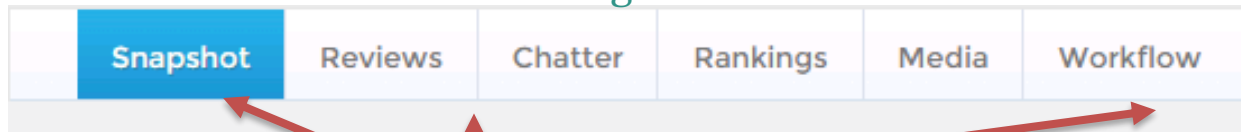


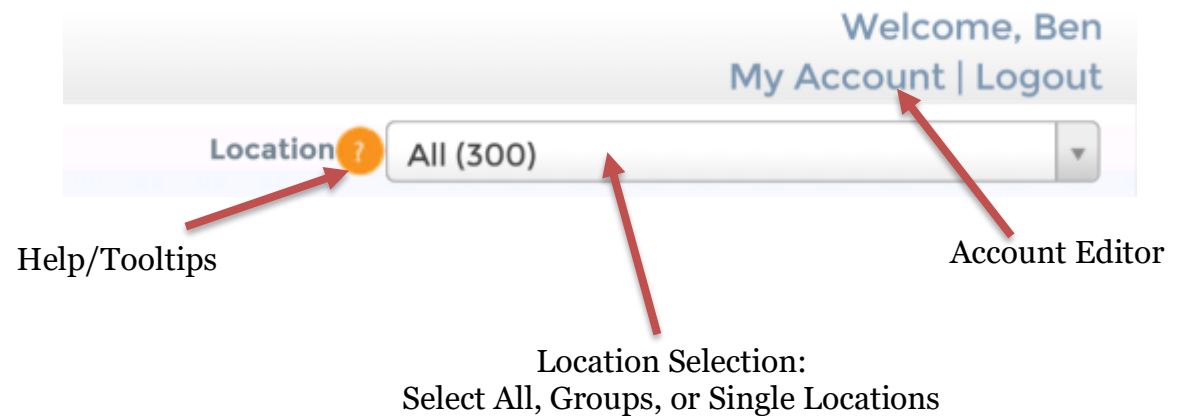
## Table of Contents

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## Dashboard Overview and Navigation



- Snapshot – Quick Overview of Location(s) Health**
- Reviews – Access to Reviews for Selected Location or Group**
- Chatter – Social Media, Articles, and Blog Mentions**
- Listings – Listing Accuracy across Top Sites**
- Rankings – Keyword Rank Tracking**
- Media – Pictures and Video across the Web**
- Workflow – A Task List for Your Business**



## Snapshot Tab

**Change in Past 30 Days**

**Choose a Location, Group, or All Locations**

**Color Reflects Performance!**

**Click for Detailed Scoring**

**Click Pin to See Details**

**Recent Negative & Positive Reviews**

The dashboard displays the following metrics for the past 30 days:

Metric	Value	Change
REVIEWS	124	▼36%
SOCIAL MENTIONS	3,365	▼74%
LISTINGS	27	▼96%
RANKINGS	63	64%

The map shows the following average review ratings by region:

- Green: Excellent 4 or higher
- Yellow: Average between 2.5 and 4
- Red: Poor under 2.5 or no reviews

The Overall Score is 73.

Summary Reports: Select a single location to see summary reports.

NEGATIVE REVIEWS:

- Pizza Hut, CLEVELAND, OH (YELP): 1 star. Review: "I haven't gone to this pizza Hut since June because I paid for extra pepperoni and not only was...[more]" (Dec 28, 2014)
- Pizza Hut, ROSWELL, GA (YAHOO): 2 stars. Review: "Check your pizza before delivery guy leaves. Half of the cheese on my pizza was stuck to top of...[more]" (Dec 28, 2014)
- Pizza Hut, ROSWELL, GA (YELP): 2 stars. Review: "Check your pizza before delivery guy leaves. Half of the cheese on my pizza was stuck to top of...[more]" (Dec 28, 2014)

POSITIVE REVIEWS:

- Pizza Hut, DENHAM SPRINGS, LA (GOOGLE): 5 stars. Review: "If they make mistake- they always try to credit it something. Or if delivery is really past what they...[more]" (Dec 28, 2014)

## Reviews Tab: Reports

Extra Reporting Options

Competitive Benchmarking

Snapshot **Reviews** Chatter Listings Rankings Media Workflow

Location: All (87)

Report: Summary

Filters: Date Range: Last 3 Months; Provider: Select specific providers

### Review Counts And Average Ratings

Date	Total Reviews	Average Rating
Sep '14	~600	~4.2
Oct '14	~650	~4.3
Nov '14	~450	~4.4

### Review Sentiment

Sentiment	Percentage
Positive	13.5%
Negative	1.1%

### Competitive Benchmarking

Review Details	You		Local Competitors	
	Last 3 Months	All Time	Last 3 Months	All Time
Overall Rating	4.4	4.3	3.7	4.3
Number of Reviews	1,800	16,818	47	18,997
1 star Reviews	200	2,198	14	2,226
5 star Reviews	1,361	11,869	30	13,887

Site	Last Review	Count	Rating
CITYSEARCH	★★★★★	517	4.9
DEALERRATER	★★★★★	341	4.6
GOOGLE	★★★★★	265	4.1
YELP	★★★★★	241	3.3
CARS	★★★★★	236	4.8
YAHOO	★★★★★	90	3.4
INSIDERPAGES		27	5.7
EDMUNDS	★☆☆☆☆	26	4.3

Feedback

Filter by Specific Date Ranges or Providers

Quantity vs Quality of Reviews

Ratio of Positive to Negative Reviews

Site Breakdown

See Management's Response to Review

Search for Keywords in Reviews

Download to Excel

## Reviews Tab: Review Content

The screenshot displays a 'Reviews Found' section with a search bar and a 'Download' button. Below is a list of reviews from various sources (Facebook, Yelp, Google) with dates and user names. Annotations include arrows pointing to a search bar, a 'Download' button, a 'Display All Reviews' dropdown, and icons for internal notes, publishing, and deleting. A red stamp says 'Watch Out for Negative Reviews!'.

Date	Provider	Rating	Review Content	Actions
7/4/15	FACEBOOK	★☆☆☆☆	Pizza Hut, 3602 E Thomas Rd, Phoenix, AZ, 85018, USA I have been ordering from Pizza Hut since I was a young girl and has always been my favorite. Since moving to the Biltmore area I have realized that this location is one of the worst location I have...[more] Kaitlyn Blandin	Internal Note, Publish, Delete
7/5/15	Owner Response		Well, Kaitlyn, that certainly doesn't look right. Please share any other details with me at feedback@PBEPizzaHut.com. ^MS	
6/28/15	YELP	★☆☆☆☆	Pizza Hut, 3602 E Thomas Rd, Phoenix, AZ, 85018, USA Order was almost 30 minutes late. Driver was standing outside of my building and couldn't get in, even though I have specific directions over the phone. Rude employees and told me I wasn't allowed to...[more] Alessa M.	Internal Note, Publish, Delete
6/28/15	YELP	★☆☆☆☆	Pizza Hut, 3602 E Thomas Rd, Phoenix, AZ, 85018, USA I called and ordered three pizzas. They stated that they could save me money by adding bread sticks they could save me three dollars. I thought they were giving us a deal. I also explained 8 people...[more] John R.	Internal Note, Publish, Delete
6/26/15	FACEBOOK	★☆☆☆☆	Pizza Hut, 16 S Lake Powell Blvd, Page, AZ, 86040, USA Kenzle Telshaw	Internal Note, Publish, Delete
6/26/15	GOOGLE	★★★★★	Pizza Hut, 3602 E Thomas Rd, Phoenix, AZ, 85018, USA year 1979 , I cooked the first pizza at PIZZA HUT thomas Rd & 36 Str. .... long time ago I was the cook there. Mehdi Haeri	Internal Note, Publish, Delete
6/17/15	GOOGLE	★★★★★	Pizza Hut, 3602 E Thomas Rd, Phoenix, AZ, 85018, USA Love the pizza and customer service. gregory amy	Internal Note, Publish, Delete

Take Internal Notes

Publish Reviews Via Online or Internal Email

**Watch Out for Negative Reviews!**

Links to Site

Expand Review to Read in Full

Reviews Tab: Competitor Comparison

**How Does Your Store Compare with the Local Competition?**

Review Details	Your Business		Your Competitors	
	You		Local Competitors	
	Last 3 Months	All Time	Last 3 Months	All Time
Overall Rating	4.4	4.3	3.7	4.3
Number of Reviews	1,800	16,818	47	18,997
1 star Reviews	200	2,198	14	2,226
5 star Reviews	1,361	11,869	30	13,887

New Reviews Added During Report Period

Total Reviews at the End of Report Period



Reviews Tab: Review Site Summary

**Where Are Your Online Reviews?**

Rating of Latest Review

Sort By Total Review Count or Avg Rating

Needs Attention

Out of 5 stars

Site	Last Review	Count	Rating
FACEBOOK	★☆☆☆☆	197	3.8
GOOGLE	★☆☆☆☆	150	2.8
TRIPADVISOR	★★★★★	129	3.4
YAHOO	★★★★★	126	2.5
YELP	★★★★★	107	2.5
BING	★★★★★	68	2.4
FOURSQUARE		24	
CITYSEARCH	★★★★★	12	4.4
INSIDERPAGES	★★★☆☆	4	4.3
ZOMATO	★★★★★	4	5.0
SUPERPAGES	★★★★★	1	5.0
MERCHANTCIRCLE	★☆☆☆☆	1	1.0
YELLOWPAGES		0	
OPENTABLE		0	

## Reviews Tab: Store Comparison Report

The “Store Comparison” Report  
Orders Locations by Highest/Lowest **Rating**  
and/or **Review Counts**

Location	Rating	Count
Pizza Hut, 3255 BUFORD HIGHWAY, ATLANTA, GA, 30329, USA	1.5	8
Pizza Hut, 7941 EUCLID AVE, CLEVELAND, OH, 44103-4226, USA	1.6	8
Pizza Hut, 1823 WEST HILL DR., VALDOSTA, GA, 31601, USA	3.7	8
Pizza Hut, 1926 RICHARDSON RD, ARNOLD, MO, 63010, USA	1.4	8
Pizza Hut, 8221 SOUTHSIDE BLVD., DEERWOOD STATION PLZ, JACKSONVILLE, FL, 32256, USA	4.4	8
Pizza Hut, 3035 DUNN AVE, #1, JACKSONVILLE, FL, 32218, USA	1.0	7
Pizza Hut, 1271 STAFFORD DRIVE, SUITE 11, PRINCETON, WV, 24740, USA	1.0	7
Pizza Hut, 1480 TERRELL MILL RD STE E, MARIETTA, GA, 30067, USA	1.4	7
Pizza Hut, 4634 HAMPTON AVE, SAINT LOUIS, MO, 63109, USA	1.0	6
Pizza Hut, 7316-C MARKET ST., WILMINGTON, NC, 28411-9452, USA	3.0	6
Pizza Hut, 1301 GUM BRANCH RD, JACKSONVILLE, NC, 28540-5018, USA	3.0	6
Pizza Hut, 13214 COURSEY BLVD., SUITE D, BATON ROUGE, LA, 70816, USA	2.0	6
Pizza Hut, 1001 W COLUMBIAN BLVD N, LITCHFIELD, IL, 62056, USA	1.0	5



## Chatter Tab

### Chatter Competitive Summary

The screenshot displays the 'Chatter' tab interface. On the left, there are filters for 'Report' (Summary), 'Date Range' (All Time), and 'Provider' (Select providers). The main area is divided into two sections: 'Total Chatter' and 'Mentions Found'.

**Total Chatter:** A bar chart showing chatter volume from July 2012 to July 2015. The y-axis represents 'Total Chatter' from 0 to 600k. A significant spike is visible in mid-2013.

**Social Mentions Table:**

Social Mentions	You	Local Competitors Average
	All Time	All Time
Social Media Mentions	869,665	47,630
Blogs/Articles	75,383	29,110
Total Chatter	945,048	76,740

**Online Chatter Feed:** A list of mentions with columns for Date, Mention Type, Source, and text. Each entry includes a user profile picture and a 'Share' icon.

Date	Mention Type	Source	Text	Share
11/19/15	TWITTER	TWITTER	My Pizza Hut still not here lol KanyeeeeeeWest	Share
11/19/15	TWITTER	TWITTER	I just want some buffalo chicken pizza from pizza hut aallyshplaa	Share
11/19/15	TWITTER	TWITTER	RT @chey_haglund: First someone drives into Pizza Hut now autozone, Stephenville businesses be on the lookout Papa_Berk	Share
11/19/15	TWITTER	TWITTER	Papa Johns Pizza Hut Little caesars coloredkay	Share
11/19/15	TWITTER	TWITTER	eating at a place that is Pizza Hut, KFC, and Taco Bell all in one... Most confusing menu ever shellbby_	Share

### Online Chatter Feed

Take Internal Notes

Email Chatter Internally

## Listings Tab

Click Report to See More Details

How Many Stores Have Issues?

Listing Source

The screenshot displays a software interface for managing listings. At the top, there are navigation tabs: Snapshot, Review, Chatbot, Listings (selected), Rankings, Media, and Workflow. A 'Report' dropdown menu is set to 'Summary'. Below this, there are filters for 'Date Range' (All Time) and 'Provider' (Select providers).

The main section is titled '300 Locations Monitored' and contains a table with the following columns: Provider, Found #, Duplicates #, Claimed #, Matched (phone / address) #, Categories ( # ) #, Reviews ( # ) #, Photos ( # ) #, and Videos ( # ) #. The table lists various providers such as Bing, Citysearch, Facebook, Fourquare, Google, Instapages, MerchantCircle, OpenTable, Superpages, TripAdvisor, Yahoo, Yellowpages, Yelp, and Zomato, along with their respective counts.

Below the table, it states '3,681 Listings Found' and includes a 'Download' button. The detailed view below shows a comparison between a 'FOUND LISTING' and an 'EXPECTED LISTING' for a Pizza Hut location. The 'FOUND LISTING' has a 'NO PHOTOS FOUND' icon and a 'No Website' status. The 'EXPECTED LISTING' has a 'NO PHOTOS FOUND' icon and a 'No Website' status. A red arrow points to the 'No Website' status in the 'FOUND LISTING' section.

Provider	Found #	Duplicates #	Claimed #	Matched (phone / address) #	Categories ( # ) #	Reviews ( # ) #	Photos ( # ) #	Videos ( # ) #
Bing	299	55	293	293	10	29	291	0
Citysearch	295	61	0	40	380	204	1	0
Facebook	300	0	300	300	0	0	300	0
Fourquare	296	4	296	52	45	295	104	0
Google	300	54	295	45	290	296	295	0
Instapages	287	63	276	56	245	26	0	0
MerchantCircle	287	269	4	269	296	21	0	0
OpenTable	0	0	0	0	0	0	0	0
Superpages	296	5	194	42	220	54	38	0
Tripadvisor	209	0	0	43	0	108	5	0
Yahoo	300	37	32	45	296	237	296	0
Yellowpages	299	5	5	69	299	109	380	0
Yelp	299	4	299	25	299	253	294	0
Zomato	246	8	244	0	218	50	5	0
Total	3681	582	2220	1005	2535	1965	1957	2

Your Actual Listing on Each  
Review Site

## Listings Tab (cont'd)

Click Boxes and Scroll Down for Results

Snapshot | Reviews | Chatter | **Listings** | Rankings | Media | Workflow

Location: All (300)

Report

- Listing Optimization
- Summary
- Listing Optimization**
- Missing Listings
- Duplicate Listings

Listing Optimization

Provider *	Not Claimed ‡	Mismatched ( phone, address ) ‡	Categories ( <2 ) ‡	No Reviews ‡
Bing	6	292	289	18
Citysearch	293	40	10	89
Facebook		300	300	
Foursquare	1	52	251	1
Google	15	43	17	4
Insiderpages	12	58	38	259
Merchantcircle	281	266	1	266
Superpages	82	42	11	212
Tripadvisor	209	43	201	83
Yahoo	268	46	4	63
Yellowpages	294	69		179
Yelp		23	6	66
Zomato		81	18	176
Total	1461	1355	1146	1416

See Reports for Specific Details

## Rankings Tab

The screenshot displays the 'Rankings' tab for a store. The top navigation bar includes 'Snapshot', 'Reviews', 'Chatter', 'Listings', 'Rankings', 'Media', and 'Workflow'. The location is set to 'Pizza Hut, 1050 N PONCE DE LEON BLVD, SAINT AUGUSTINE, FL'. The 'Report' dropdown is set to 'Average Rankings'. The 'Filters' section shows 'Ranking Type' with 'Local' and 'Web' buttons, 'Date Range' set to 'All Time', and 'Providers' set to 'Select specific providers'. The main content area features a line chart titled 'Average Ranking' showing a downward trend from 10 to 14 over time. Below the chart is a table of keyword rankings for Google, Yahoo, Bing, Yelp, and Yellowpages.

Keyword	Google	Yahoo	Bing	Yelp	Yellowpages
Pizza	21	6	12	25	11
Pizza Delivery	2	>50	1	9	11
Pizza Restaurant	11	6	13	24	11

Choose Between Local or Organic Rankings

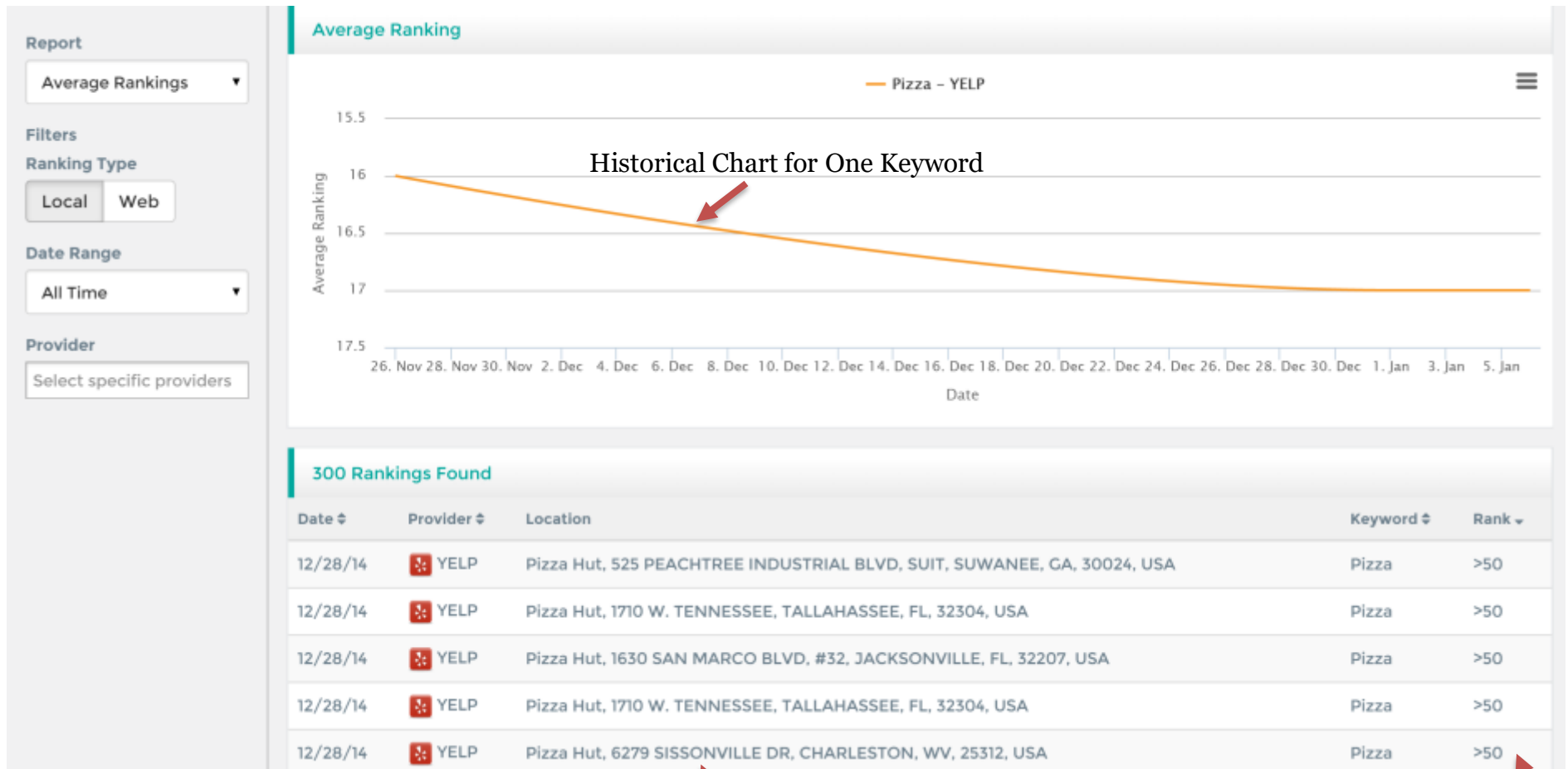
Historical Chart of All Keywords

Click to See Specific Results (Next Slide)

>50 Means Not Visible

Rankings Based on Keyword Search in Town of Store

## Rankings Tab (cont'd)



See Who's Best and Worst

## Media Tab

You Can Also Select One Location to View Images Attached to that Specific Store

The screenshot displays the 'Media' tab interface. At the top, there are navigation tabs: Snapshot, Reviews, Chatter, Listings, Rankings, Media (highlighted), and Workflow. On the right, there is a 'Location' dropdown menu currently set to 'All (300)'. On the left, a 'Report' sidebar contains a 'Listing Images' dropdown and a 'Provider' field with a 'Select providers' button. The main area is a grid of 12 location cards, each with a Pizza Hut logo and a red 'X' icon. The cards are arranged in three rows and four columns. The first row shows: Elizabeth City, NC (purple cup), Zachary, LA (dessert), Baton Rouge, LA (pizza), and Oceana, WV (advertisement). The second row shows: Oceana, WV (advertisement), Winfield, WV (Pizza Hut logo), Winfield, WV (pizza), and Charleston, WV (advertisement). The third row shows: Princeton, WV (advertisement), Charleston, WV (advertisement), Ravenswood, WV (pizza), and Ripley, WV (advertisement). A red arrow points from the text 'You Can Also Select One Location to View Images Attached to that Specific Store' to the 'Location' dropdown. Another red arrow points from the text 'Aggregate of Pictures and Videos from Across the Web' to the grid of images.

Aggregate of Pictures and Videos from Across the Web



## Workflow Tab

The screenshot displays the Workflow Tab interface. At the top, there are navigation tabs: Snapshot, Reviews, Chatter, Listings, Rankings, Media, and Workflow. A location dropdown menu is set to "Pizza Hut, 1050 N PONCE DE LEON BLVD, SAINT AUGUSTINE, FL".

Below the navigation, there are three task status filters: "Todo" (6 tasks), "Pending Validation" (0 tasks), and "Validated" (0 tasks). Red arrows point from the "Task Statuses" label to these filters.

On the left side, there is a "Report" section with filters for "Task Details", "Providers", "Task Types", and "Task Status". Red arrows point from the "Customize Reports Using Filters" label to these filter sections.

The main area shows a table of tasks. The table has columns for "Date Created", "Provider", "Status", and "Task". Each task row includes a date, a provider logo, a status, a task description, and action icons (checkmark and X).

Below the table, there is a text box that says: "A 'To-Do List' to Help Improve Your Business!". A red arrow points from this text to the "Todo" filter.

Date Created	Provider	Status	Task	✓	✗
11/17/14	GOOGLE	Todo on 11/17/14	<b>Claim Google listing</b> Pizza Hut, 1050 N PONCE DE LEON BLVD, SAINT AUGUSTINE, FL, 32084, USA Claim Listing on Google at <a href="http://www.google.com/local/add">http://www.google.com/local/add</a> . This will increase traffic/calls significantly to your business and you can access reports about your search activity.	✓	✗
11/17/14	YAHOO	Todo on 11/17/14	<b>Claim Yahoo listing</b> Pizza Hut, 1050 N PONCE DE LEON BLVD, SAINT AUGUSTINE, FL, 32084, USA Claim Listing on Yahoo! at <a href="http://listings.local.yahoo.com/basic.php">http://listings.local.yahoo.com/basic.php</a> . This is free and it will ensure users can quickly find your address and phone number to drive traffic/calls to your business.	✓	✗
11/17/14	YELLOWPAGES	Todo on 11/17/14	<b>Claim Yellowpages listing</b> Pizza Hut, 1050 N PONCE DE LEON BLVD, SAINT AUGUSTINE, FL, 32084, USA Claim Listing on YellowPages.com at <a href="http://listings.yellowpages.com/">http://listings.yellowpages.com/</a> . This is free and it will ensure users can quickly find your address and phone number to drive traffic/calls to your business.	✓	✗
11/17/14		Todo on 11/17/14	<b>Add more videos to your listings</b> Pizza Hut, 1050 N PONCE DE LEON BLVD, SAINT AUGUSTINE, FL, 32084, USA Add Videos to YouTube and link it to your Google Listing on the Local Business Center. Other competitors in your area may have more videos than you do.	✓	✗
11/17/14		Todo on 11/17/14	<b>Add city name to Website URL</b> Pizza Hut, 1050 N PONCE DE LEON BLVD, SAINT AUGUSTINE, FL, 32084, USA Consider adding the city name of your location/targeted area to your website's URL. This can significantly increase your rankings when a user types in a query that includes a location name.	✓	✗



## Workflow Tab: A Closer Look at Reports

You Can Compare Your Stores with Performance Scores Based on Presence and Reputation

The screenshot shows a 'Report' dropdown menu with the following items: 'Task Details' (selected), 'Task Details', 'Score Comparison', and 'Select tasks for specific prov'. Below the dropdown are three sections: 'Task Types' with a question mark icon and a text input field containing 'Select specific task types.'; 'Task Status' with a question mark icon and a text input field containing 'x Todo'.

Gives You an Overview of Your To-Do List



## Workflow Tab: Score Comparison

Snapshot	Reviews	Chatter	Listings	Rankings	Media	Workflow	Location <span>?</span>	All (300)		
Report							Score Comparison <span>⌵</span>			
Performance Scores							Overall <span>⌵</span>	Reviews <span>⌵</span>	Chatter <span>⌵</span>	Search <span>⌵</span>
Pizza Hut, 11051 BELLEFONTAINE RD, SAINT LOUIS, MO, 63138, USA							73	<u>48</u>	<u>100</u>	<u>73</u>
Pizza Hut, 10440 PAGE AVE, SAINT LOUIS, MO, 63132, USA							73	<u>48</u>	<u>100</u>	<u>73</u>
Pizza Hut, 3030 GODFREY RD, GODFREY, IL, 62035, USA							71	<u>43</u>	<u>86</u>	<u>84</u>
Pizza Hut, 1519 S MAIN ST, RED BUD, IL, 62278, USA							71	<u>43</u>	<u>86</u>	<u>84</u>
Pizza Hut, 1001 W COLUMBIAN BLVD N, LITCHFIELD, IL, 62056, USA							77	<u>67</u>	<u>86</u>	<u>78</u>

Scores are calculated based on the tasks completed for each store. Segmented by category, they are calculated by a comparison of performance analytics of that store with its local competitors, including:

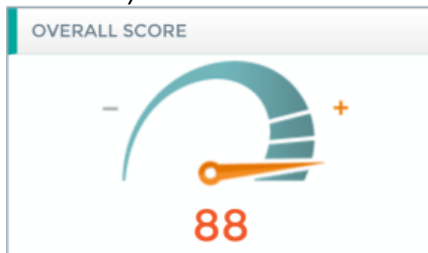
**Review quantity, review quality, review distribution on different sites, social media activity (Fans/followers/posts), listing accuracy, distribution, rankings, and more.**

## Next Steps for Set Up

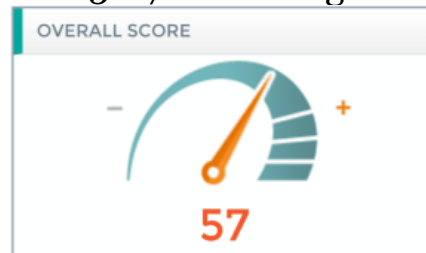
1. Discuss Reporting and Alerts
2. Follow Easy Recommendations to Drive Improvement
3. Listen, Respond, and Take Action on Reviews Emailed to You
4. On Rankings Tab, Verify Keywords – Email Any Additions
5. On Listings Tab, Determine Process of Normalizing NAP Listings for Each Store
6. Follow Easy Recommendations to Drive Improvement
7. Focus Your Efforts Where They Are Needed Most to Help Your Online Presence

Drive Toward A {Your Business Name} Overall Score of 80!

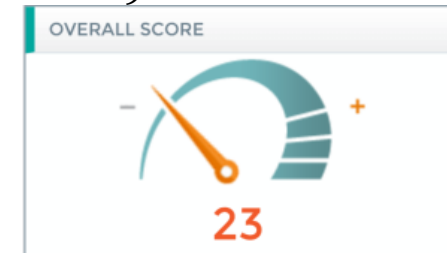
71+ = Good



30-70 = Average



29 or less = Poor



## Best Practices by Location:

- Claim 3 listings a week initially, also check periodically for any new entries (possibly 3-4 a month).
- Respond to all reviews submitted, especially new ones. Focus on negative reviews first, then positive reviews, to strengthen customer loyalty and increase word-of-mouth!
- Drive review volume by encouraging customers to leave reviews via email newsletters, email reminders, in-store visits, etc. Volume helps drown out competition!
- Build individual FB pages for all stores (can start with just NAP directory until able to drive content to all pages).
- Connect with brand advocates within the chatter section to strengthen customer loyalty and increase positive mentions.
- Create optimized landing pages for each location with unique content per location (about store opening, bio, history, etc.).
- Create reputation awards around stores with best and worst online presence. Have best online presence location used as a case study to set standard for operations.
- Work with social media team and bloggers to create content and promote back-linking/referencing around keywords that are not performing well on our rankings table.

## ADMIN Guide

- Add/Edit Locations and Competitors
- Add/Edit Users
- Add/Edit Groups

## ADMIN: Add/Edit Locations

The screenshot shows the 'Manage Locations' page in an admin dashboard. The page includes a navigation menu at the top with options like 'Snapshot', 'Reviews', 'Chatter', 'Listings', 'Rankings', 'Media', and 'Workflow'. On the left, there is a 'MY ACCOUNT' sidebar with links for 'Manage Users', 'Manage Groups', and 'Manage Locations & Competitors'. The main content area is titled 'Manage Locations' and features a table of active locations. The table has columns for 'Active', 'Location', 'Competitors', 'Review Alerts', 'Chatter Alerts', 'Blog Alerts', and 'PD Reports'. A 'Download' button is located above the table, and an 'Add New Location' button is in the top right corner. A user profile 'Welcome, Ben My Account | Logout' is visible in the top right corner.

**Edit a Location's Info** (Arrow pointing to the edit icon in the first row of the table)

**Download Location Info into Excel** (Arrow pointing to the 'Download' button)

**Clicking 'My Account' Button Takes You to Admin** (Arrow pointing to the 'My Account' link in the top right)

**Admin Panel – Standard Users Only See 'Manage Locations & Competitors'** (Arrow pointing to the 'Manage Locations & Competitors' link in the sidebar)

**Manage Email Alerts** (Arrows pointing to the 'Review Alerts', 'Chatter Alerts', and 'Blog Alerts' columns in the table)

**'Add New Location' Button Only Available to Admin Users (Not Standard Users)** (Arrow pointing to the 'Add New Location' button)

Active	Location	Competitors	Review Alerts	Chatter Alerts	Blog Alerts	PD Reports
<input checked="" type="checkbox"/>	Pizza Hut, 6687 SULLIVAN ROAD, GREENWELL SPRING, LA, 70739, USA		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Pizza Hut, 1809 S SHERWOOD FOREST BLVD, SPACE A-2, BATON ROUGE, LA, 70816, USA		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Pizza Hut, 930 O'NEAL LANE, SUITE E2, BATON ROUGE, LA, 70816, USA		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Pizza Hut, 9618 JEFFERSON HWY, SUITE 1A, BATON ROUGE, LA, 70809, USA		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Pizza Hut, 2906 GOVERNMENT ST, BATON ROUGE, LA, 70806, USA		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Pizza Hut, 520 S ALEXANDER AVE, SUITE 300, PORT ALLEN, LA, 70767, USA		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Pizza Hut, 1001 HIGHWAY 1 SOUTH, DONALDSONVILLE, LA, 70346, USA		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## ADMIN: Add/Edit Locations (Part 2)

Enter Basic Business  
Listing Information

\* Indicates Required Fields

Alternate Website Is Used for Our Ranktracker. Our System Can Look for Multiple URLs (Optional).

Alternate Phone Numbers: Enter Any Additional Phone Numbers that May Be Used Across the Web, such as Call-Tracking Numbers. We Use This for Matching to Listings Online (Optional).

Provide the Facebook and Twitter Pages that You Would Like Tracked for Each Location (Optional, but Recommended).

**Location Editor**

Business Name*	Pizza Hut
Primary Website	http://www.pizzahut.com
Alternate Website	<input type="button" value="Add Alternate Website"/>
Primary Category*	Pizza
Country*	United States of America
Street*	6697 Sullivan Rd
City*	Greenwell Springs
State/Province*	LA
Zip/Postal code*	70739
Main Phone	2252611368
Alternate Phone Numbers	<input type="button" value="Add Alternate Phone Number"/>
Email Address*	youremail@youremail.com
Alternate Emails	<input type="button" value="Add Alternate Email"/>
<b>Social Media Pages</b>	
Facebook Page/URL	https://www.facebook.com/PizzaHutgreenwellsprings
Twitter Page/URL	https://twitter.com/pizzahutgreenwellsprings



### Custom Brand Monitoring

Directory Name  Search ⓘ

Social Search ⓘ

Search Term (examples: @CocaCola, #justDolt) Remove

#pizzahut ✕

Add Search Criteria

#2for1 ✕

Modifier	Matching Text	Remove
Must Include ▼	pizza	✕
Must Not Inclu ▼	burger	✕

Add Search Criteria

Add Social Search Term

Directory Search Name:  
You Can Enter a Different  
Business Name for Us to  
Monitor Social Media and  
Check Citations.

Social Search Terms:  
Enter Additional Terms  
(Names, Phrases,  
Promotions, or Hashtags)  
You Want to Track on Social  
Media in Addition to  
Business Name.

Modifiers:  
Add Filters to Narrow  
Search Results.

ADMIN: Add/Edit Locations (part 4)

Additional Keyword Tracking

Examples: "Mexican, Los Angeles, CA" / "Tamale, Downtown LA" / "Take-Out, Downtown Los Angeles"

Keyword	Local Area	Remove
Pizza Delivery	Greenwell Springs, LA	X
Pizza Restaurant	Greenwell Springs, LA	X
Pepperoni Pizza	70739	X
Bacon pizza	70739	X
Best Pizza	70739	X
		X
		X

Keywords:  
Search Terms for Replicating  
Customer Searches and  
Tracking both Local Sites  
(i.e. Map Aps) and Organic  
Rankings.

Enter Cities,  
Neighborhoods or Even  
Zip Codes to Replicate a  
Mobile Search for Your  
Keyword.

## ADMIN: User Management

The screenshot shows a 'Manage Users' interface. On the left is a sidebar with navigation links: 'My Account', 'Admin', 'Manage Users', 'Manage Groups', and 'Manage Locations & Competitors'. The main area is titled 'Manage Users' and contains an 'Add New User' button and a table of users. The table has columns for 'Username', 'Full Name', 'Email', and 'User Type'. Each row includes edit and location icons. Annotations with red arrows point to the 'Manage Users' link in the sidebar, the 'Edit the User Information' icon, and the 'Add/Edit What Locations the User Has Access to.' icon.

Username	Full Name	Email	User Type	
homer@simpson.com	Homer Simpson	homer@simpson.com	Master	
bart@simpson.com	Bart Simpson	bart@simpson.com	Master	
maggie@simpson.com	Maggie Simpson	maggie@simpson.com	Master	
MagnificentMarge	Marge Simpson	marge@simpson.com	Standard	
			Standard	

Manage Users only Appears for Master and Admin Users.

Edit the User Information

Add/Edit What Locations the User Has Access to.

### 3 Users Types/Roles

1. Admin: Can Add & Manage All Users, Groups, and Locations
2. Master: Can Add Locations & Manage the Users and Locations Assigned to Them
3. Standard: Read-only, Limited Access



## ADMIN: Groups

**You can create any group of locations for any reason (Region, District, Brand, Franchise)**

The screenshot shows the 'Admin Groups' interface. On the left is a sidebar with 'My Account' and 'Admin' sections. The 'Admin' section includes links for 'Manage Users', 'Manage Groups', and 'Manage Locations & Competitors'. The main content area features a 'Create New Group' button at the top. Below it is a table with the following columns: 'Company Name', 'Group Name', '# Of Active Locations', and 'LBV Report'. A single row is visible for 'Pizza Hut' in the 'Eastern Region' with 1,245 active locations. The 'LBV Report' column contains a link labeled 'LBV Report'. At the bottom of the table are navigation controls: '< Prev', '1', and 'Next >'. Red arrows point to specific elements: 'Create New Group' points to the button; 'Add/Remove Locations from Group' points to the location pin, edit, and delete icons; 'Edit Group Info' points to the edit icon; and 'Local Brand Visibility (LBV) Roll-up Reports for the Group' points to the 'LBV Report' link.

**Create New Group**

**Local Brand Visibility (LBV) Roll-up Reports for the Group**

**Add/Remove Locations from Group**

**Edit Group Info**

Company Name	Group Name	# Of Active Locations	LBV Report
Pizza Hut	Eastern Region	1,245	LBV Report

< Prev 1 Next >

## ADMIN: Create New Group

**Create New Group**

Group Name\*

Company\*

Create new company  Edit company name

Available Locations

<input type="checkbox"/> All	Business Name	Address
<input type="checkbox"/>	Pizza Hut	10 Broadway Blvd, Sherwood Park, AB, AB T8H 2A2, Canada
<input type="checkbox"/>	Pizza Hut	20 Broadway Blvd, Sherwood Park, AB, AB T8H 2A2, Canada
<input type="checkbox"/>	Pizza Hut	5403 Kirby Dr, Houston, TX, 77005, USA
<input type="checkbox"/>	Pizza Hut	1940 West Galena Blvd, Aurora, IL, 60506, USA
<input type="checkbox"/>	Pizza Hut	2046 NE ML King Jr Blvd, Portland, OR, 97212, USA
<input type="checkbox"/>	Pizza Hut	500 4th Avenue, San Diego, CA, 92101, USA
<input type="checkbox"/>	Pizza Hut	7200 Bustleton Ave., Philadelphia, Pa, 19149, USA
<input type="checkbox"/>	Pizza Hut	600 Old County Circle, Windsor Locks, CT, 06096, USA
<input type="checkbox"/>	Pizza Hut	3626 W. Sunset Blvd, Los Angeles, CA, 90026, USA
<input type="checkbox"/>	Pizza Hut	6600 Topanga Canyon Blvd., Suite 2010A, Canoga Park, CA, 91303, USA

At least one location needs to be added to the group

1. Enter New Group Name  
2. Select an Existing Company Name or Create New One  
3. Select Locations to Include in Group  
4. Save New Group. Button Only Enabled after Steps 1-3 Are Complete.