

Reputation Management



My Biz Ranking

Reputation Management is an industry leading reputation system for local business that we leverage to grow your business. This product lays the foundation for you to earn 4-5 star ratings in order to establish trust and credibility with your customers!

Reputation Management



Businesses should have the **ability** to...

**Manage their
online reputation**



Be found by
customers through
accurate listings



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



We know our **Reputation Management** system will empower you to take an active approach to improving your online reputation.

With our Agency you can remain on top of your business's online reputation, including monitoring and improving listing accuracy and understanding what's being said about your business online through mention, citation, and review monitoring.

Reputation Management



What is Reputation Management?

A system that allows us to:

- Confirm you are **listed correctly** online
- **Monitor and manage** all your reviews
- See how you **compare to the competition**
- See **what's being said** about your business online



Our tool is comprehensive, as it covers all aspects of a business's online reputation.

- Are potential customers able to find your business through accurate listings?
- Do you understand your star rating and monitor what's written on public review sites?
- How do you compare to the competition in terms of search engine share of voice?
- What are blogs, news outlets, or other public forums saying about your business?

The **overview page** in Reputation Management can help answer all these questions for our Agency at a glance.

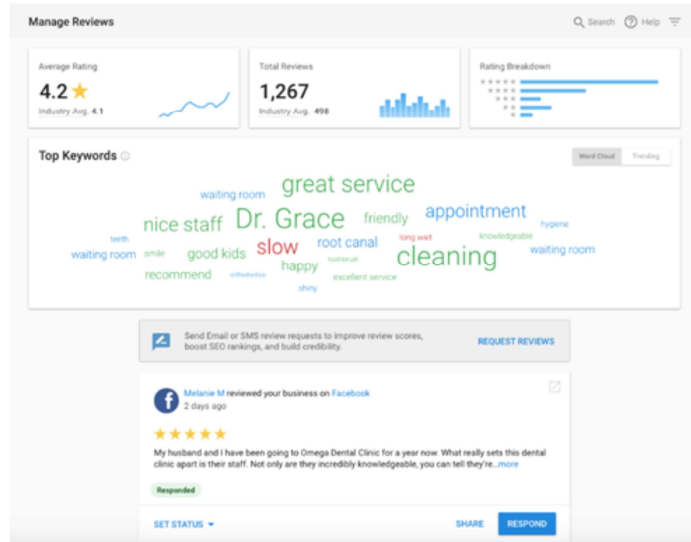
Reputation Management



Reviews We manage and respond to your online reviews

Manage Reviews

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



And as we dig deeper, each service in our system uncovers useful insights and the ability for us to take action right then and there!

The **Reviews** service is the central hub for managing and responding to customer reviews. Online reputation is a very hot buzzword with businesses right now. We will have the ability to see in-depth information about your client's online word of mouth.

We monitor for reviews on influential sites like Google and Facebook. We also cover sites with specific business categories like Cars.com in the automotive space, Zomato for the restaurant industry, and RateMD's for health & medical.

From our Agency dashboard, we can easily see which reviews they need to respond to and even respond to Google and Facebook reviews without leaving the page.

And to help influence potential customers on social media, we can even grab their five-star reviews, and in one click, share them with your followers on social media!

Every review the business receives triggers an email alert within our Agency, so we can learn about the review within hours, and take action. The importance of responding to reviews should not be overlooked.

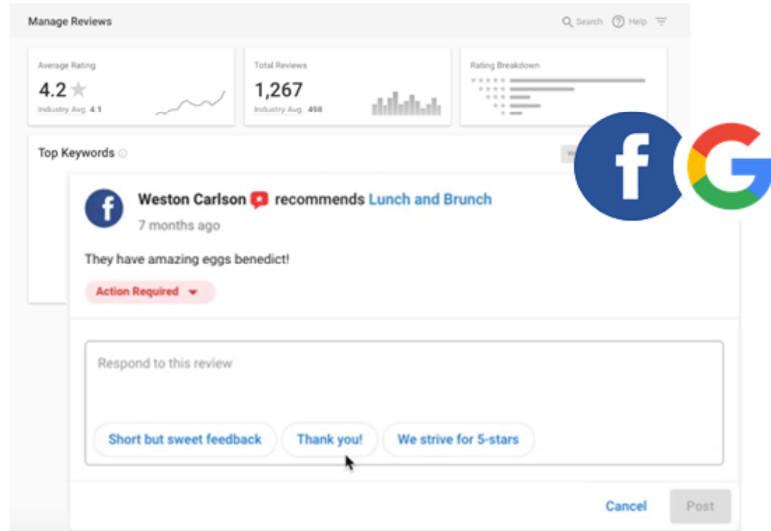
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Reviews We are able to respond to your reviews in a timely way

We Utilize Review Response Templates

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



And speaking of responding to reviews... over 53% of people who leave a review expect a response! Our Reputation Management system offers a built-in review management strategy, making the task of responding to reviews super simple.

Your Reputation Management account comes with 40 default templates for a variety of star-rated reviews. Each Google and Facebook review will display 3 intelligently selected templates so we can respond to a review in as little as 2 clicks.

Plus, we have the freedom to edit or delete any default template you don't like AND add unlimited custom templates.

Not only does responding to reviews increase trust and credibility, but doing so can improve your business's search engine ranking.

Reputation Management

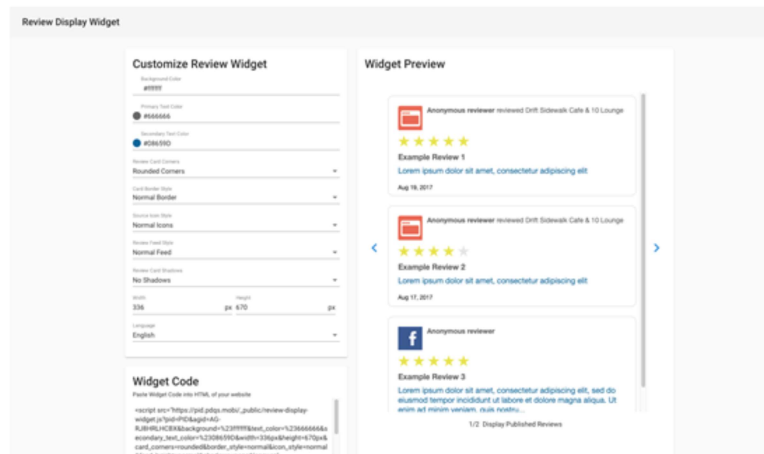


Reviews Display your best reviews on your website

Our Review Display Widget

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

90%
of customers read
reviews before
purchasing



And all those positive reviews should no go unnoticed! Using the **Review Display Widget**, you can show off your best reviews right on your website. Afterall, a staggering 90% of customers read reviews before purchasing, so make sure they're highlighting their best ones.

*Has some application limitations

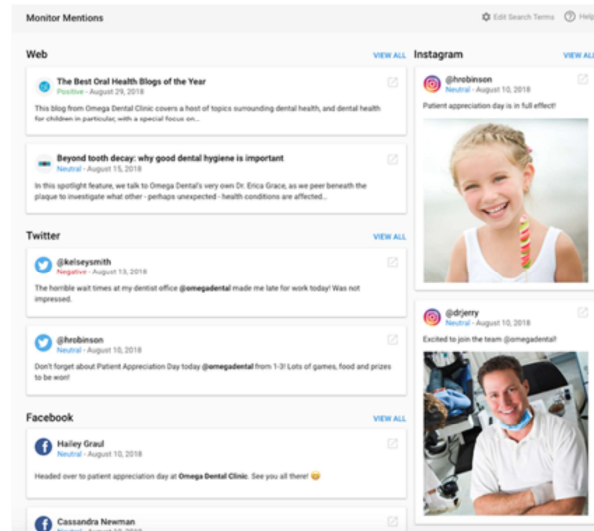
Reputation Management



Mentions We ensure you're involved in the conversation

We Monitor Mentions

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



Let's move on to **Mentions**! Now, customer reviews are excellent for structure feedback. But what about everywhere else online? Many times a comment, image or news story is written somewhere in the nooks and crannies of the internet such as blogs, websites and social media.

Tracking online word of mouth is simple and easy with "Mentions". Imagine a blog has posted some slanderous information about your business and you as the business owner are completely unaware. The damage that post can make could be disastrous.

However, once our system finds it, our Agency can take action to have it removed. This is exactly why businesses need to know about these mentions.

Plus, our mentions engine also tracks Instagram, so no stone is left unturned.

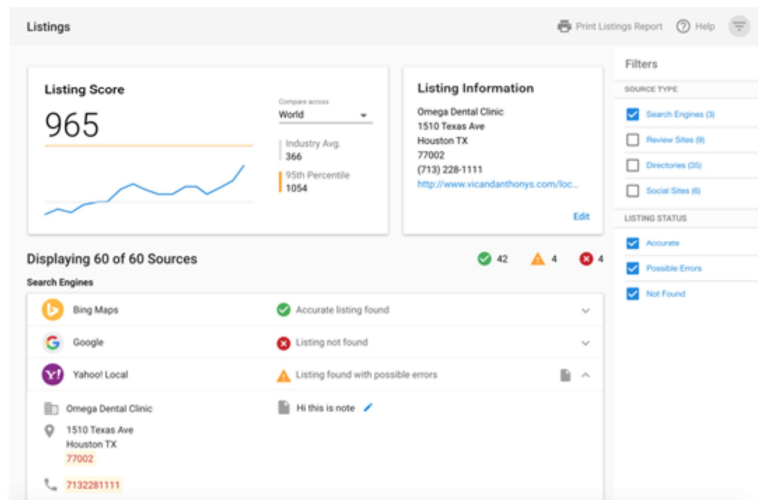
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Listings We see the accuracy of your business listings

Primary Listings

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



Moving on to the **Listings** process, this is where we can do work to improve your online listings. Reputation Management monitors the top listing sites in your industries, including search engines like Google, review sites like OpenTable or TripAdvisor, plus many many more.

The Listing Score is an evaluation of the business's listing accuracy on these sites. We compare it to the industry average to see how the business stacks up.

Our Agency can take action to correct your listings right from this page. We can correct or ignore listing errors to ensure the business is found correctly on the most important sites.

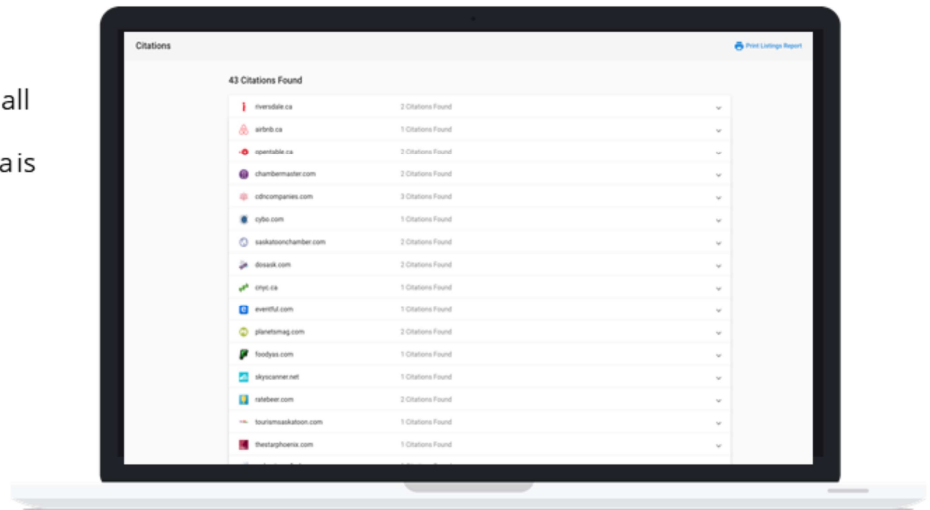
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Listings We scan the web for all business citations

Citations

- We search for and spot all instances that your business name and data is cited **across the web**



Citations are mentions of the business name along with another piece of business data, like the phone number, address, or website and they are key in search marketing optimization!

Accurate citations help people discover your business which can result in more phone, web, and foot traffic.

Each citation on this page links back to the website it appeared on so we can get the full picture.

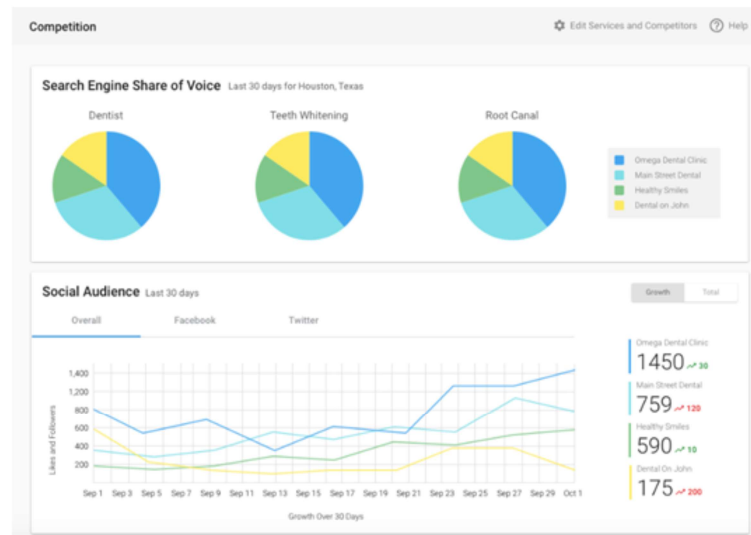
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Competition We manage your online share of voice

Competition

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



Seeing how your businesses rivals are doing online is a huge competitive advantage!

All it takes is three keywords, three competitors in their market, and we will get an insightful look into their online share of voice.

As well, we can compare the social audience, including followers and growth over time so we can see how their social media presence compares.

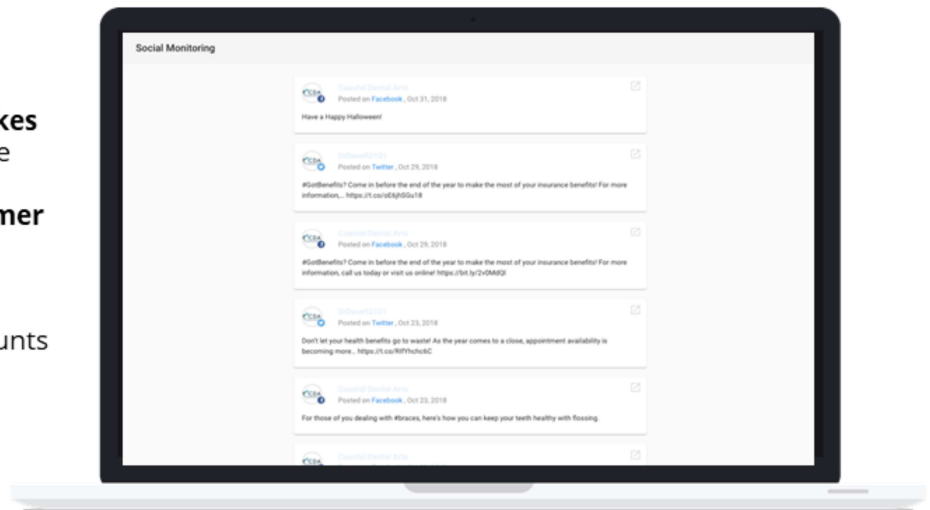
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Social We monitor your social accounts

Social Monitoring

- We connect your social accounts to **monitor Likes and followers** over time
- We keep up with **customer conversations**
- **We can also monitor employee** Twitter accounts to stay in the know



We can connect your social accounts to monitor likes and followers over time, as well as keep up with customer conversations.

Plus, if you have ever wondered what employees might be saying about the business, our system can also monitor employees' Twitter feeds. We can stay in the know with social monitoring right from our Agency's Reputation Management tools!

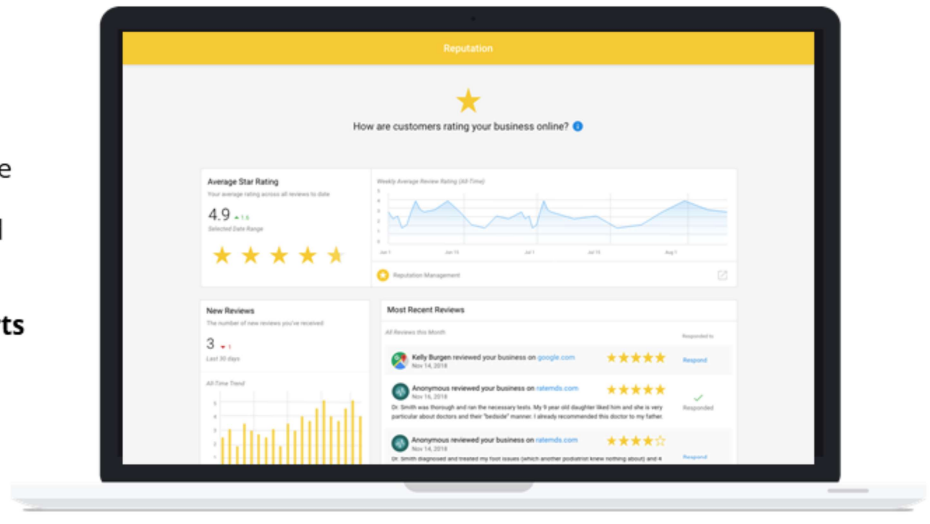
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Reports We can measure success over time

Executive Report

- **We can monitor improvement** over time
- Short term changes and long-term **trends**
- **We see business reports** with relevant highlights



Lastly, **Reporting** can't be missed when it comes to managing an online reputation.

After all, keeping our Agency informed about your online reputation is vital to retaining your business.

We'll deliver an executive report to your business about your performance on a monthly or quarterly basis.

This report contains vital information, including star rating over time, most recent reviews, and average review rating over time. The Executive Report is a great way for us to build your trust, provide evidence to you that our Agency, My Biz Ranking, is your local marketing expert, and show how we are delivering real and measurable results.

Reputation Management



What next

Add on
Reputation **Essentials**
to Your My Biz Ranking
Growth Club Membership

For only

79.00 Monthly

Add on
Reputation **Pro**
to Your My Biz Ranking
Growth Club Membership

For only

99.00 Monthly

Includes
Customer Voice Pro
Review Request System

**Contact My Biz Ranking at 404-941-5867
to start this valuable service today !**