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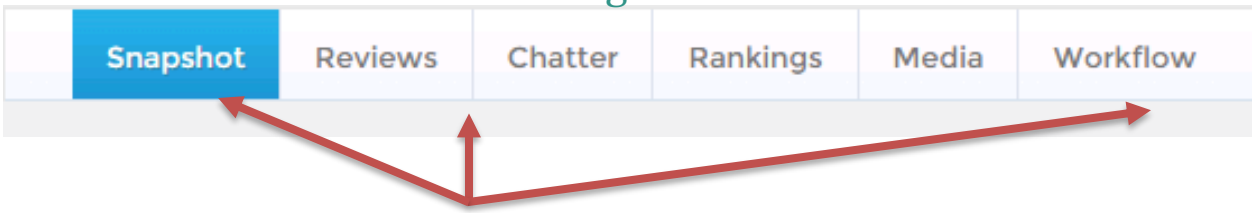
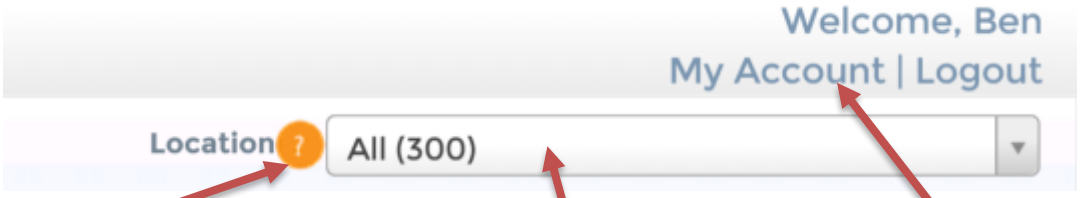
Dashboard Overview and Navigation



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

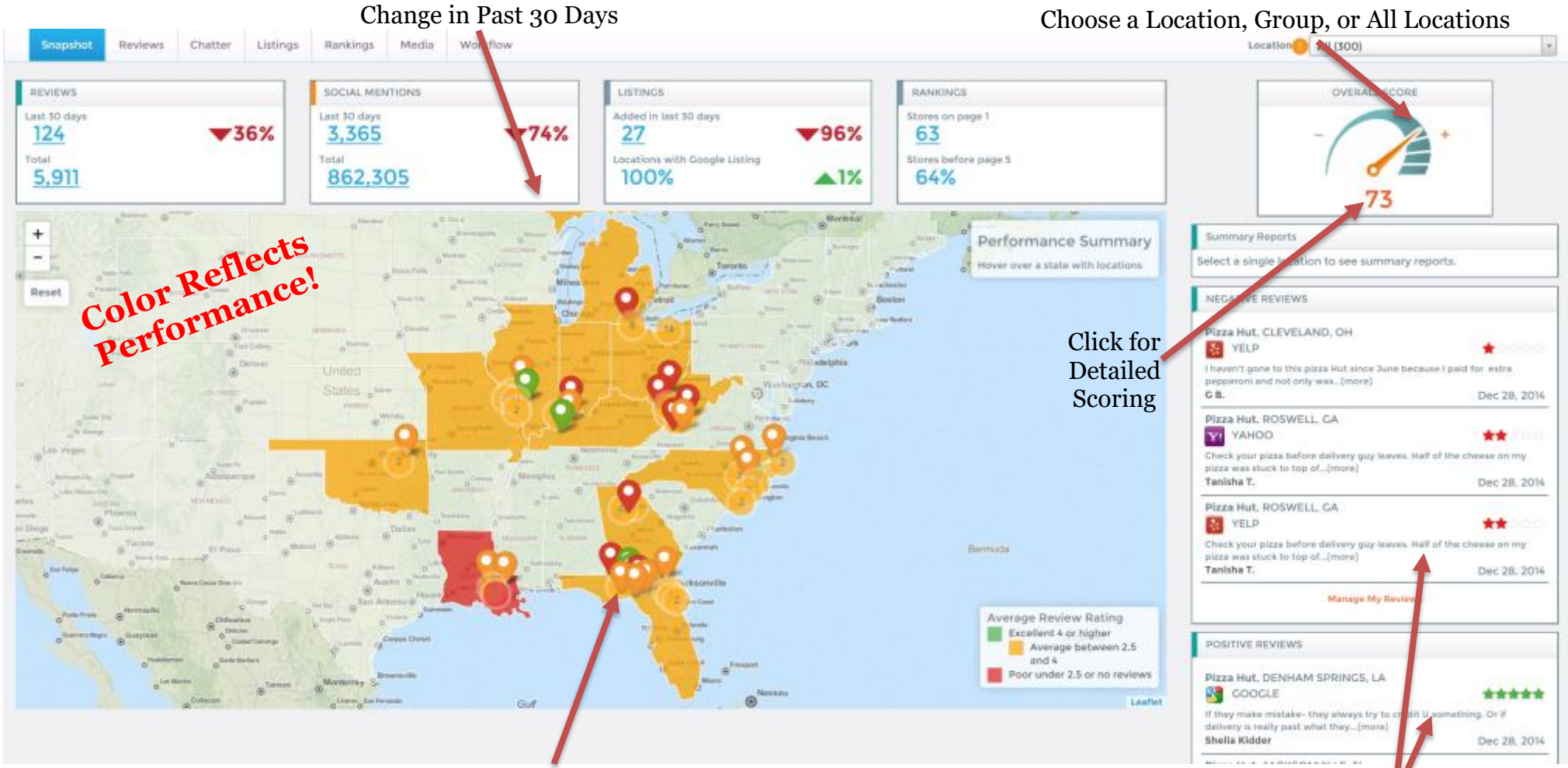


Help/Tooltips

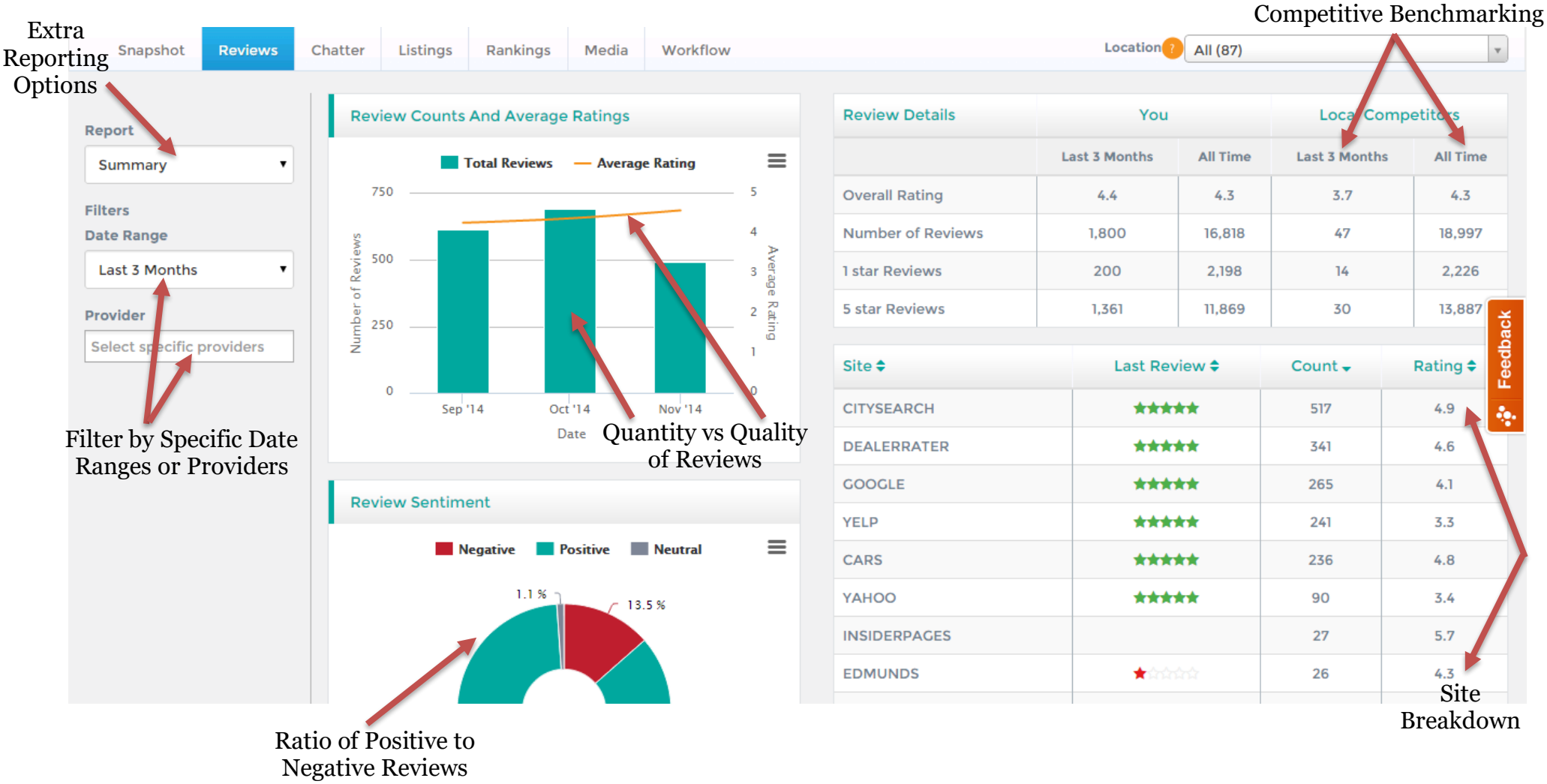
Account Editor

Location Selection:
Select All, Groups, or Single Locations

Snapshot Tab



Reviews Tab: Reports

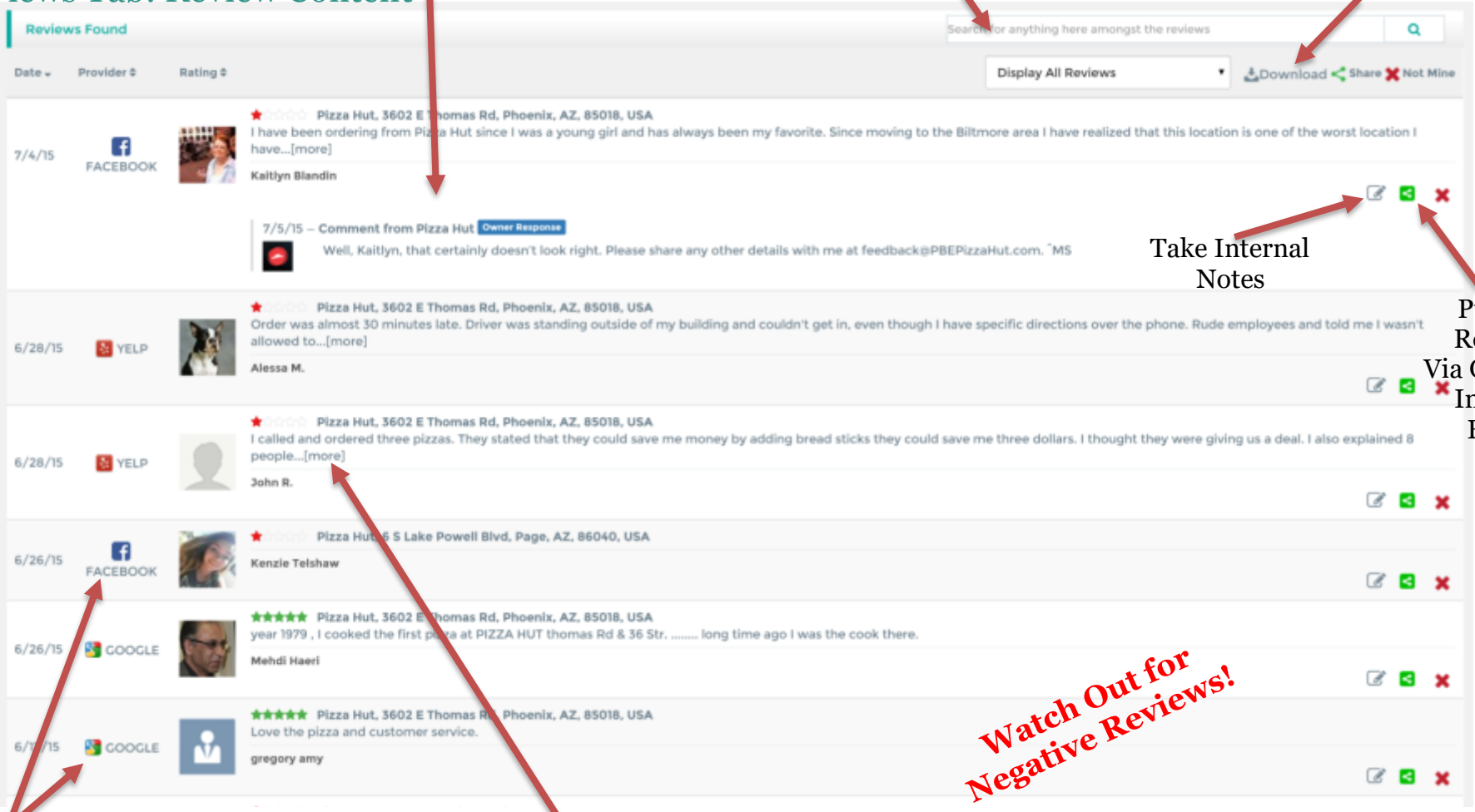


See Management's Response to Review

Search for Keywords in Reviews

Reviews Tab: Review Content

Download to Excel



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?

Your Business

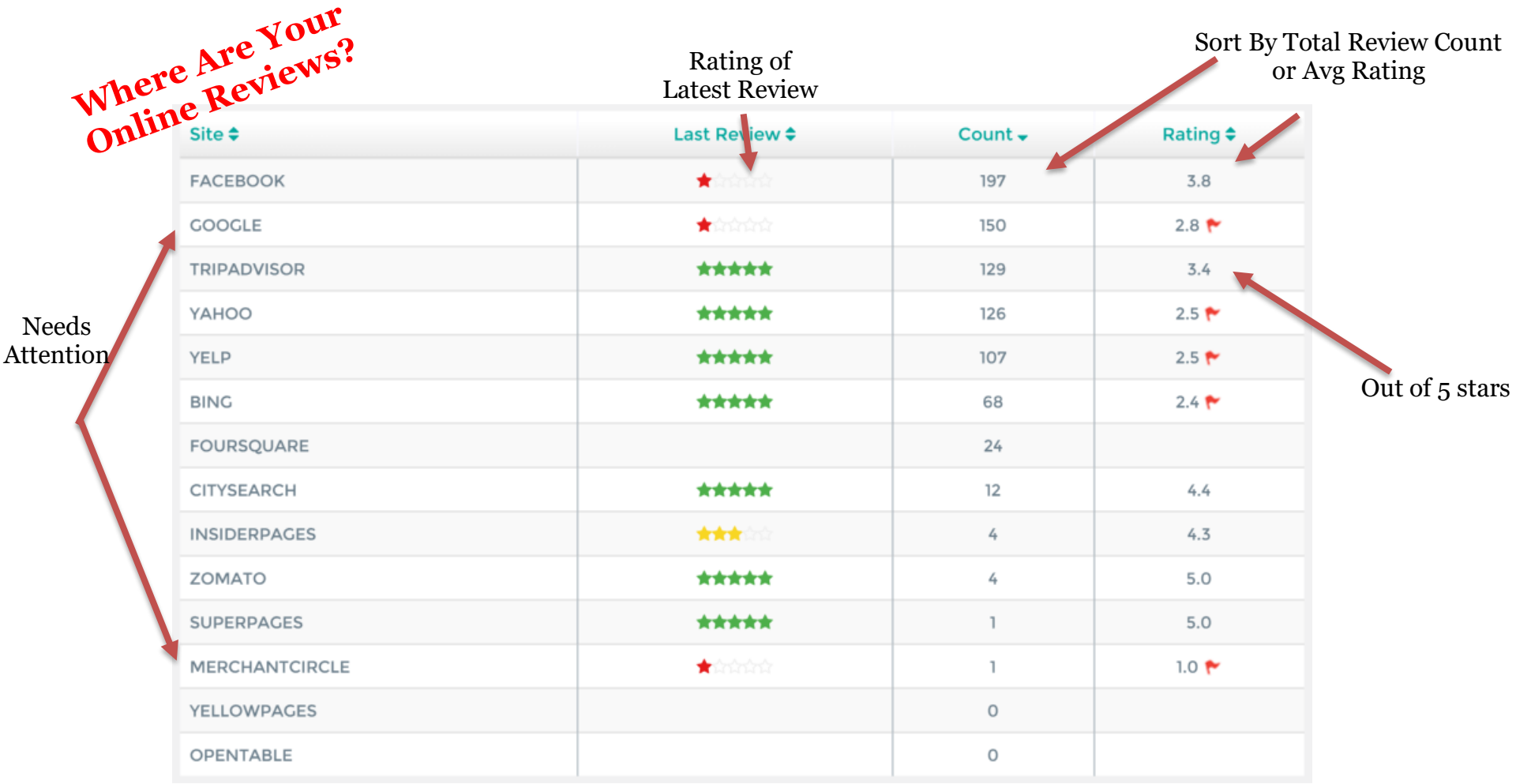
Your Competitors

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

New Reviews Added During Report Period

Total Reviews at the End of Report Period

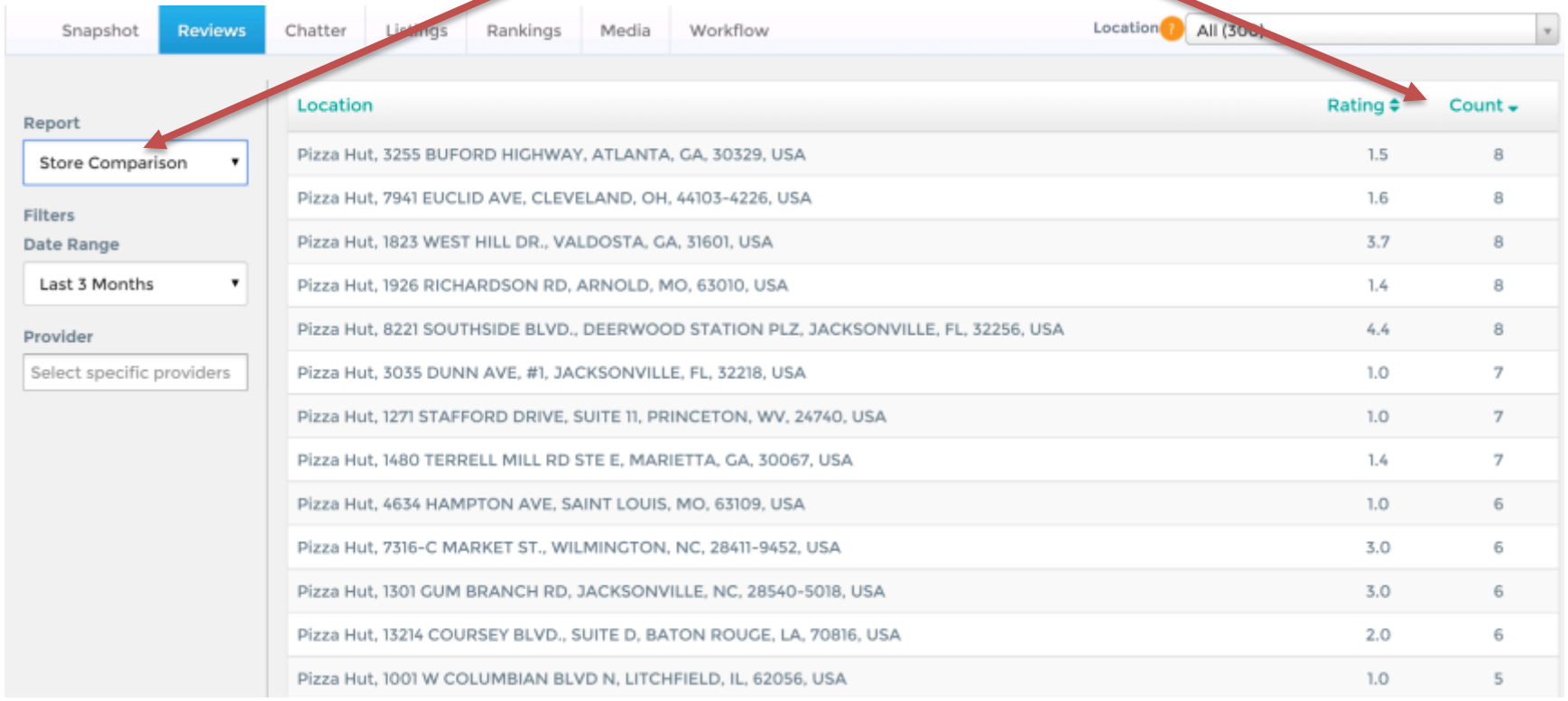
Reviews Tab: Review Site Summary



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	

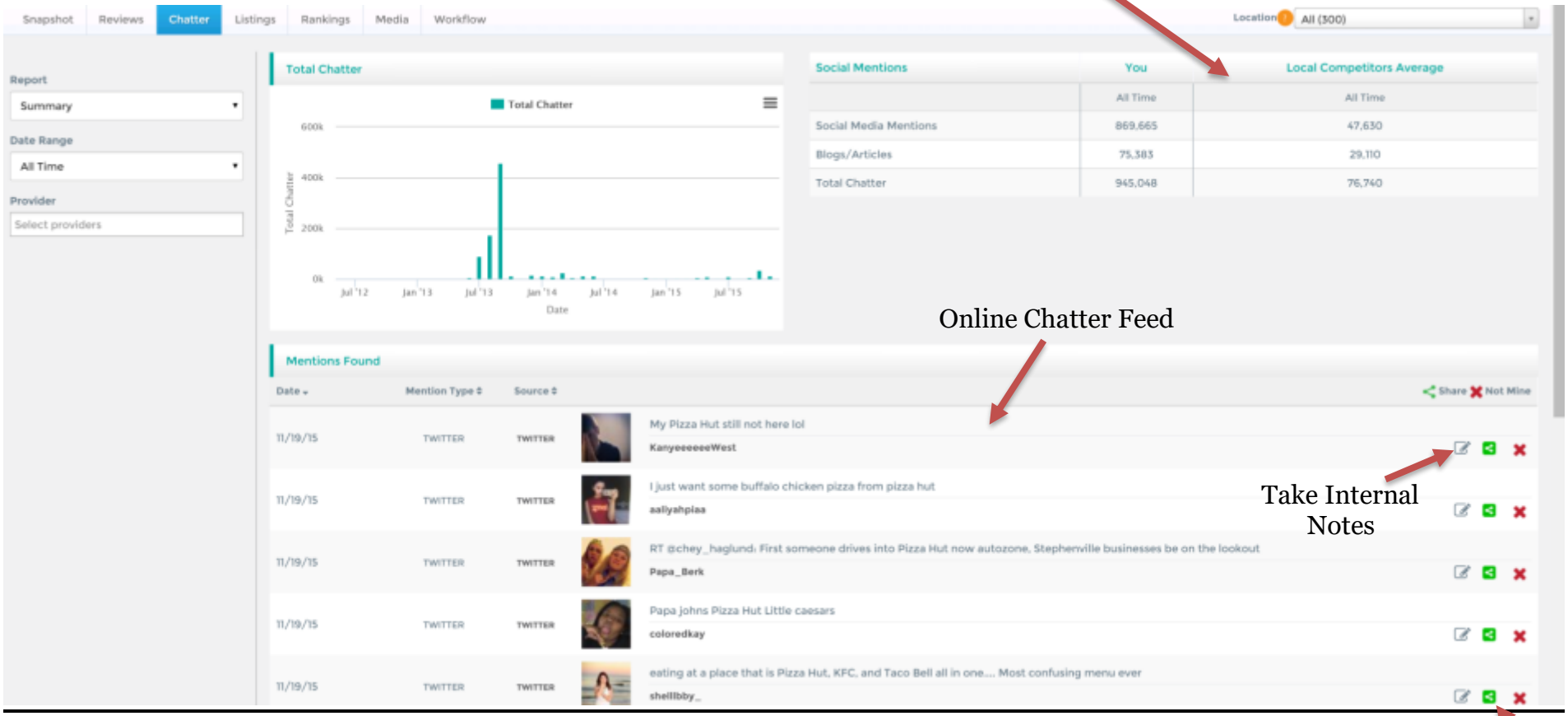
Reviews Tab: Store Comparison Report

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

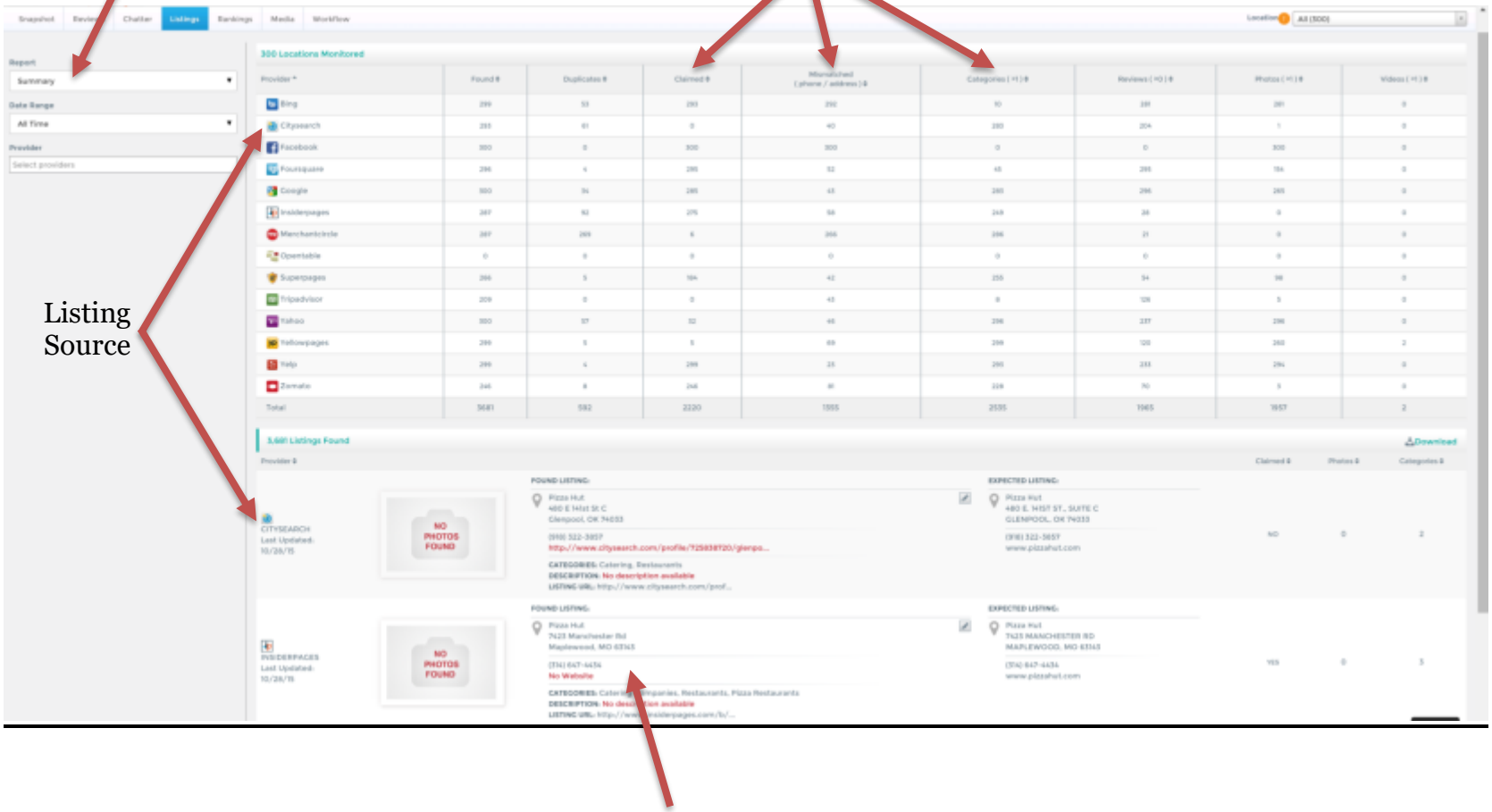
Chatter Tab


Chatter Competitive Summary
Snapshot
Reviews
Chatter
Listings
Rankings
Media
Workflow
Location
All (300)
Report
Summary
Date Range
All Time
Provider
Select providers
Total Chatter
Total Chatter
600k
400k
200k
0k
Total Chatter
Jul '12
Jan '13
Jul '13
Jan '14
Jul '14
Jan '15
Jul '15
Date
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
Mentions Found
Date
Mention Type
Source
Share
Not Mine
11/19/15
TWITTER
TWITTER
My Pizza Hut still not here lol
KanyeeeeeeWest
11/19/15
TWITTER
TWITTER
I just want some buffalo chicken pizza from pizza hut
aallyahplaa
11/19/15
TWITTER
TWITTER
RT @chey_haglund: First someone drives into Pizza Hut now autozone, Stephenville businesses be on the lookout
Papa_Berk
11/19/15
TWITTER
TWITTER
Papa johns Pizza Hut Little caesars
coloredkay
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_
Take Internal Notes
Email Chatter Internally

Listings Tab

Click Report to
See More Details

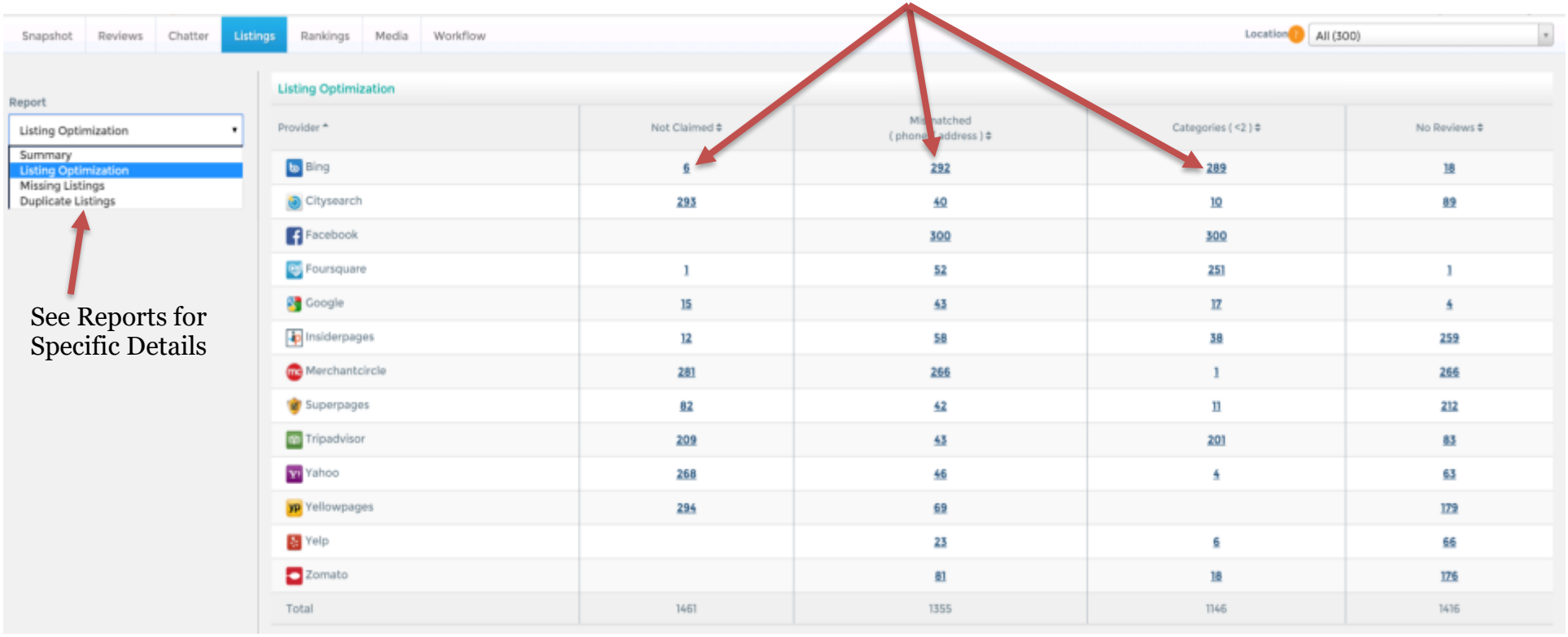
How Many Stores Have Issues?



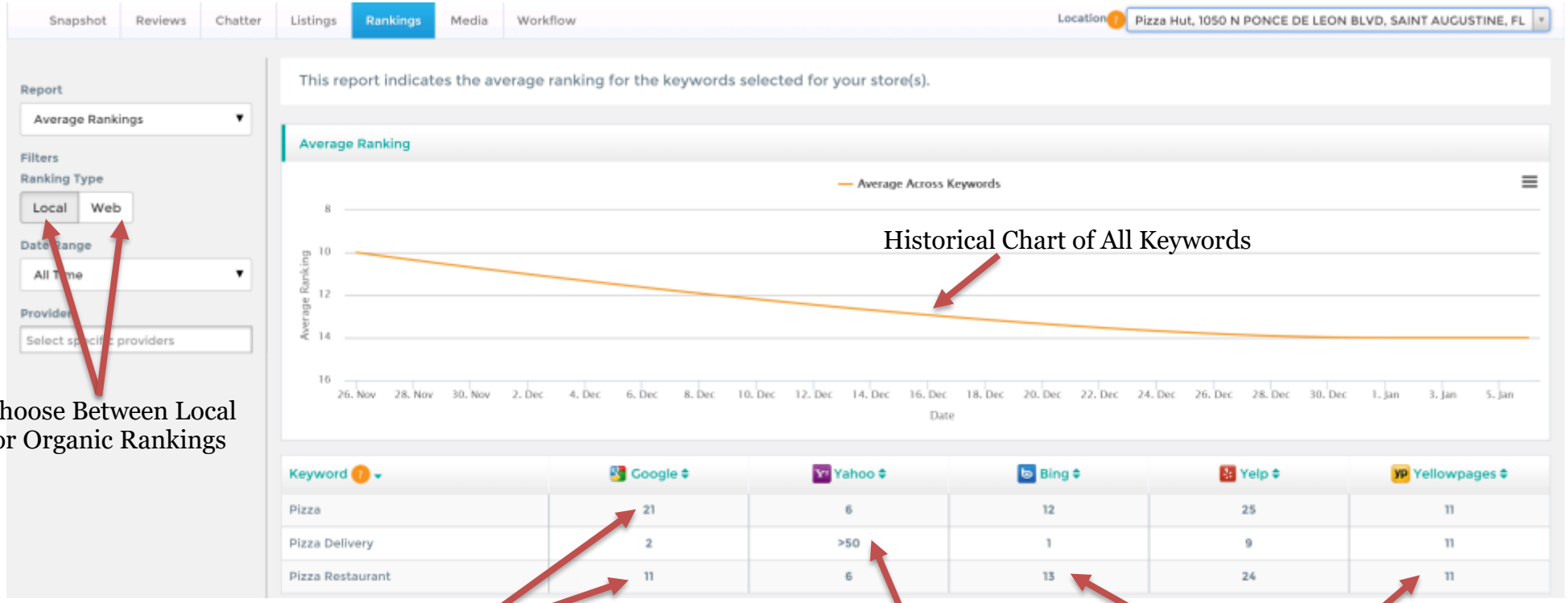
Your Actual Listing on Each Review Site

Listings Tab (cont'd)

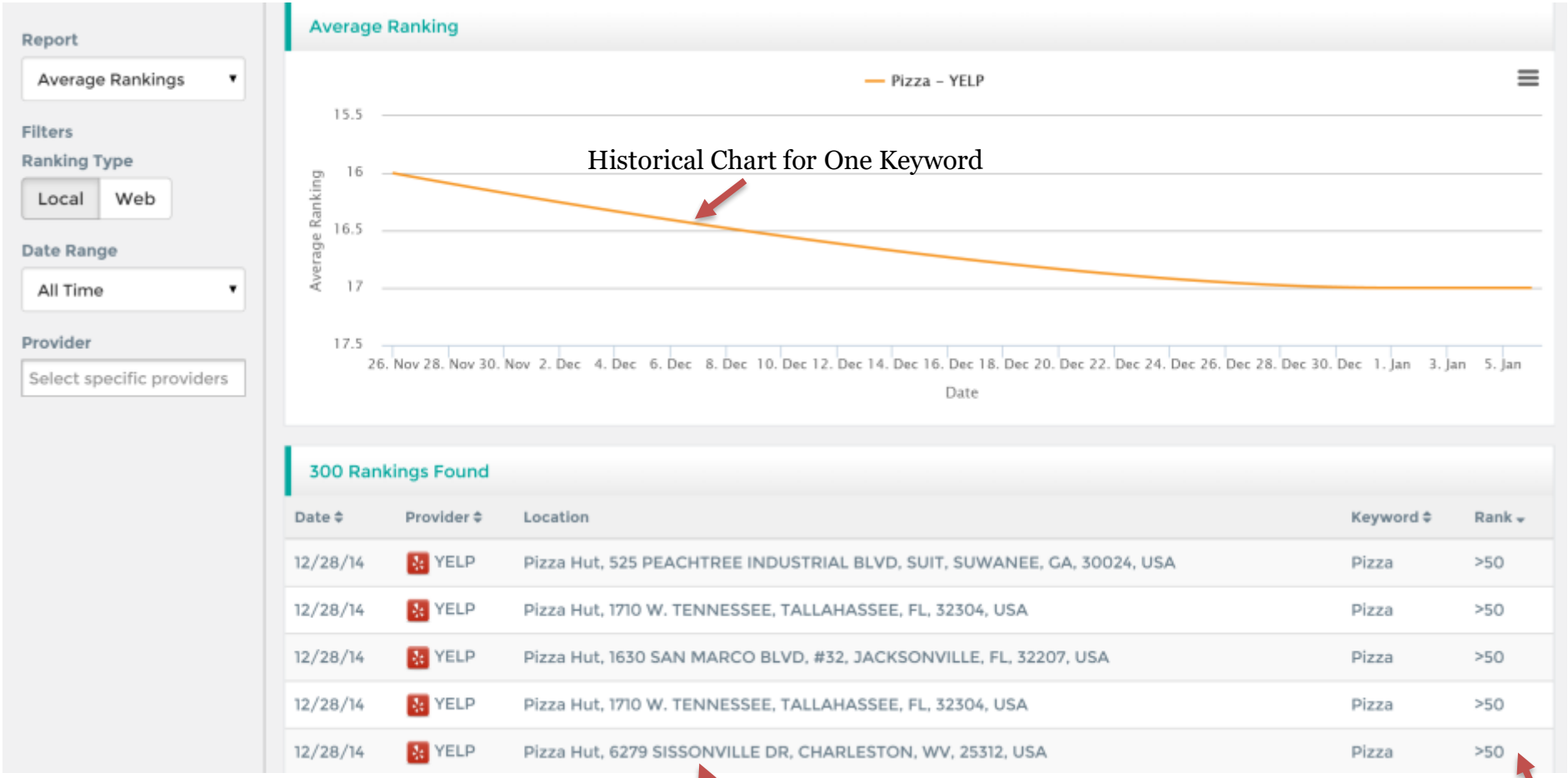
Click Boxes and Scroll Down for Results



Rankings Tab

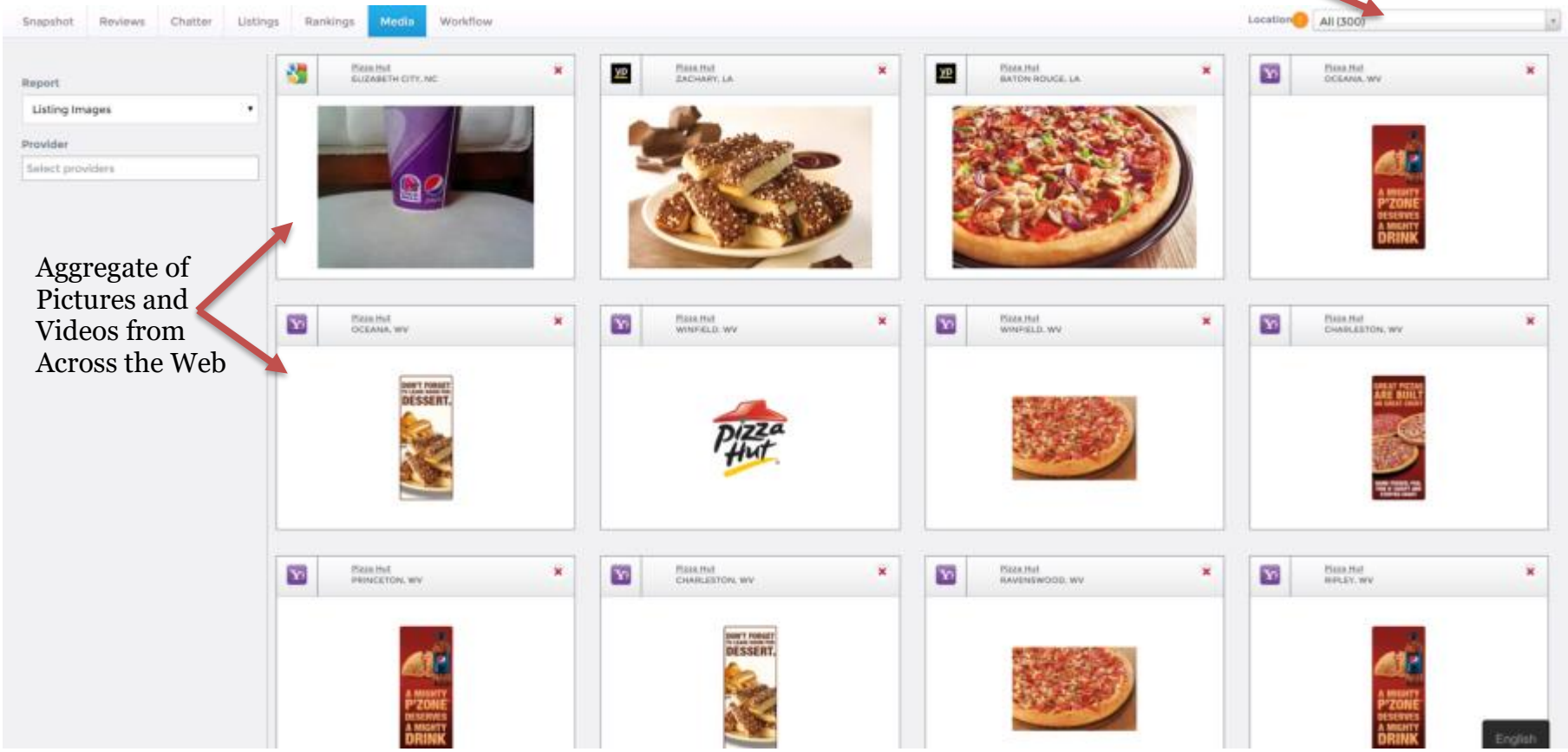


Rankings Tab (cont'd)

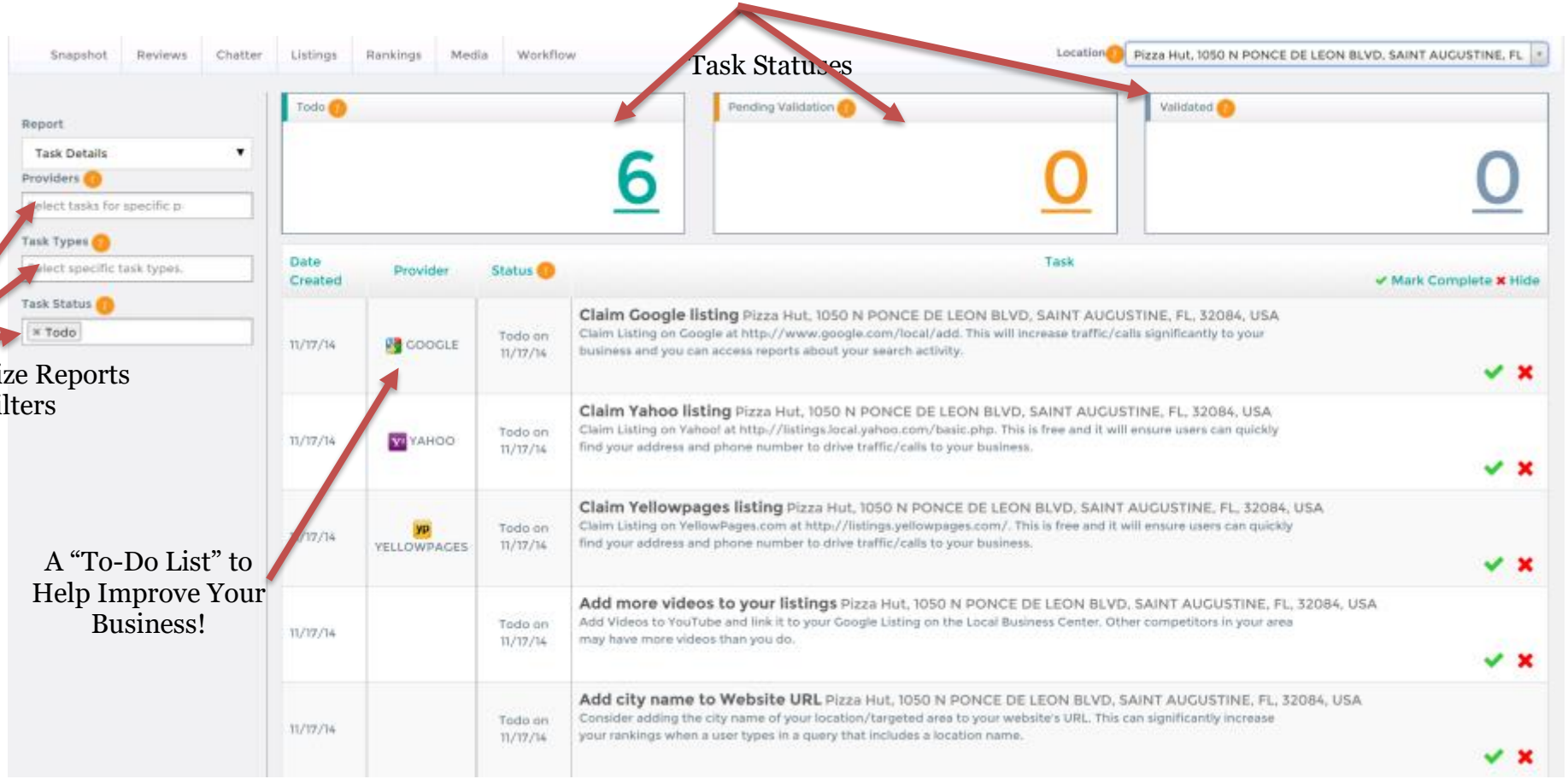


Media Tab

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

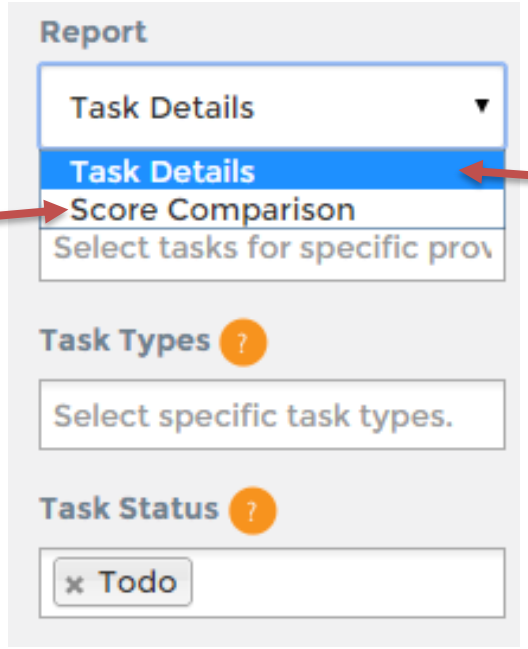


Workflow Tab



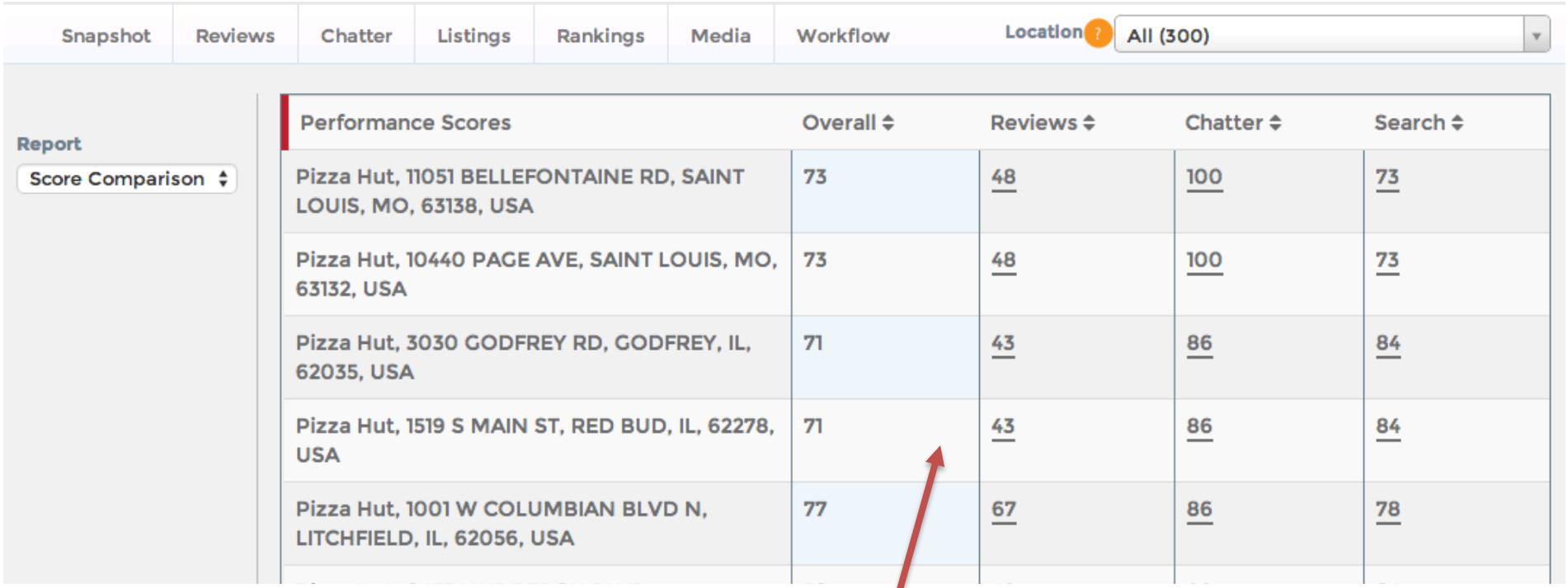
Workflow Tab: A Closer Look at Reports

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



Gives You an Overview of Your To-Do List

Workflow Tab: Score Comparison



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.

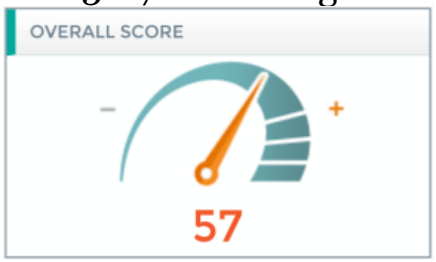
Next Steps for Set Up

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

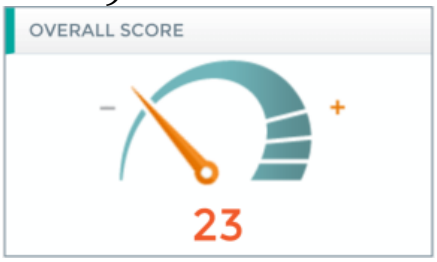
Drive Toward A {Your Business Name} Overall Score of 80!

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

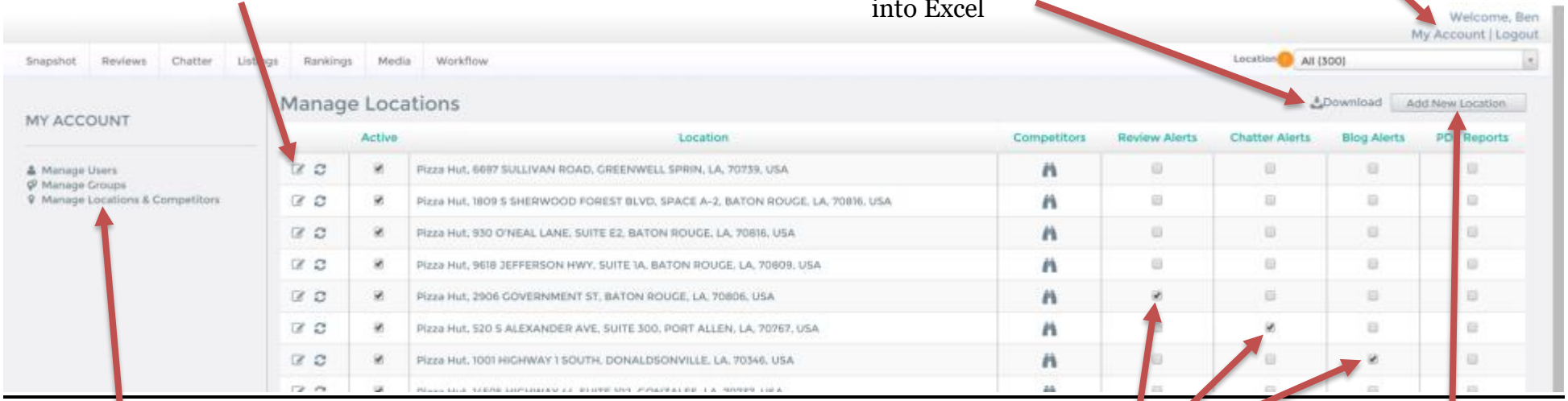
- Add/Edit Locations and Competitors
- Add/Edit Users
- Add/Edit Groups

ADMIN: Add/Edit Locations

Clicking 'My Account' Button Takes You to Admin

Edit a Location's Info

Download Location Info into Excel



Admin Panel – Standard Users Only See 'Manage Locations & Competitors'

Manage Email Alerts

'Add New Location' Button Only Available to Admin Users (Not Standard Users)

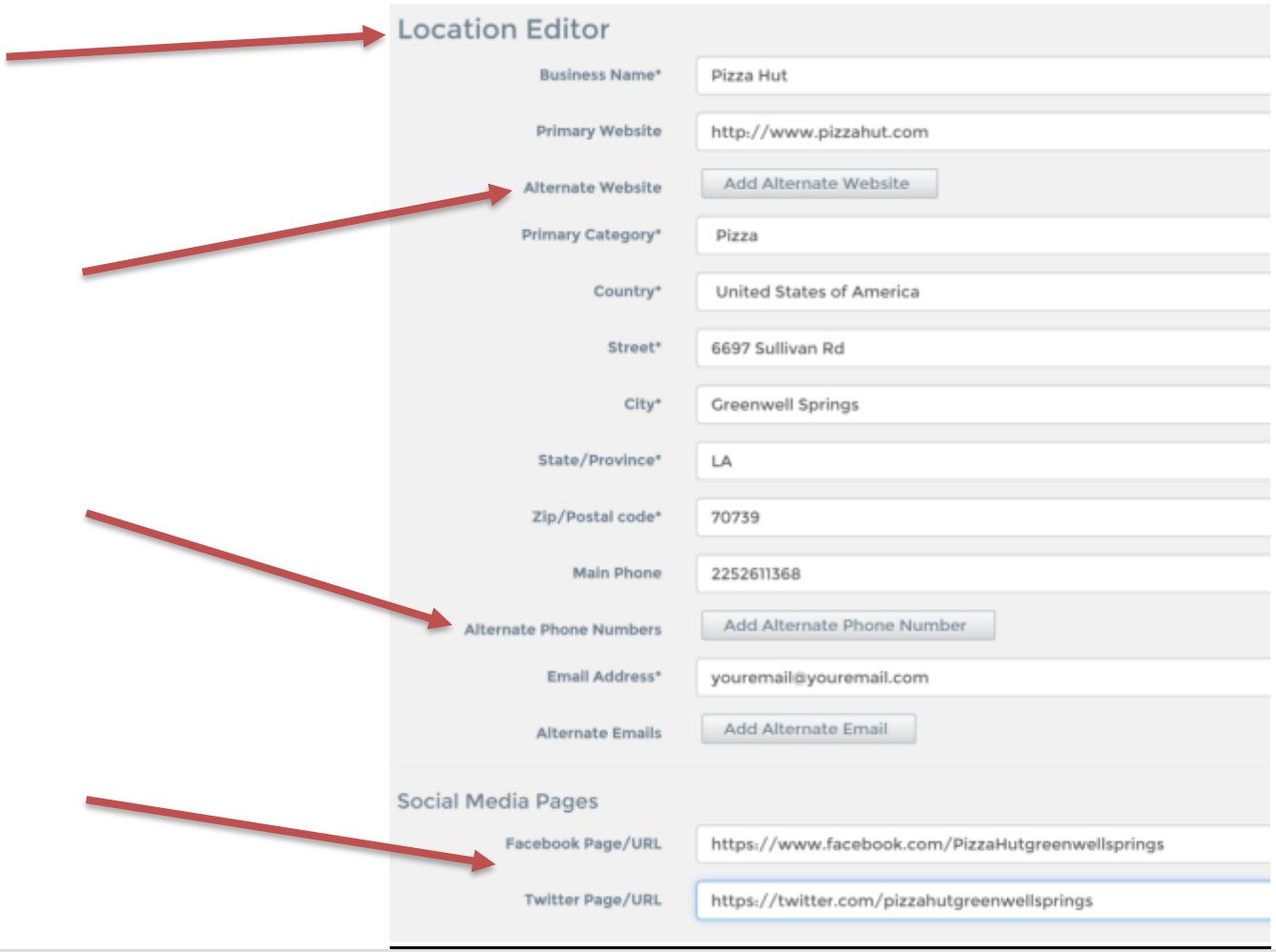
ADMIN: Add/Edit Locations (Part 2)

Enter Basic Business
Listing Information
* Indicates Required Fields

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

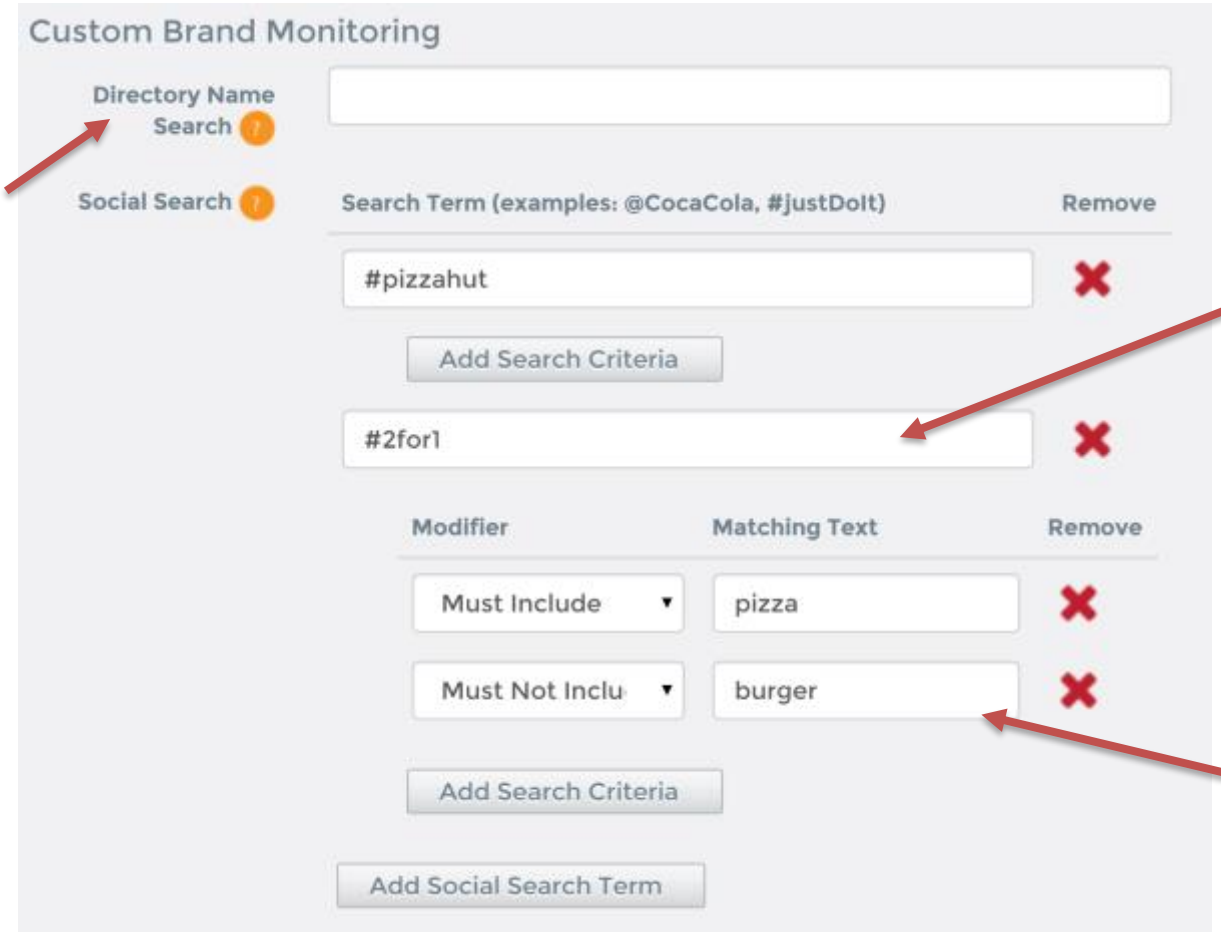
Alternate Phone Numbers: Enter Any Additional Phone Numbers that May Be Used Across the Web, such as Call-Tracking Numbers. We Use This for Matching to Listings Online (Optional).

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



ADMIN: Add/Edit Locations (part 3)

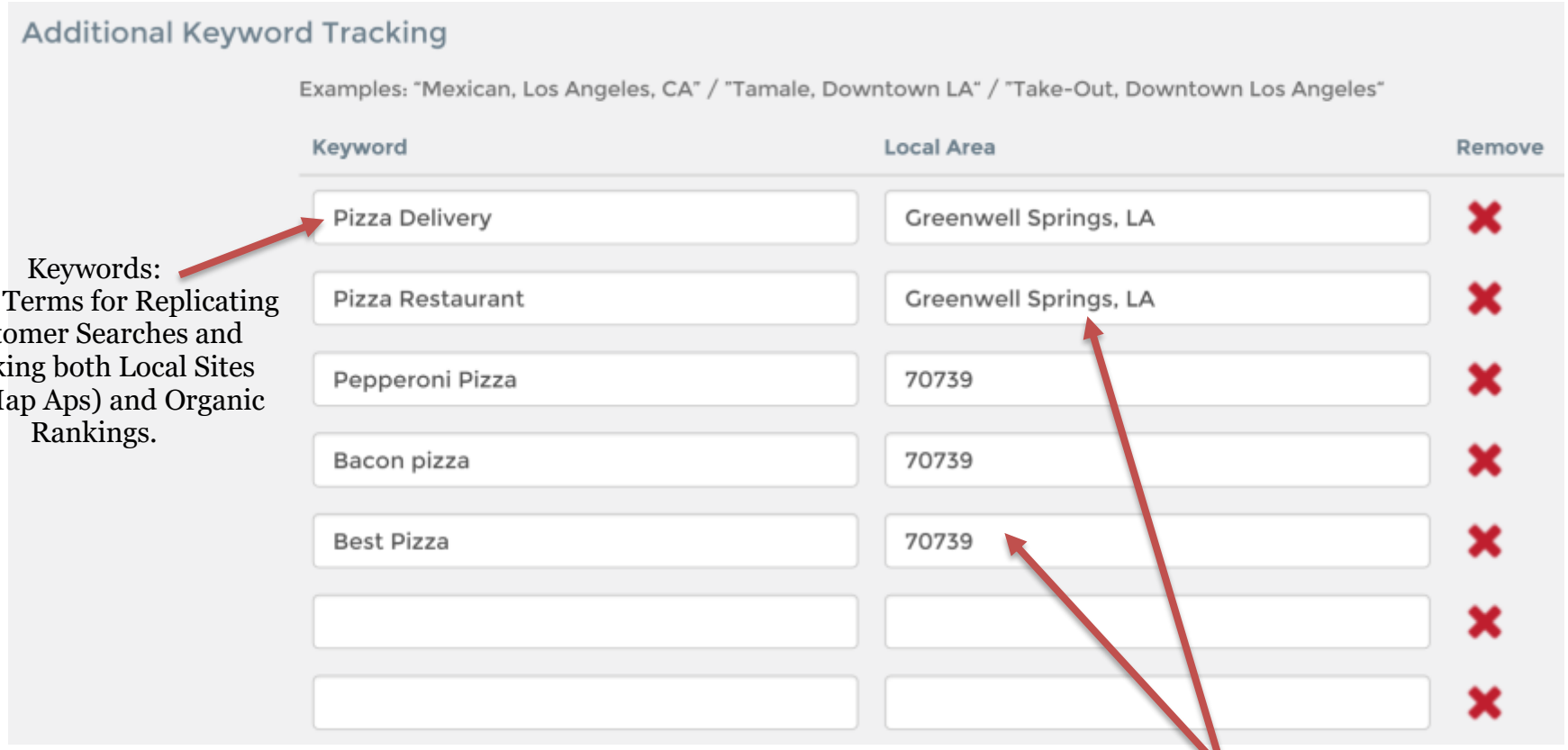
Directory Search Name: You Can Enter a Different Business Name for Us to Monitor Social Media and Check Citations.



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)



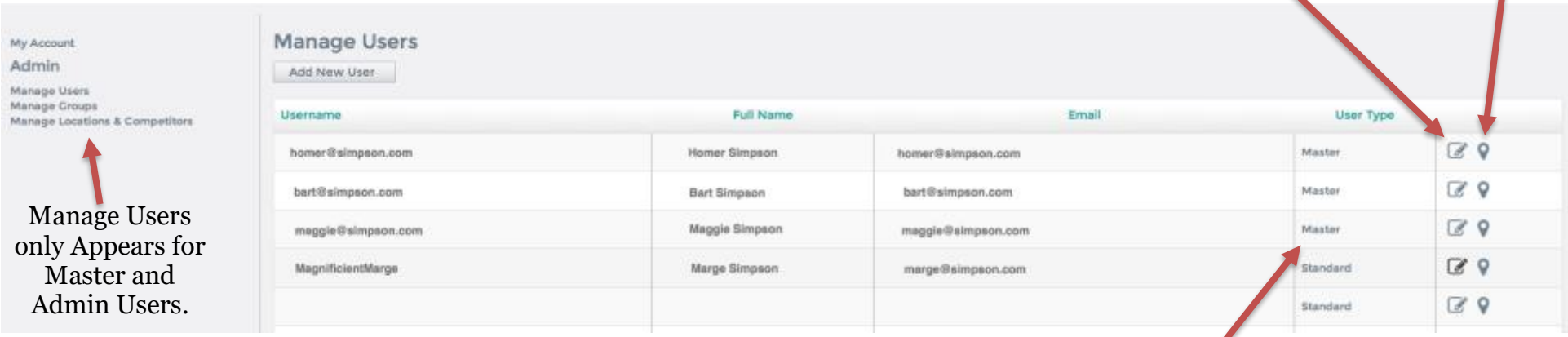
Keywords: Search Terms for Replicating Customer Searches and Tracking both Local Sites (i.e. Map Aps) and Organic Rankings.

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

ADMIN: User Management

Add/Edit What Locations the User Has Access to.

Edit the User Information



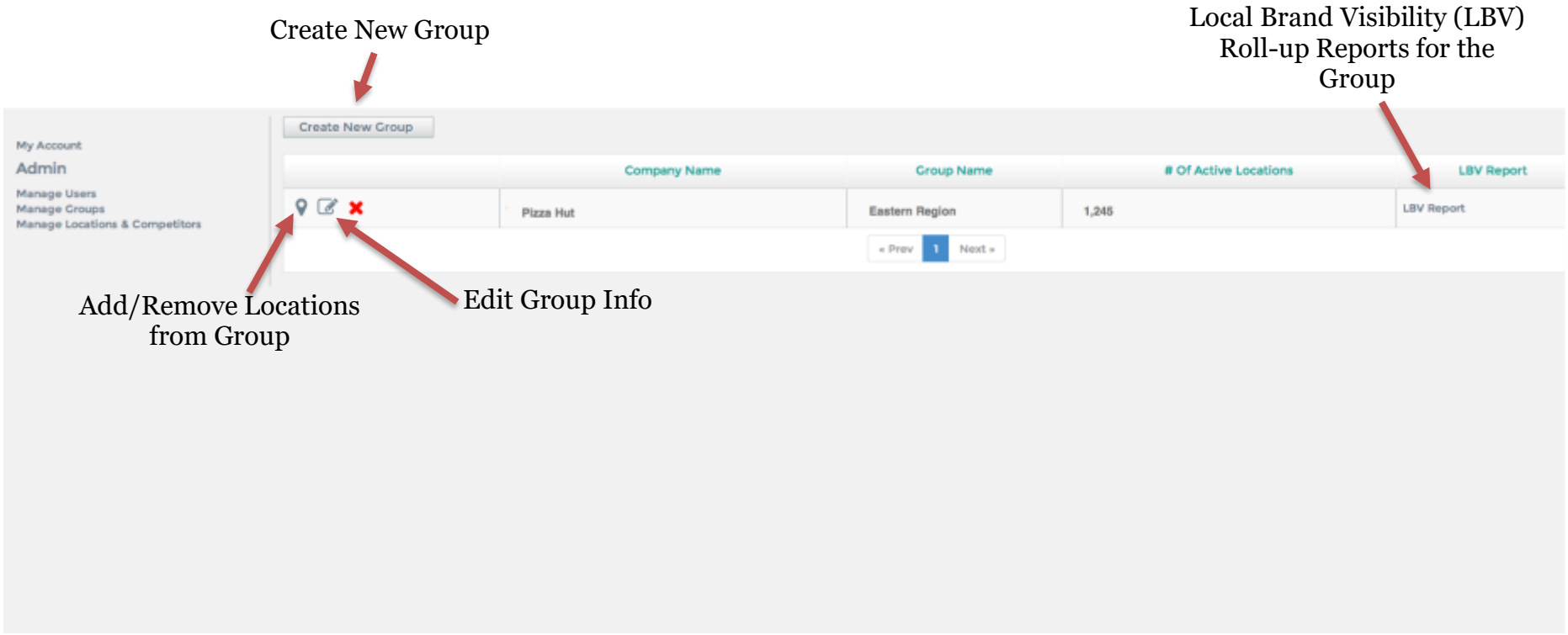
Manage Users only Appears for Master and Admin Users.

3 Users Types/Roles

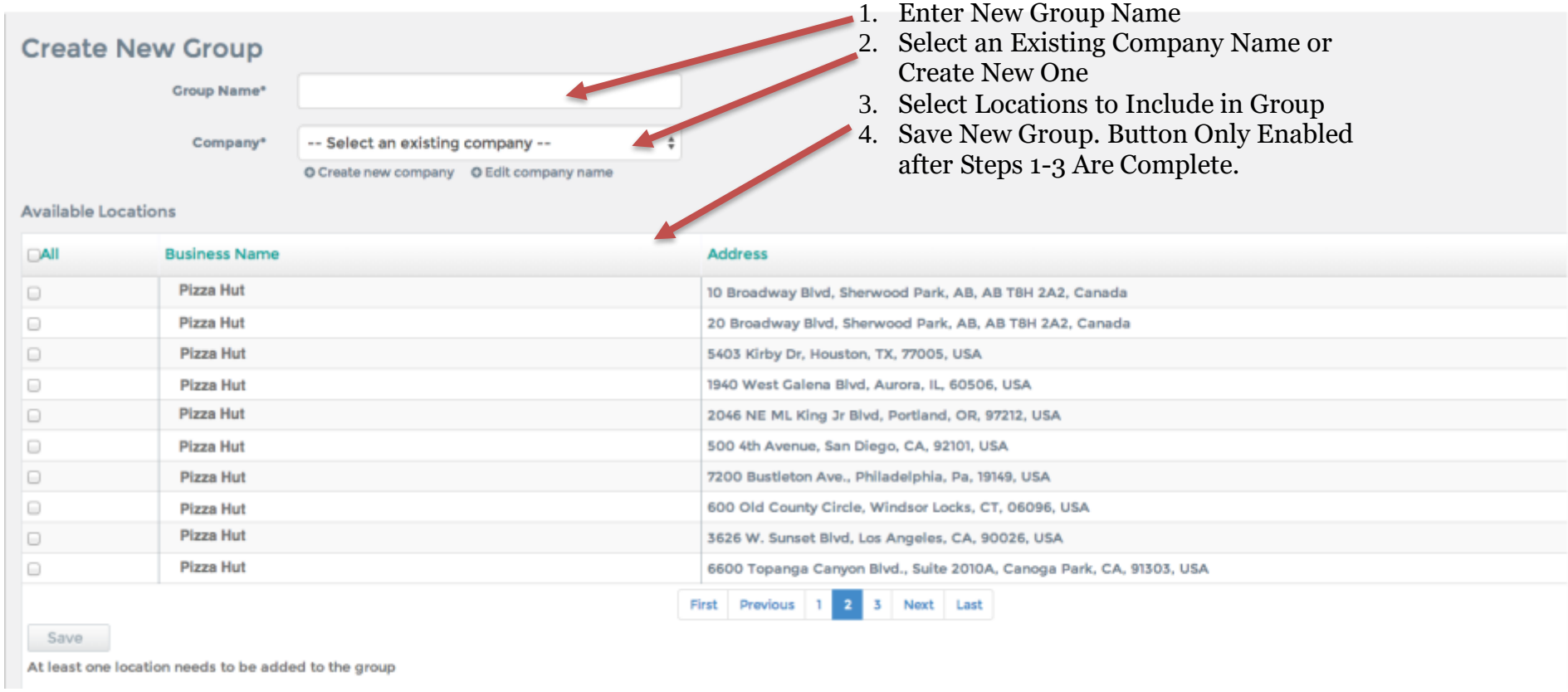
1. Admin: Can Add & Manage All Users, Groups, and Locations
2. Master: Can Add Locations & Manage the Users and Locations Assigned to Them
3. Standard: Read-only, Limited Access

ADMIN: Groups

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



ADMIN: Create New 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.