

# Managing your Online Reputation

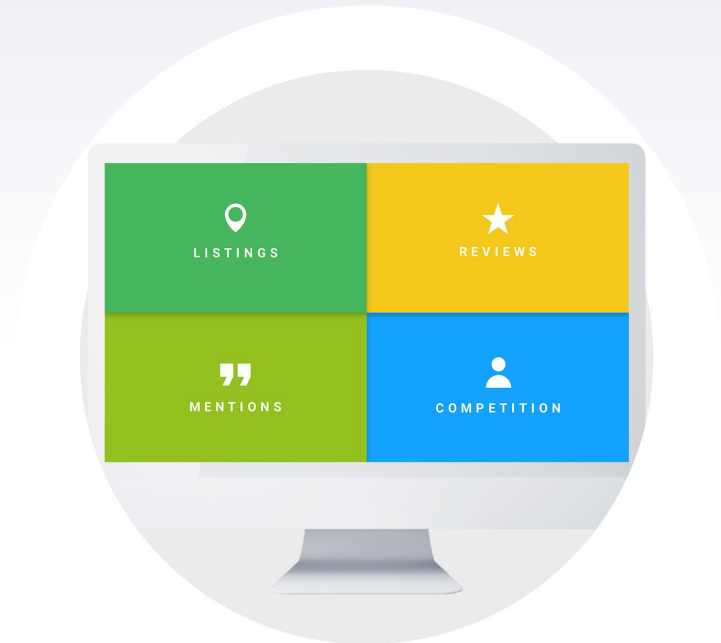
*your* **LOGO**

+

*Reputation Management Pro*

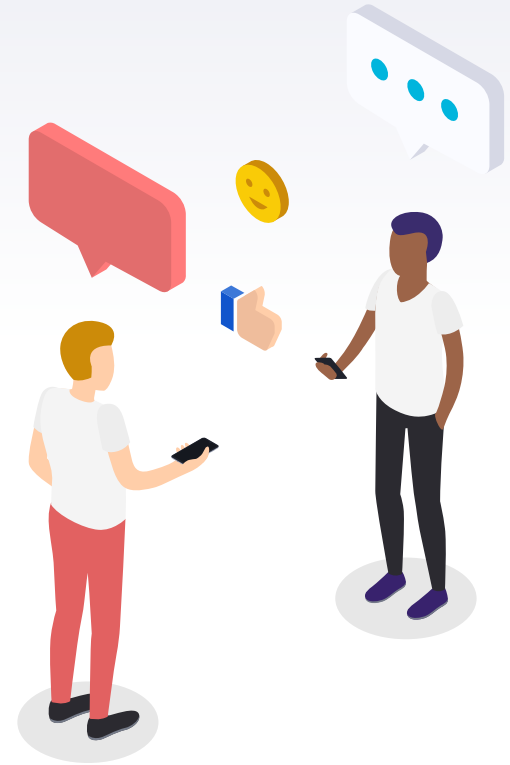


1. [Why you need to manage your online reputation](#)
  - a. [How customers find you](#)
  - b. [Why customers choose you](#)
  - c. [Why customers trust you](#)
  
2. [Overview of Reputation Management Pro](#)
  - a. [Walkthrough video of the product](#)



76% of people trust reviews as much as personal recommendations<sup>1</sup>.

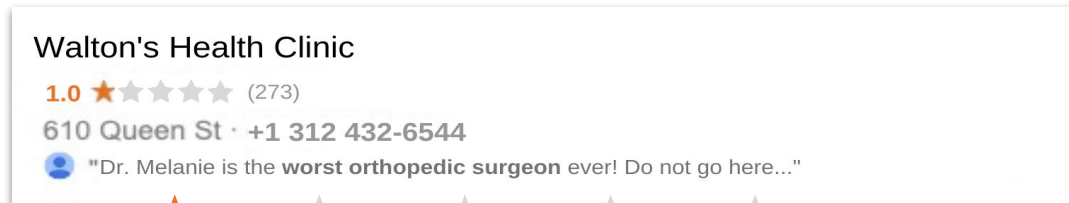
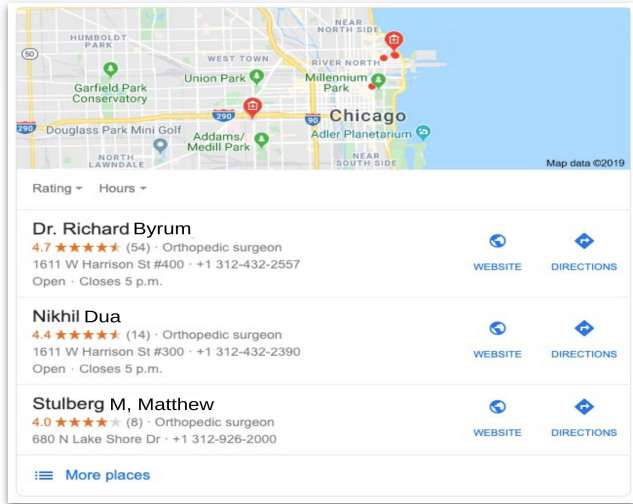
92% of buyers are more likely to purchase after reading a review<sup>2</sup>.



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

By maintaining correct listings & having positive reviews

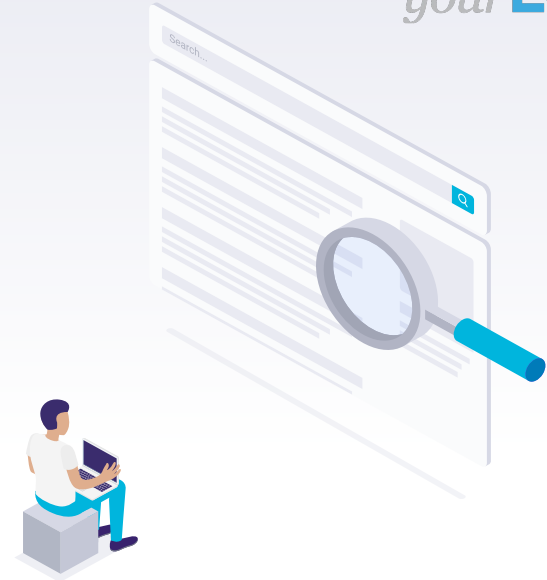
your **LOGO**



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:

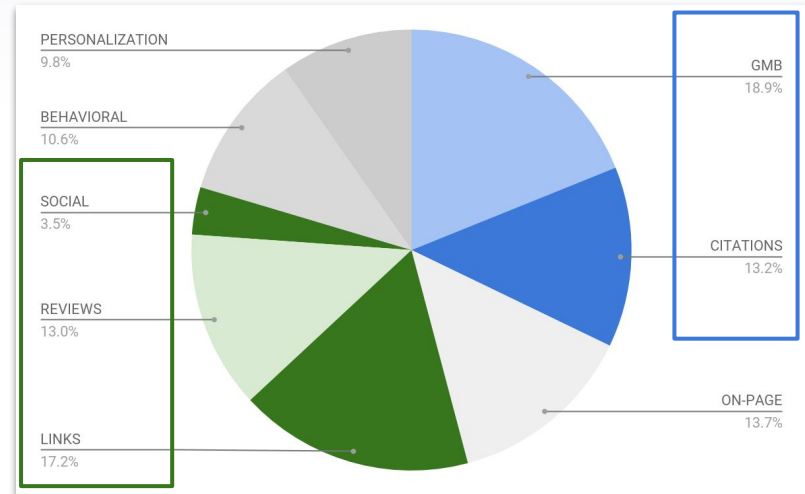
- ▶ By location
- ▶ By rating
- ▶ By attribute

# 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

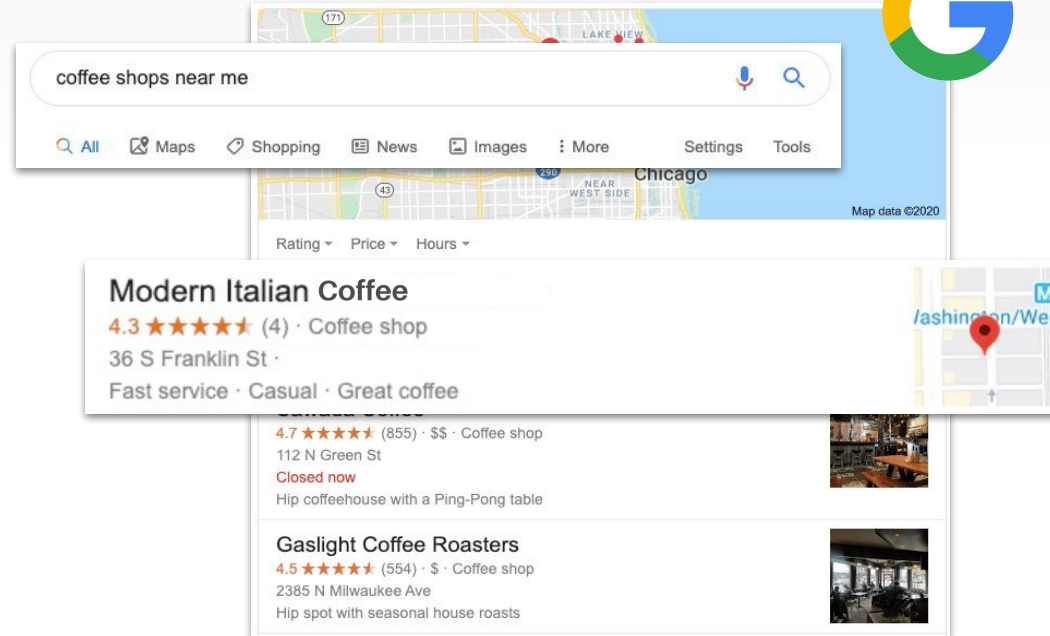
**66%** of your ability to show up in local search is linked to managing your listings and reputation<sup>1</sup>



# 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**.



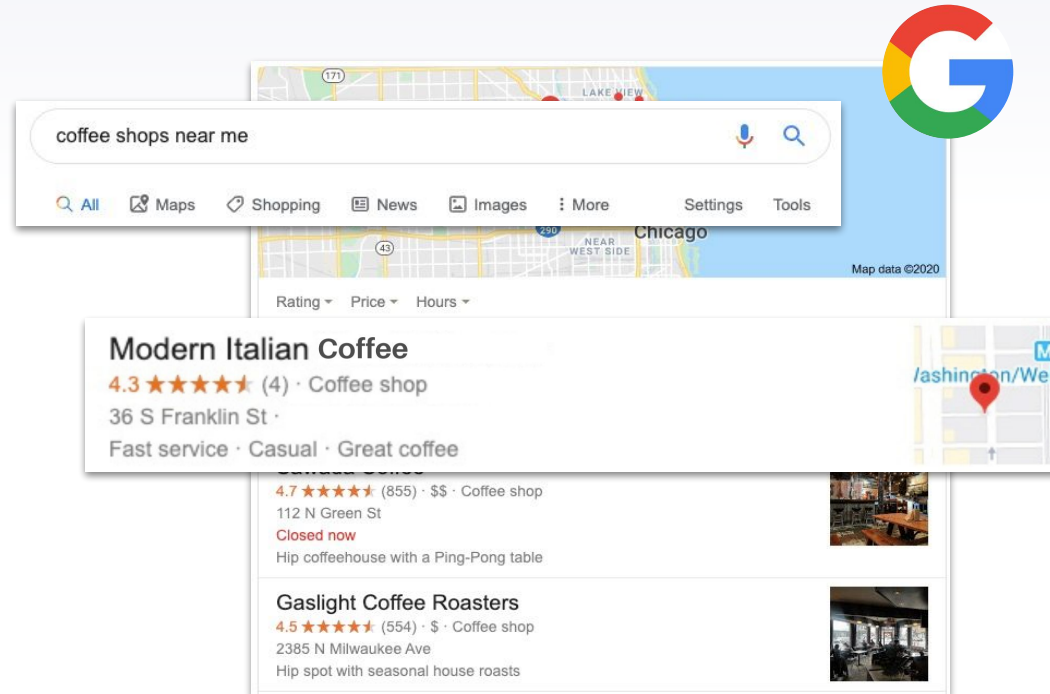
# Correct listings

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<sup>1</sup>.

An optimized GMB listing includes:

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





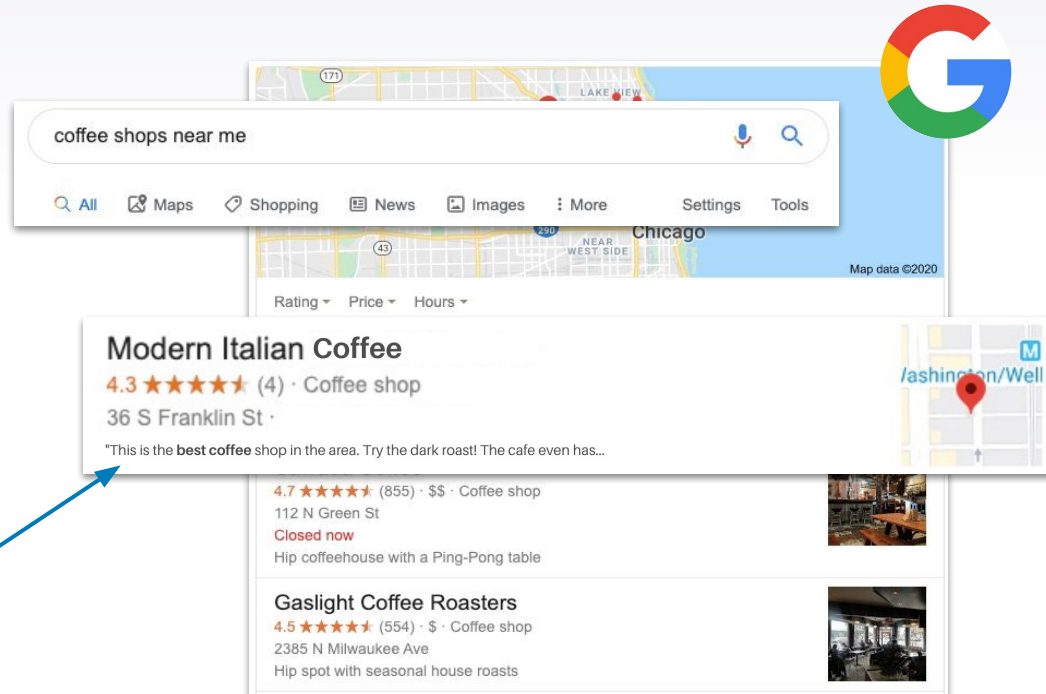
# Positive reviews

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 info<sup>1</sup>
- ▶ 91% of people trust reviews as much as personal recommendations<sup>2</sup>

# Positive reviews

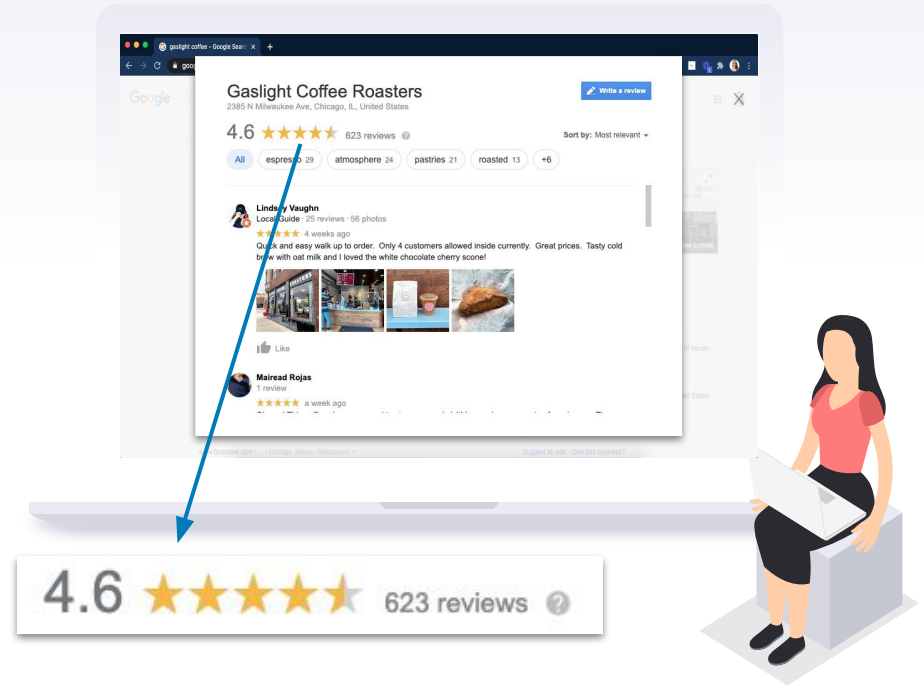
Customers trust online reviews as social proof

Reviews make the first impression:

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

Reviews guide purchase behaviour:

- ▶ 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>



# 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

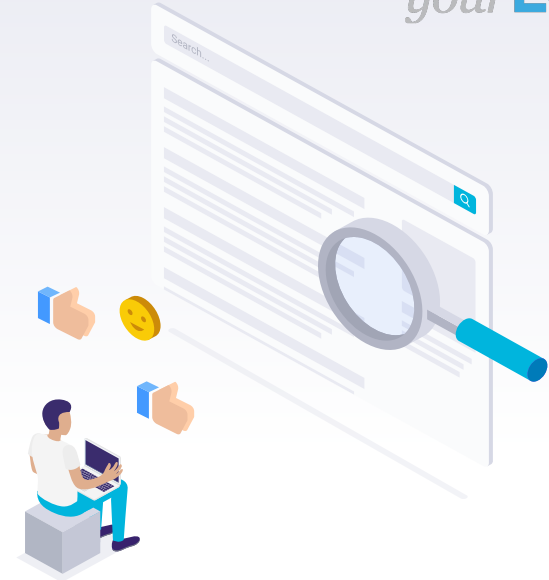


# Consider why customers *trust* you

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<sup>1</sup>
- ▶ 53% of consumers expect a response to a negative review<sup>2</sup>

# With Reputation Management Pro 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

The screenshot displays a Reputation Management dashboard with a sidebar on the left containing 'Reputation Management', 'Overview', 'Monitor Mentions', 'Search Mentions', 'Social', 'Reports', and 'Settings'. The main content area is titled 'Monitor Mentions' and is divided into sections for 'Web', 'Twitter', and 'Facebook'. A yellow star icon is overlaid on the bottom left of the screenshot.

**Web Mentions:**

- Positive - August 29, 2018:** "The Best Oral Health Blogs of the Year" from Omega Dental Clinic.
- 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..."

**Twitter Mentions:**

- Negative - August 13, 2018:** @kelseysmith: "The horrible wait times at my dentist office @omegadental made me late for work. I was so impressed."
- Neutral - August 10, 2018:** @hrobinson: "Don't forget about Patient Appreciation Day today @omegadental from 1-3! Lots of games, food and prizes to be won!"

**Facebook Mentions:**

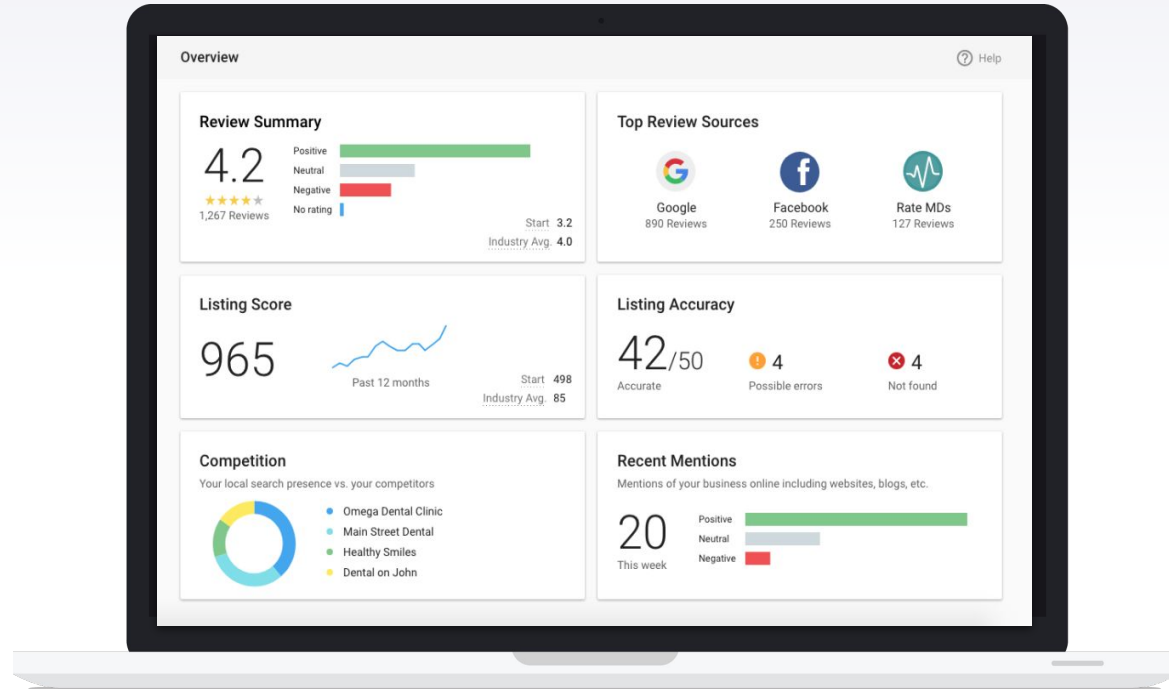
- Neutral - August 10, 2018:** Hailey Graul: "Headed over to patient appreciation day at Omega Dental Clinic. See you all there! 😊"
- Neutral - August 10, 2018:** Cassandra Newman: "Excited to join the team @omegadental!"

# 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

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 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, Clin, Staff 10, Rooms, Experts), and a list of reviews with response options. A smartphone overlay shows the mobile version of the interface, highlighting the 'Manage Reviews' section with a 4.2 star average rating and a word cloud of keywords like 'nice staff', 'great service', and 'Dr. Grace'.





# Reputation Management

Reviews. Respond to reviews in just 2 clicks

## Review Response Suggestions

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

The screenshot displays a software interface for reputation management. The main window shows a review from 'Weston Carlson' recommending 'Lunch and Brunch' 7 months ago. The review text is 'They have amazing eggs benedict!'. A red 'Action Required' button is visible. Below the review, a text box prompts the user to 'Respond to this review'. Three suggested response templates are shown: '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 shows a sidebar with navigation options like 'Overview', 'Reviews', and 'Manage Reviews'. A top navigation bar includes a search bar and a 'Request' button. 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 'Your ratings' section shows a 4.5 star rating with 79 total reviews and an industry average of 4.5. A 'Filters' panel on the right includes a 'DATE RANGE' dropdown. In the bottom right corner, there are 'Cancel' and 'Post' buttons. A yellow star icon is visible in the bottom left corner of the slide.



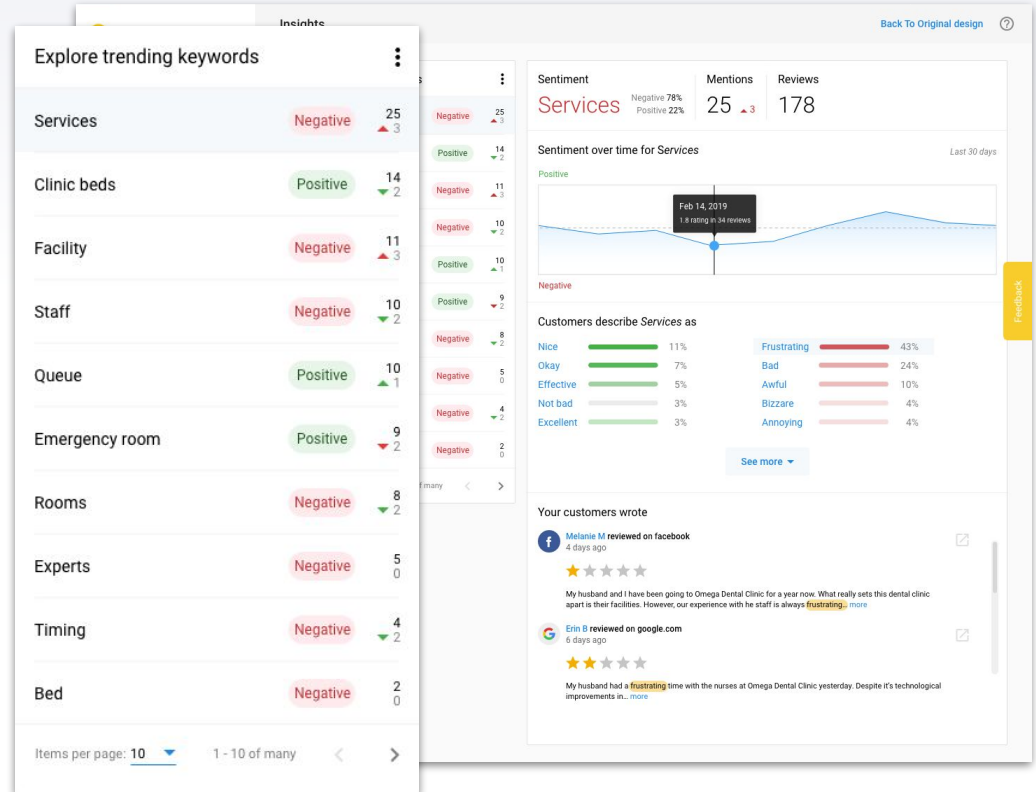
# Reputation Management Pro

yourLOGO

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



# Reputation Management

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 px      Height: 670

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-RJHRLHCBX&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

## Pro

### 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 shows a desktop view of the Reputation Management Google Q&A interface on the left and a mobile phone view on the right. The desktop view features a navigation menu on the left 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: one from Ivanka stating "Office hours begin at 8:30am" (3 months ago) and another from Ivanka stating "I think 9 actually!" (1 month ago). A "Merchant (Owner)" section is visible at the bottom with a "Posting Publicly" status and an "Answer this question" input field. The mobile view shows the same interface on a smartphone, with a "Feedback" button on the right side of the screen.



# Reputation Management

your**LOGO**

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

## Monitor Mentions

- ▶ See who is **mentioning your business name**
- ▶ Scan the web for selected **search terms and keywords**
- ▶ Track mentions from social media, news articles, blogs, and more

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! (Image of a smiling girl with a lollipop)
  - @drjerry** (Neutral - August 10, 2018): Excited to join the team @omegadental! (Image of a smiling man in a dental office)
- 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)



# Reputation Management

Pro. 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 displays the 'Listings' dashboard 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', 'Listing Information', and a list of sources.

**Listing Score:** Shows a score of 965, compared across the 'World'. A line graph shows the score's history. Key benchmarks are: Industry Avg. 366 and 95th Percentile 1054.

**Listing Information:** Omega Dental Clinic, 1510 Texas Ave, Houston TX 77002, (713) 228-1111. URL: <http://www.vicandanthony.com/loc...> An 'Edit' button is present.

**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:** Summary: 42 Accurate (green), 4 Possible Errors (yellow), 4 Not Found (red).

**Search Engines:**

Source	Status
Bing Maps	Accurate listing found
Google	Listing not found
Yahoo! Local	Listing found with possible errors

**Business Details:** Omega Dental Clinic, 1510 Texas Ave, Houston TX 77002, 7132281111. A note says 'Hi this is note'.



# Reputation Management

## Pro

Competition: See how you stack up to the competition

### Competition

- ▶ Keep an eye on up to three competitors:
- ▶ See how often your competitors appear in **search results**
- ▶ **Track social following**, mentions, and likes across Facebook and Twitter



# Reputation Management

## Pro Monitor your social accounts

### Social Monitoring

- ▶ Connect your social accounts to monitor **likes and followers**
- ▶ Keep up with **customer conversations**
- ▶ **Monitor employee Twitter** accounts to ensure they're brand ambassadors

The screenshot displays a 'Social Monitoring' dashboard with several social media posts. The posts are from 'Flowers by Jane' and 'JoyBarton'. The posts from 'Flowers by Jane' are on Facebook and Twitter, and they feature images of succulents. The post from 'JoyBarton' is on Twitter and contains a negative comment about a boss.

**Social Monitoring**

**Flowers by Jane**  
Posted on Facebook, Nov 13, 2020

**Flowers by Jane**  
Posted on Facebook, Oct 27, 2020

Succulents are the perfect plant for sunlight and only need to be watered...

Your little green friends deserve the prettiest pots! Stop by #flowersbyjane today, we're open 10-6 🌱🍃

**FlowersbyJane3**  
Posted on Twitter, Nov 13, 2020

Succulents are the perfect plant for this time of year! These beautiful little green guys can thrive on low sunlight. <https://t.co/51hd2u4M>

**JoyBarton**  
Posted on Twitter, Jun 20, 2020

Ugh. My boss is on a tyrant today!

**Flowers by Jane**  
Posted on Facebook, Nov 11, 2020





# Questions?



# Walkthrough Video

