Managing your Online Reputation

your**LOGO**
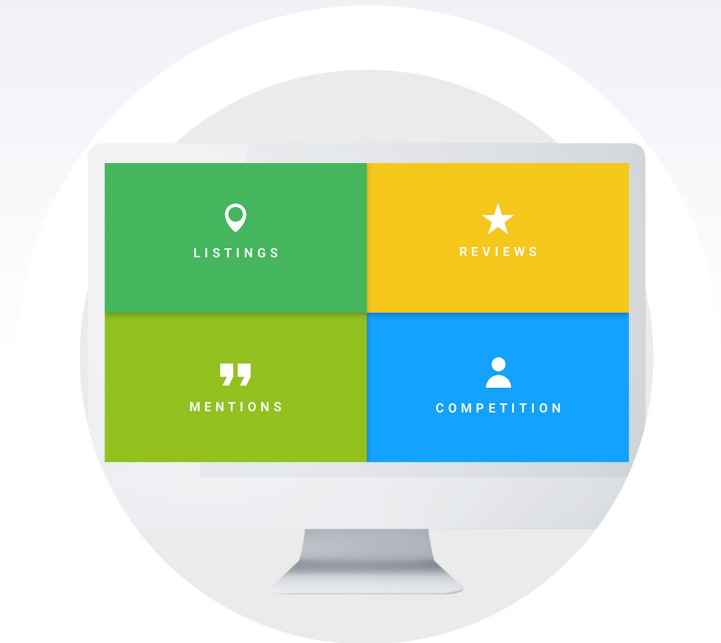
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Reputation Management Express
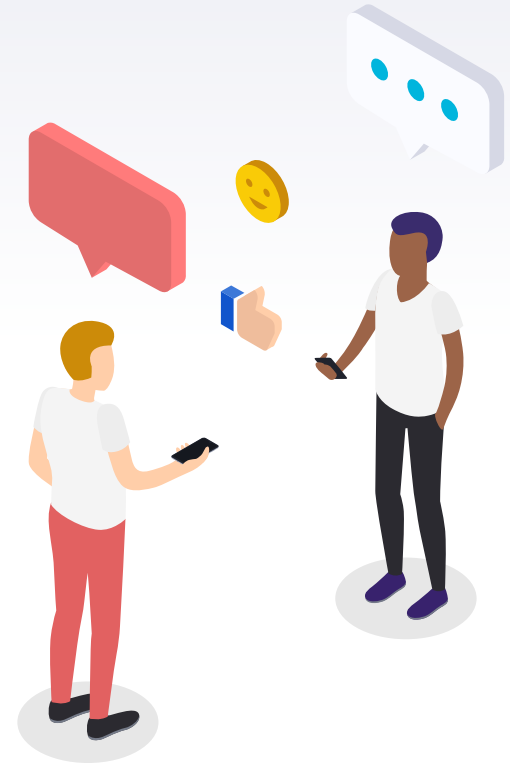
LISTINGS

REVIEWS

MENTIONS

COMPETITION

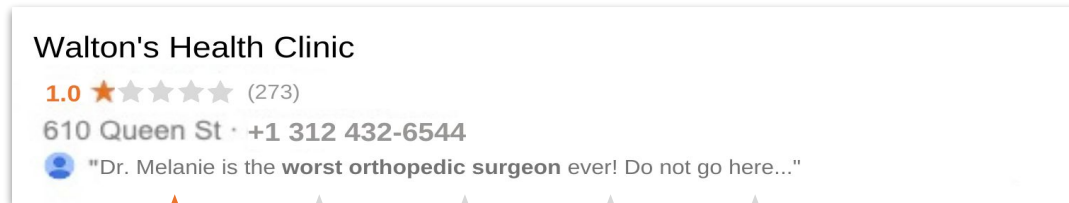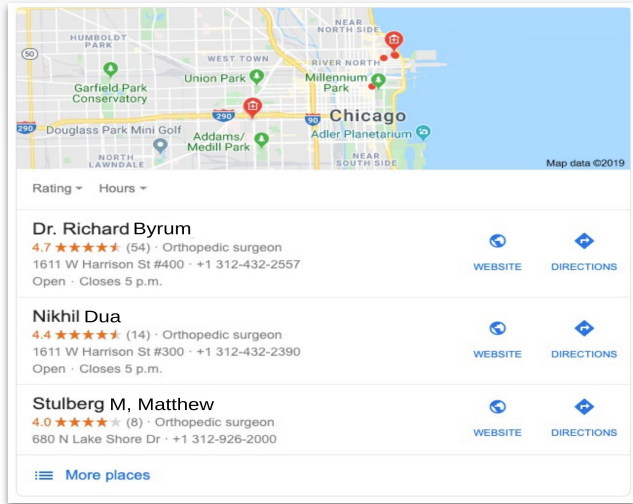76% of people trust reviews as much as personal recommendations[1].

92% of buyers are more likely to purchase after reading a review[2].

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

By maintaining correct listings & having positive reviews

Rating ▾ Hours ▾

Dr. Richard Byrum
4.7 ★★★★⯪ (54) · Orthopedic surgeon
1611 W Harrison St #400 · +1 312-432-2557
Open · Closes 5 p.m.
🌐 WEBSITE   ◆ DIRECTIONS

Nikhil Dua
4.4 ★★★★⯪ (14) · Orthopedic surgeon
1611 W Harrison St #300 · +1 312-432-2390
Open · Closes 5 p.m.
🌐 WEBSITE   ◆ DIRECTIONS

Stulberg M, Matthew
4.0 ★★★★☆ (8) · Orthopedic surgeon
680 N Lake Shore Dr · +1 312-926-2000
🌐 WEBSITE   ◆ DIRECTIONS

≣ More places

Walton's Health Clinic
1.0 ★★★★★ (273)
610 Queen St · +1 312 432-6544
"Dr. Melanie is the **worst orthopedic surgeon** ever! Do not go here..."

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

Knee surgeons near me

Top rated spa in chicago

Cafes with wi-fi
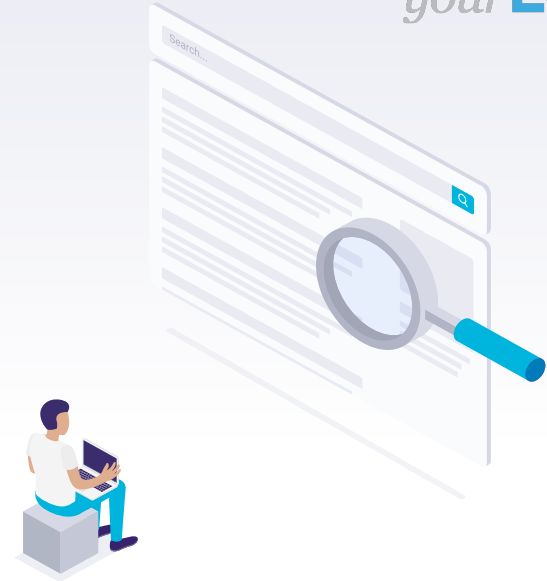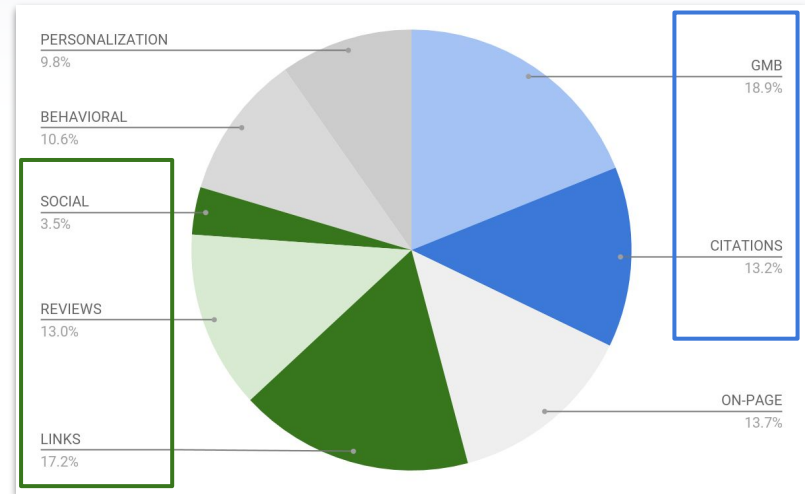
The customer journey begins with a Google search:

- ▸ 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 reputation[1]

PERSONALIZATION
9.8%

BEHAVIORAL
10.6%

SOCIAL
3.5%

REVIEWS
13.0%

LINKS
17.2%

GMB
18.9%

CITATIONS
13.2%

ON-PAGE
13.7%

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.**
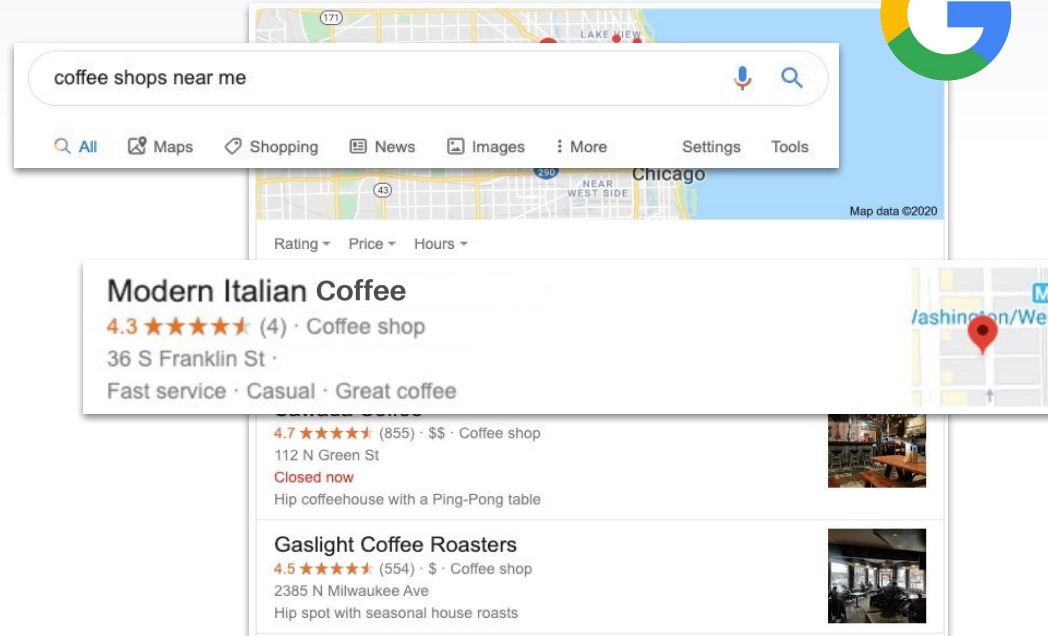
Correct listings

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 profile[1].

Am optimized GMB listing includes:

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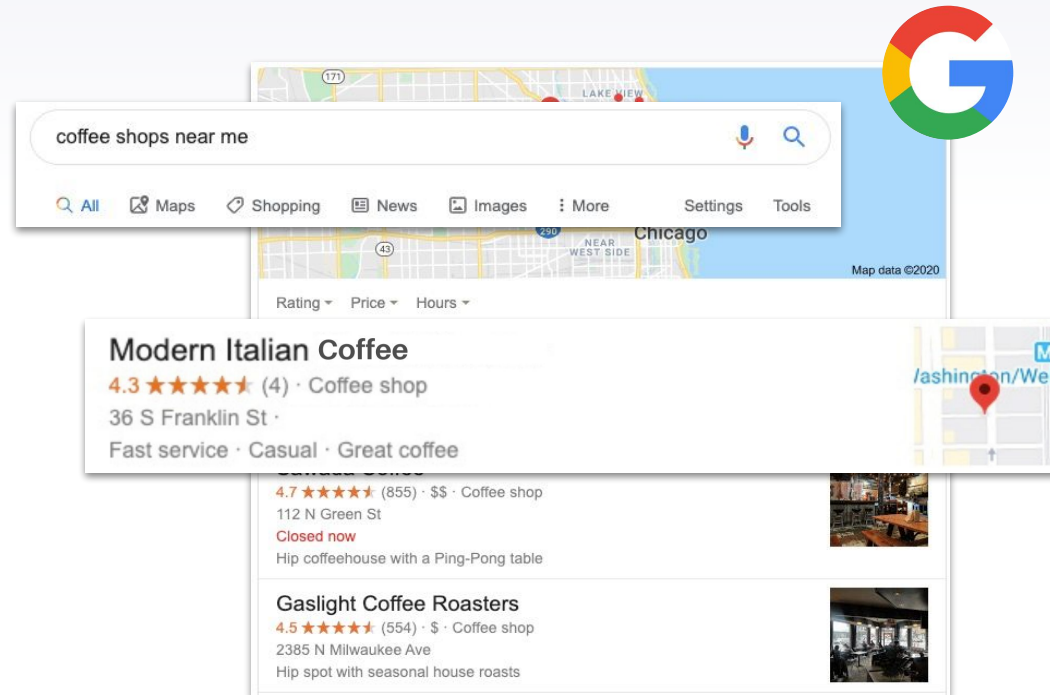
Positive reviews

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
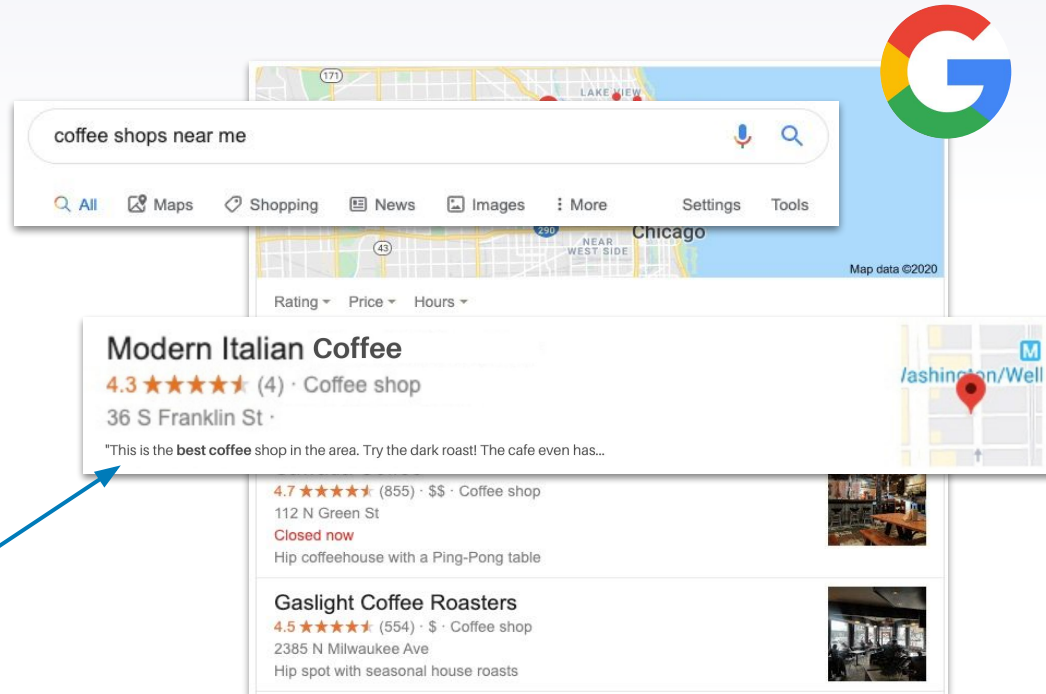
Consider why customers *choose* you

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 info[1]
- 91% of people trust reviews as much as personal recommendations[2]

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 with[1]

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 reviews[3]
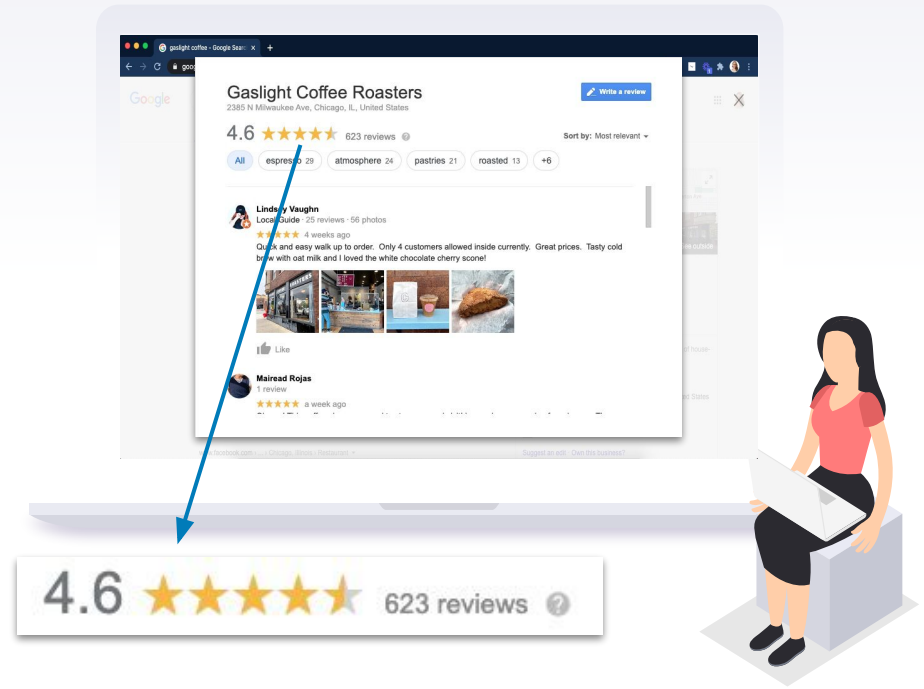
Online content

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
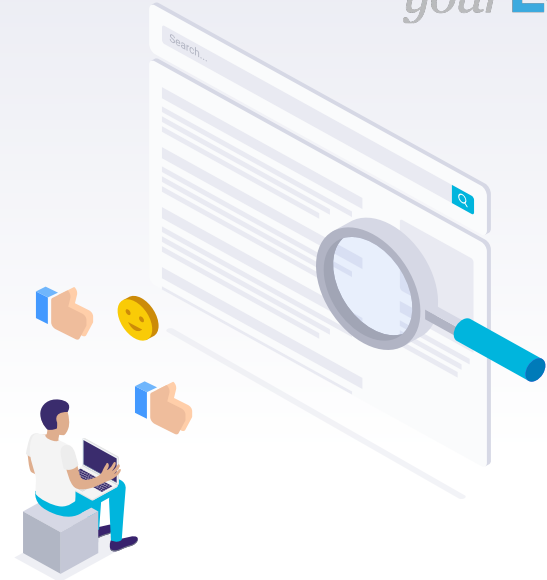
Customers decide if their experience will lead to loyalty:

- ▶ 70% of people leave a review when asked[1]
- ▶ 53% of consumers expect a response to a negative review[2]

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
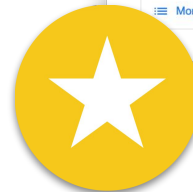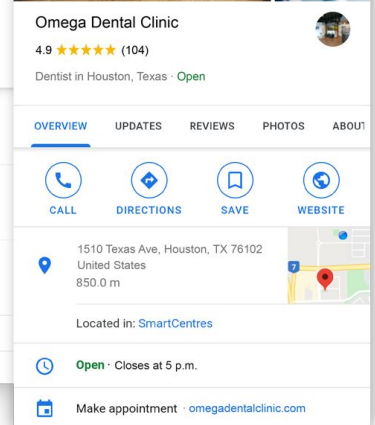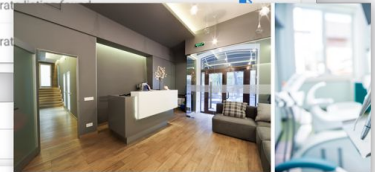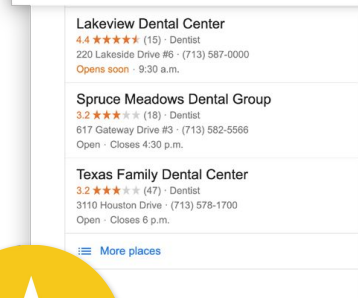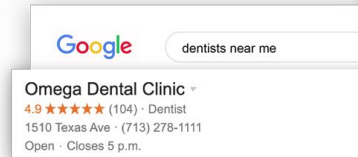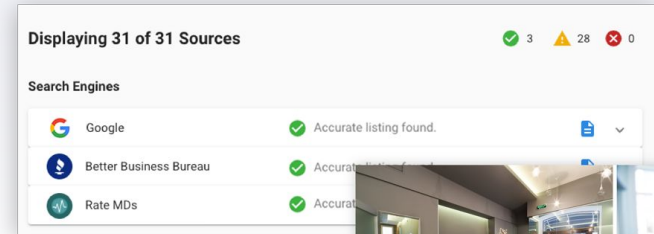
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*your***LOGO**

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
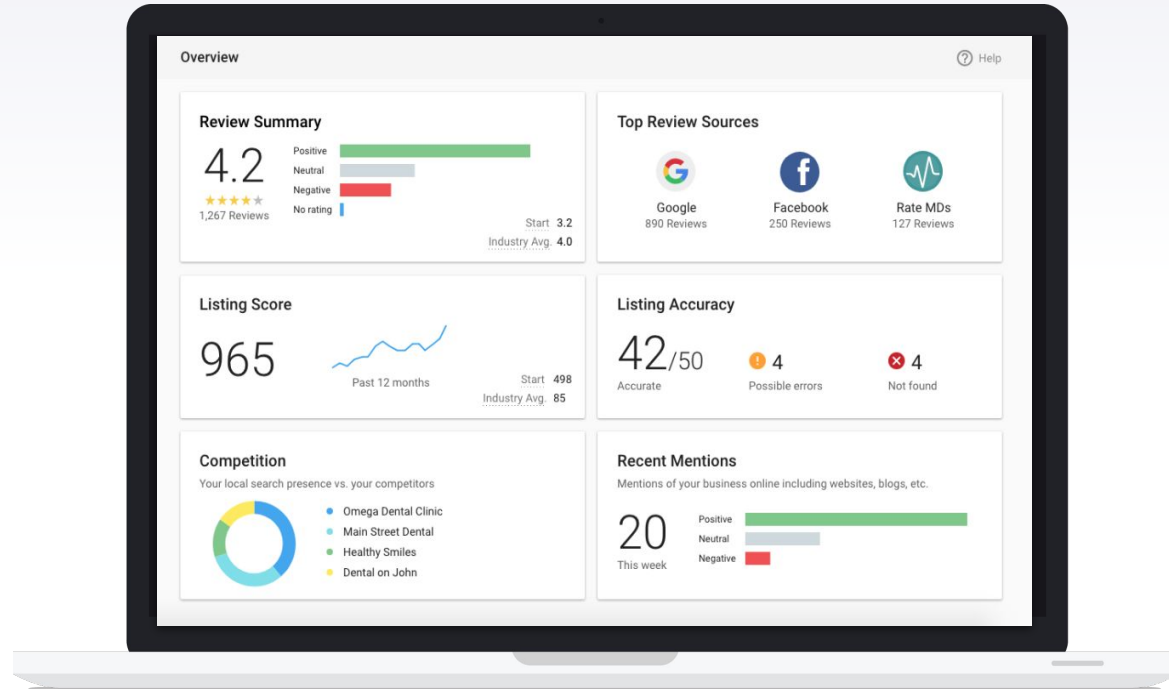
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Reviews: Manage and respond to online reviews

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**

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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**
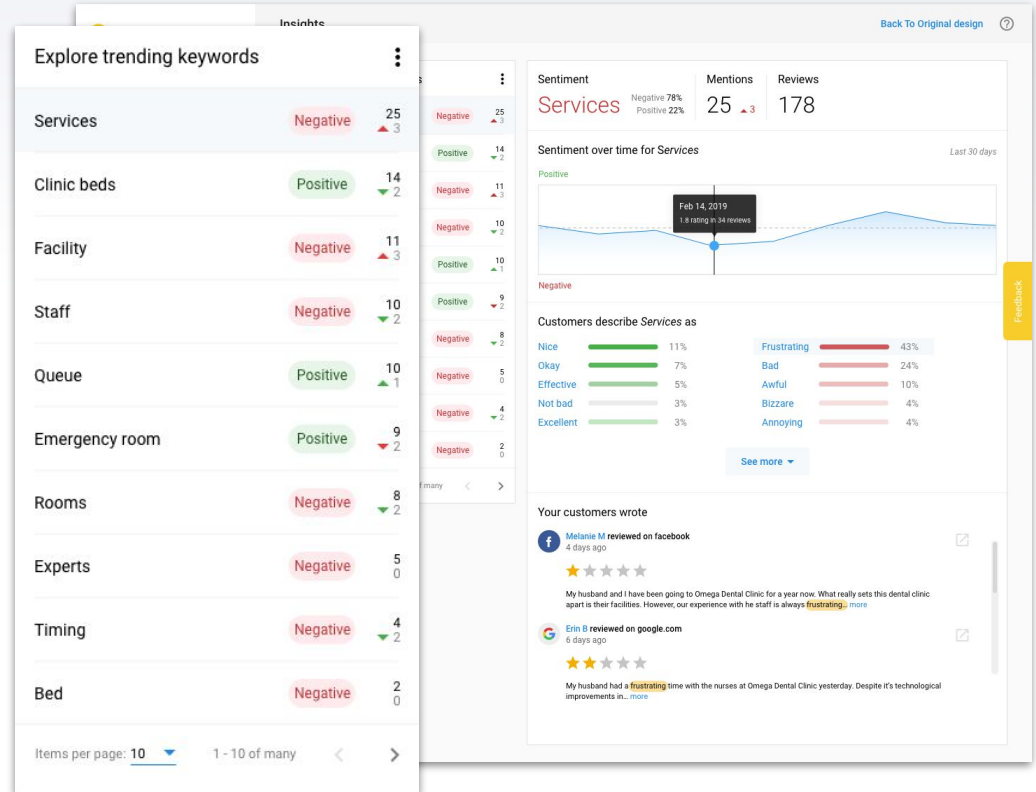
- ▸ Upgrade to Pro to **Edit or delete** any default templates

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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

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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

Reputation Management Express

*your*LOGO

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

Listings   🖨 Print Listings Report   ⑦ Help   ☰

Listing Score ⓘ

43

Compare across
Select Region
State ▾

| Industry Average TBD
| 95th Percentile TBD

Listing Information

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

Edit

Displaying 2 of 25 Sources   ✅ 0   ⚠ 2   ❌ 0

| G | Google | ⚠ Listing found with possible errors. | last updated 6 minutes ago | ⊞ | ⌄ |
| f | Facebook | ⚠ Listing found with possible errors. | last updated 6 minutes ago | ⊞ | ⌄ |

411	411.ca	🔒
acompio	🔒
Better Business Bureau	🔒
Bing Maps	🔒

Filters

SOURCE TYPE

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

LISTING STATUS

☑ Accurate
☑ Possible Errors
☑ Not Found

Questions?

Walkthrough Video