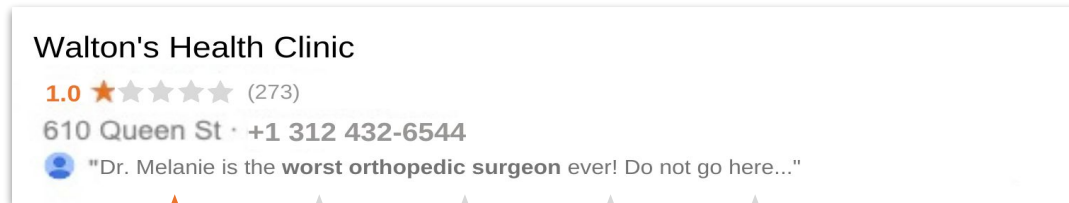
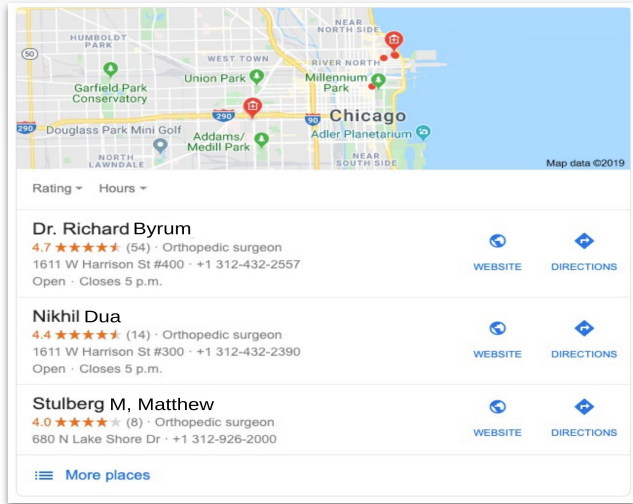
92% of buyers are more likely to purchase after reading a review².



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

By maintaining correct listings & having positive reviews

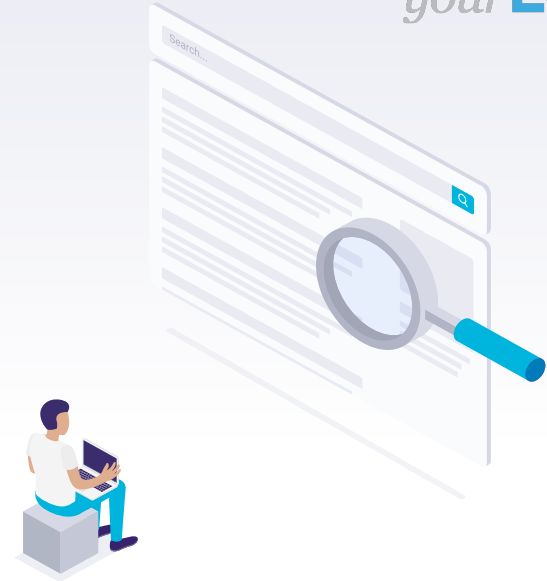
your **LOGO**



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:

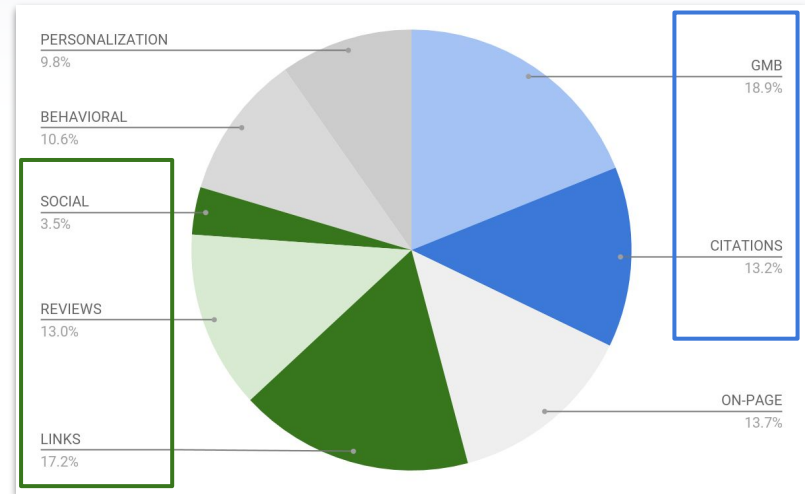
- ▶ By location
- ▶ By rating
- ▶ By attribute

Google's algorithm determines your ranking

Managing your listings and online reputation is critical for:

- ▶ Being found by potential customers
- ▶ Outranking the competition
- ▶ Being chosen by prospective customers

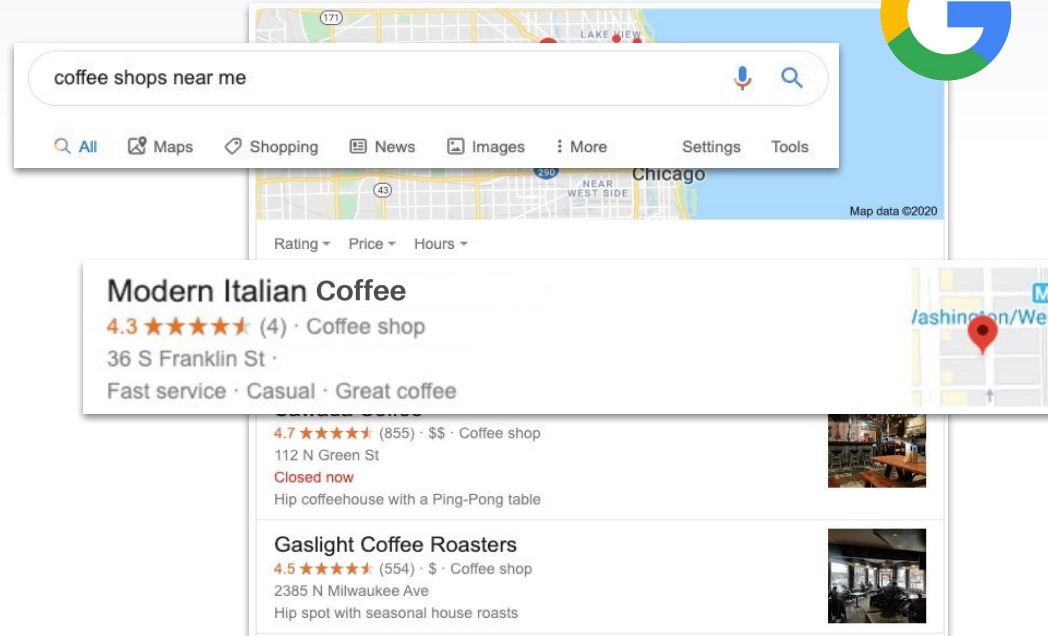
66% of your ability to show up in local search is linked to managing your listings and reputation¹



What does this mean for your business?



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



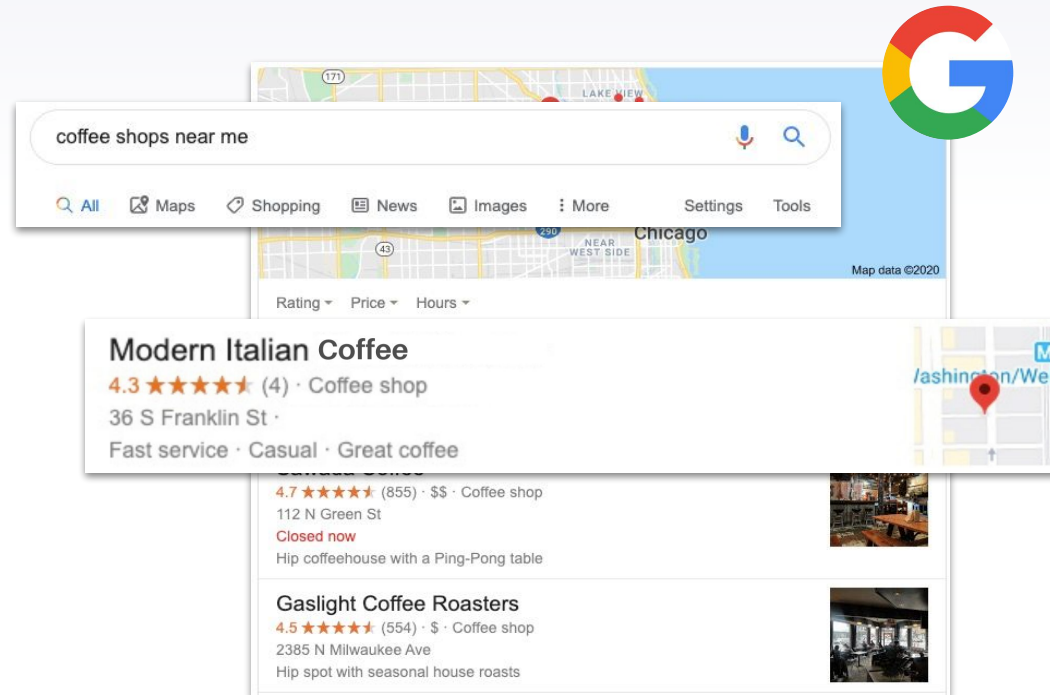
Correct listings

Claimed and accurate listings increase visibility on Google

19% of your Google ranking is determined by Google My Business (GMB). A well-maintained GMB profile gets **5x more views** than an incomplete profile¹.

An optimized GMB listing includes:

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



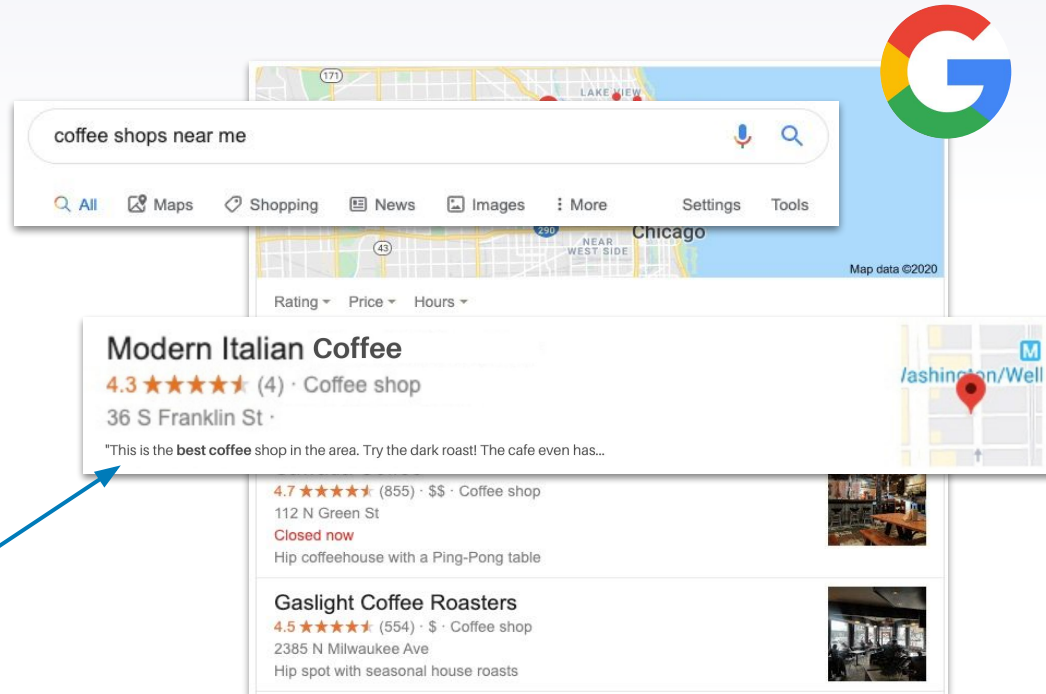
Positive reviews

Positive reviews with responses increase visibility on Google

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

Google considers:

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



Consider why customers *choose you*

Is the address and phone number correct?

Are the reviews from customers positive?

What else is being said about them/others?



What makes a prospective customer choose you over competitors:

- ▶ 80% of people lose trust in a business with incorrect info¹
- ▶ 91% of people trust reviews as much as personal recommendations²

Positive reviews

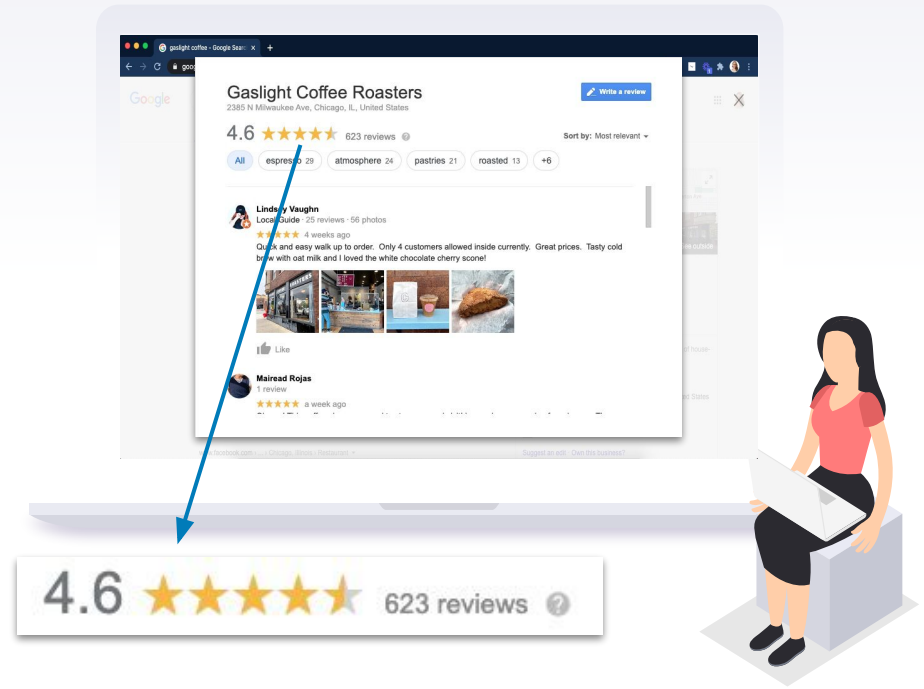
Customers trust online reviews as social proof

Reviews make the first impression:

- ▶ **3.3** is the minimum star rating of a business consumers would engage with¹

Reviews guide purchase behaviour:

- ▶ 94% of consumers say an online review has convinced them to **avoid a business**²
- ▶ 89% of consumers **read businesses' responses** to reviews³



Online content

Online content the business isn't aware 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

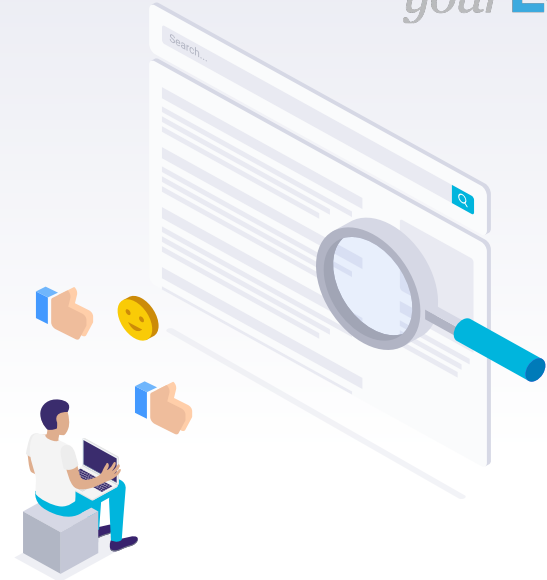


Consider why customers *trust* you

Request customer reviews for feedback

Respond to customer reviews

Understand feedback to make changes



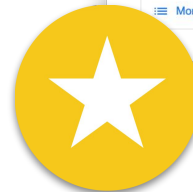
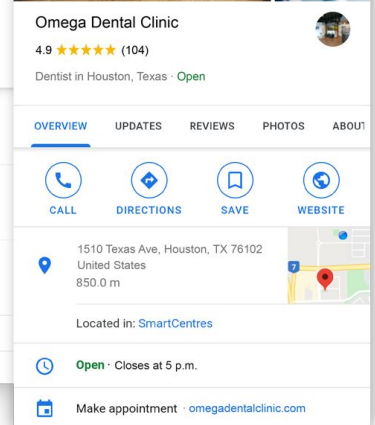
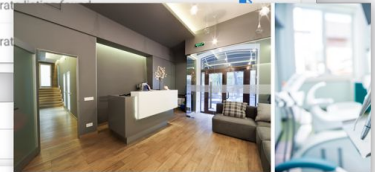
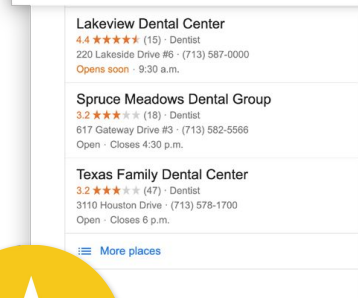
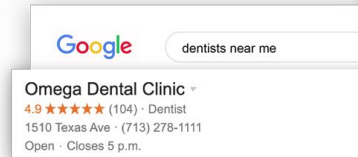
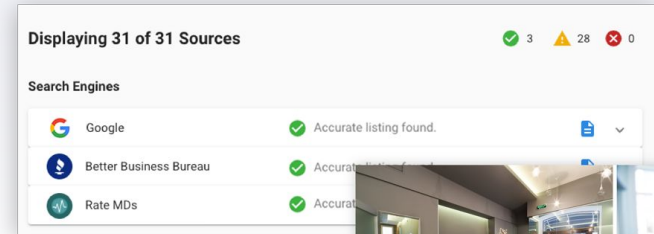
Customers decide if their experience will lead to loyalty:

- ▶ 70% of people leave a review when asked¹
- ▶ 53% of consumers expect a response to a negative review²

With Reputation Management Express you can...

ensure you're *found*, *chosen*, and *trusted* by current and potential customers by:

- ▶ **Managing your online reputation** from one place
- ▶ Maintaining **accurate listings**
- ▶ Managing and responding to all your reviews
- ▶ Engaging in the **online conversation** across the web

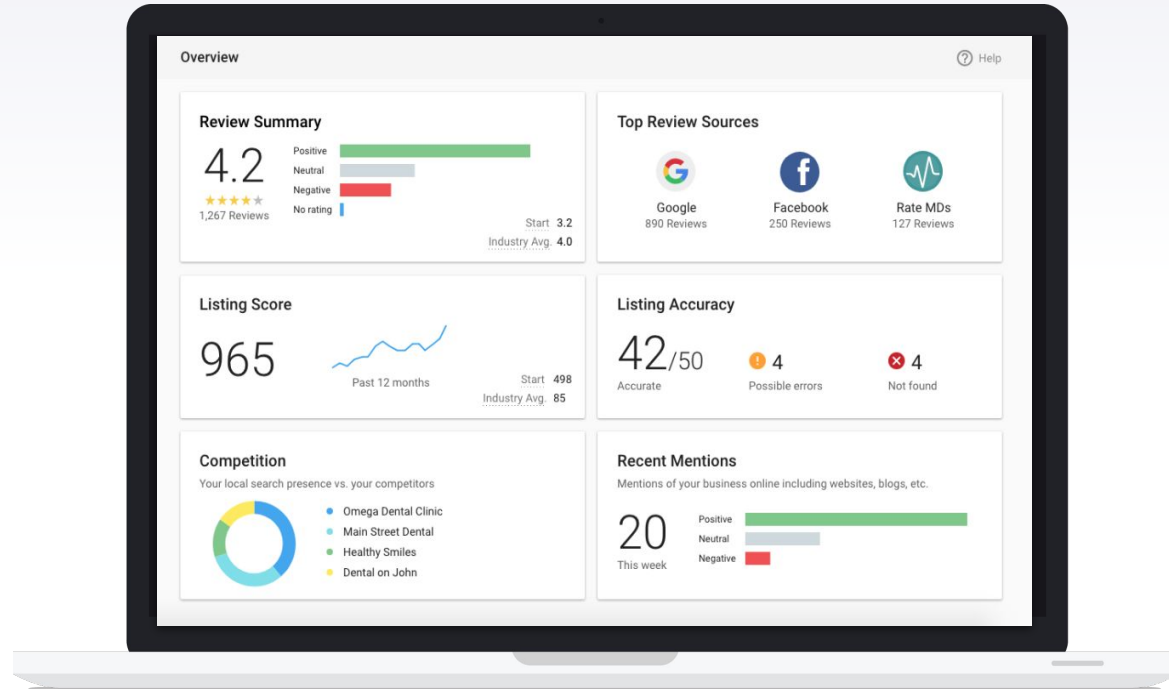


Reputation Management Express yourLOGO

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 Express yourLOGO

Reviews: Manage and respond to online reviews

Manage Reviews

- ▶ See reviews from the top review sites, Google and Facebook
- ▶ **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 Express interface for Dr. Connor MacDavid. The dashboard includes a sidebar with navigation options like Overview, Reviews, and Manage Reviews. The main content area displays 'Your ratings' (4.0 stars, 79 total reviews, 77 recommended), 'Top keywords' (Services, Staff, Rooms, Experts), and a list of reviews. A review from Cede Adman is highlighted with a 'Response from Dr. Connor MacDavid' and a 'Respond to this review' section. A smartphone overlay shows the mobile version of the interface, displaying the 'Manage Reviews' screen with a 4.2 star average rating and a word cloud of keywords like 'nice staff', 'great service', and 'Dr. Grace'.



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Reviews: Respond to reviews in just 2 clicks

Review Response Suggestions

- ▶ Templates are **selected intelligently** based on star rating
- ▶ Upgrade to Pro to create an unlimited number of **custom templates**
- ▶ Upgrade to Pro to **Edit or delete** any default templates

The screenshot displays the Reputation Management Express dashboard for Dr. Connor MacDavid. The main section is titled 'Manage Reviews' and shows a 4-star rating with 79 total reviews and an industry average of 4.5. A 'Top keywords' section lists terms like 'Services', 'Clinic beds 14', 'Facility 11', 'Staff 10', 'Queue', 'Emergency room', 'Rooms', 'Experts', 'Timing 4', and 'Bed'. A modal window is open over a review from 'Weston Carlson' (7 months ago) who recommends 'Lunch and Brunch' and says 'They have amazing eggs benedict!'. The review has an 'Action Required' status. Below the review, there are three suggested response templates: 'Short but sweet feedback', 'Thank you!', and 'We strive for 5-stars'. The 'Thank you!' template is highlighted with a mouse cursor. The interface also includes a sidebar with navigation options like Overview, Reviews, Manage Reviews, Insights, Statistics, Listings, Google Q&A, Competition, Mentions, Social, Reports, and Settings. A search bar and a 'Request' button are visible at the top right. A Facebook and Google logo are overlaid on the right side of the screenshot.

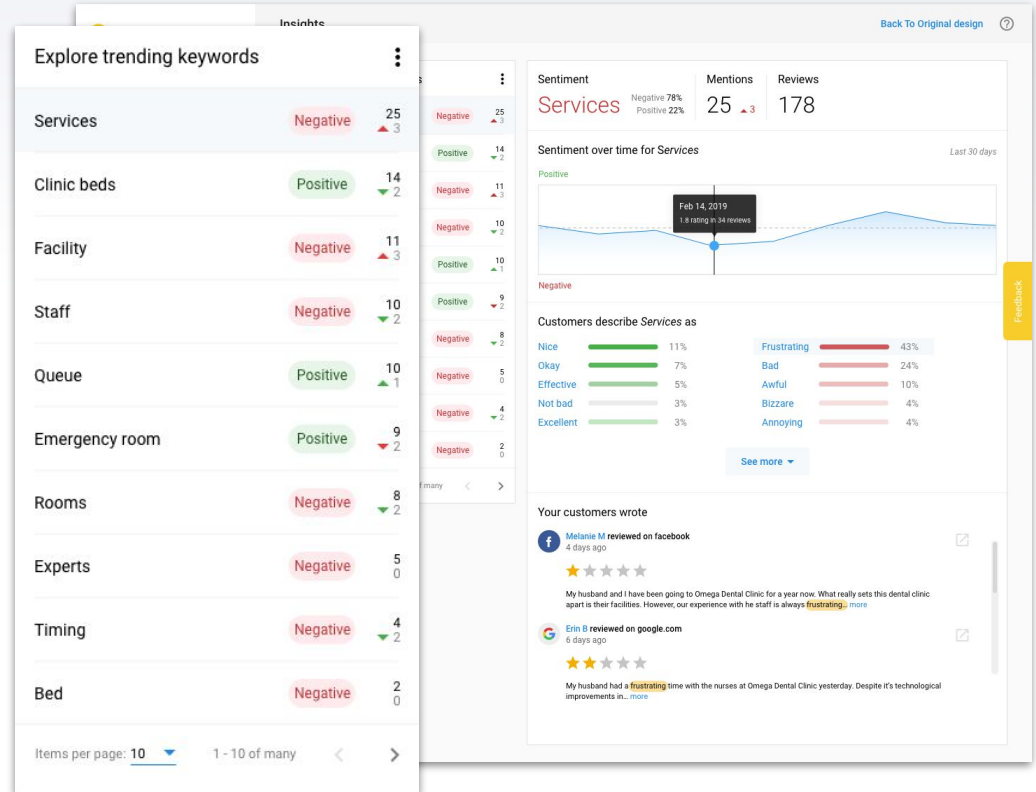


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Reviews: Understand trends in customer sentiment

Insights

- ▶ Harness the power of AI to **analyze reviews**
- ▶ Visualize customer sentiment with **trending keywords**
- ▶ Understand your target market's needs



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Reviews: Display your best reviews on your website

Review Display Widget

- ▶ **Customize** the style of the widget to suit your website
- ▶ Embed the widget code on your sites to **convert customers** right on your site

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 Code

Paste Widget Code into HTML of your website

```
<script src="https://pid.pdq.s.mobi/_public/review-display-widget.js?pid=PID&gid=AG-RJ8HRLHCBX&background=%23ffffff&text_color=%236666&secondary_text_color=%2308659D&width=336px&height=670px&card_corners=rounded&border_style=normal&icon_style=normal&feed_height=normal&shadow_opacity=0"></script>
```

Widget Preview

金宏茂 reviewed Dr. Connor McDavid on [facebook.com](#)
★★★★★
He is a very good doctor!
Aug 18, 2020
[View All Comments \(1\)](#)

Jeff T. reviewed Dr. Connor McDavid on [facebook.com](#)
★★★★★
It was wonderful visiting the doctor. I plan to book another appointment in the future!
Jul 13, 2020
[View All Comments \(5\)](#)

Hanniere D. reviewed Dr. Connor McDavid on [facebook.com](#)
★★★★★
This is a great place, I'll return soon!
Jul 07, 2020



Reputation Management Express yourLOGO

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 a **response from the business**
- ▶ Ask a question to **address FAQs** right on the Google listing

The image displays the Reputation Management Express interface for Google Q&A. The desktop view on the left shows a navigation menu with options: Overview, Reviews, Listings, Competition, Google Q&A (selected), Mentions, Social, Reports, and Settings. The main content area shows a question from Erin Bowman: "What time does your office open on Wednesdays?". It indicates 3 unanswered questions and 5 answered questions. Two responses are shown: "Answer from Ivanka: Office hours begin at 8:30am" (3 months ago) and "Answer from Ivanka: I think 9 actually!" (1 month ago). A "Merchant (Owner)" section is visible below the responses. The mobile view on the right shows the same content on a smartphone screen, with a "Feedback" button on the right side and an "Ask a question" button at the bottom.



Reputation Management Express yourLOGO

Listings: See the accuracy of your business listings

Monitor Mentions

- ▶ Find all your **inaccurate listings**
- ▶ **Correct listings** with prescriptive corrections
- ▶ **Compare** your Listings accuracy to your industry

The screenshot shows a dashboard for 'Listings' for 'Omega Dental Clinic'. At the top right, there are links for 'Print Listings Report', 'Help', and a menu icon. The main content is divided into three sections:

- Listing Score**: Shows a score of 43. Below the score is a progress bar with a yellow segment. To the right, it says 'Compare across' with a dropdown menu set to 'State'. Below that, it shows 'Industry Average TBD' and '95th Percentile TBD'.
- Listing Information**: Displays the business name 'Omega Dental Clinic', address '1510 Texas Ave Houston TX 77002', phone '(713) 228-1111', and website 'http://www.vicandanthony.com/loc...'. There is an 'Edit' link at the bottom right.
- Filters**: A sidebar on the right with sections for 'SOURCE TYPE' and 'LISTING STATUS'. Under 'SOURCE TYPE', 'Search Engines (3)' is checked, while 'Review Sites (9)', 'Directories (35)', and 'Social Sites (6)' are unchecked. Under 'LISTING STATUS', 'Accurate', 'Possible Errors', and 'Not Found' are all checked.

Below the filters, it says 'Displaying 2 of 25 Sources'. A summary bar shows 0 green checkmarks, 2 yellow triangles, and 0 red crosses. The list of sources includes:

- Google: Listing found with possible errors. last updated 6 minutes ago. (plus and minus icons)
- Facebook: Listing found with possible errors. last updated 6 minutes ago. (plus and minus icons)
- 411.ca: (lock icon)
- acompio: (lock icon)
- Better Business Bureau: (lock icon)
- Bing Maps: (lock icon)



Questions?



Walkthrough Video

