Business Listings

User Guide

Reputation

2025

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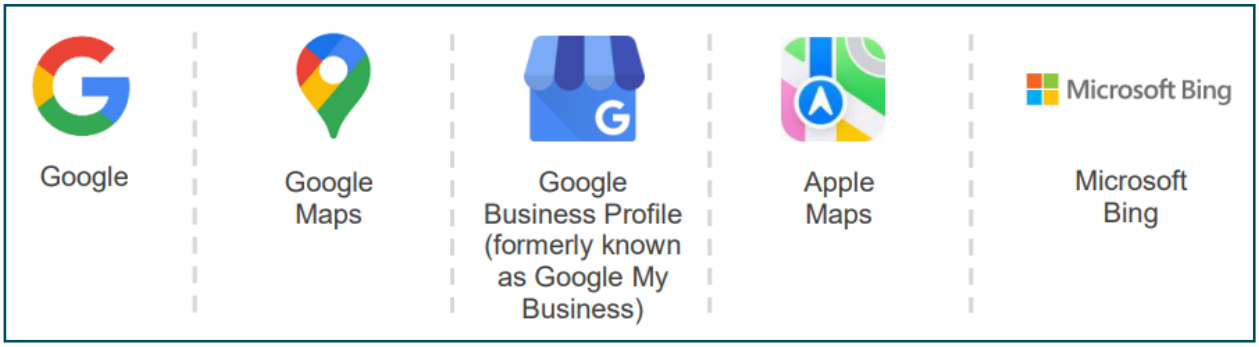
1 | Business Listings Overview

Business Listings Overview

Outrank competitors and drive more business from local search—start off the customer experience the right way.

When a business has duplicate listings or inaccurate information, it may result in customer confusion and loss of business. Accurate listings data across the web is imperative for a business to be found over competitors. Five listing sources, as shown below, account for 91% of listings traffic and are a great place to start.



The **Listings** tab monitors and maintains the online presence for all locations across the web to match a source of truth. The benefits of using Business Listings include:

Stand Out in Searches

- Achieve more views with up-to-date listings.
- Drive customer conversion and traffic, whether in-store or online.

Zero-Click Answers

- Allow consumers to find what they need fast.
- Ensure answers to FAQs appear on the search results pages.

Update Listings at Scale

- Make changes to business information across all locations.
- Ensure brand consistency.

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Business Listings Components

The following components make up Reputation's Business Listings solution:

Performance

Provides visibility into how many people view and act on Google, Bing, and Facebook listings. Track the following:

- Clicks to a website, phone calls, and directions.
- Listing views.
- Types of searches that trigger a listing to show, uploads, and views of Google media.
- Google Post impressions over time.

Listing Accuracy

Monitor the actions taken to manage the accuracy of business listings.

Break out published, pending, or unfulfillable listings to see how many data points are correct, incorrect, and fixed for selected locations. View the accuracy and data points for the corrected metrics across high-trafficked sources like Google and Bing.

Listing Details

Quickly see where discrepancies exist for each location. Monitor when the platform last audited your listings.

Click into any location to compare the source of truth to the live data on top source sites. View profile data for each location and add, change, or delete existing data points.

Publisher Suggestions

Keep listings data accurate based on feedback received from users and publisher sites.

Reject or accept suggested changes. If accepted, the system automatically updates the source of truth and publishes to all publisher sites.

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Duplicates

Monitor the potential duplicate listings and take action toward suppressing the duplicates.

Potential duplicates are identified based on name, location, description, and other internal factors, indicating if they are duplicates or not. Based on the response, action is taken to suppress the duplicate or leave as is.

Q&A (Google)

Monitor a list of questions posted by users on the listings alongside metrics on Answered and Unanswered questions.

Post responses to these questions.

Profiles

Manage details for a specific location or listing such as business hours, contact details, attributes, photos, and other listing related fields.

The information stored in a profile is used to:

- Audit the accuracy of details across publishable listing sources.
- Publish updates to ensure correct consistency across all channels.

Note: Need assistance managing a Google presence? Check out the **Premium Paid Services on page 73** offering for help.

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2 | Manage Listing Performance

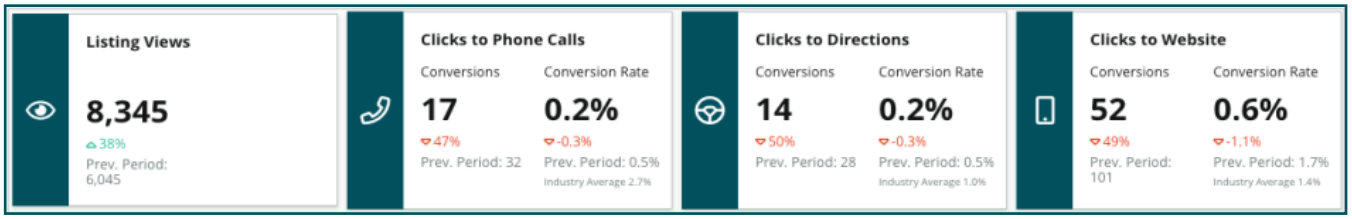
Manage Listing Performance

Understand how people interact with listings.

The **Performance** tab under **Listings** gives a clear understanding of your online audience and how they find your business on Google, Facebook, and Bing. Discover how they engage with the listings and learn how to improve them and advertise more effectively. View insights by the selected date range or over time.

Summary Chart

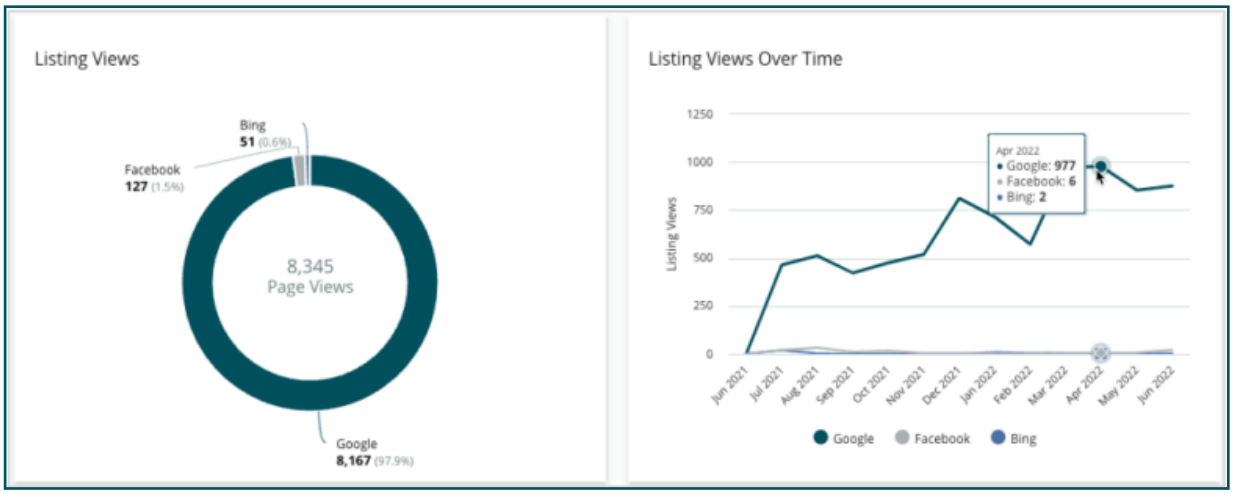
At the top of the page, view a summary of impressions on listings across Facebook, Google, and Bing and the total numbers of actions taken by visitors on those listings in the specified date range. Website visits include all clicks from mobile and non-mobile.



Note: Conversions refer to the number of times a customer clicked to call, get directions, or go to the website from the business listing. The conversion rate is the number of times the action was clicked by the number of Google views.

Listing Views

A breakdown of total page views of listings for Facebook, Bing, and Google (includes Search and Map). A source is not shown if no data is available.



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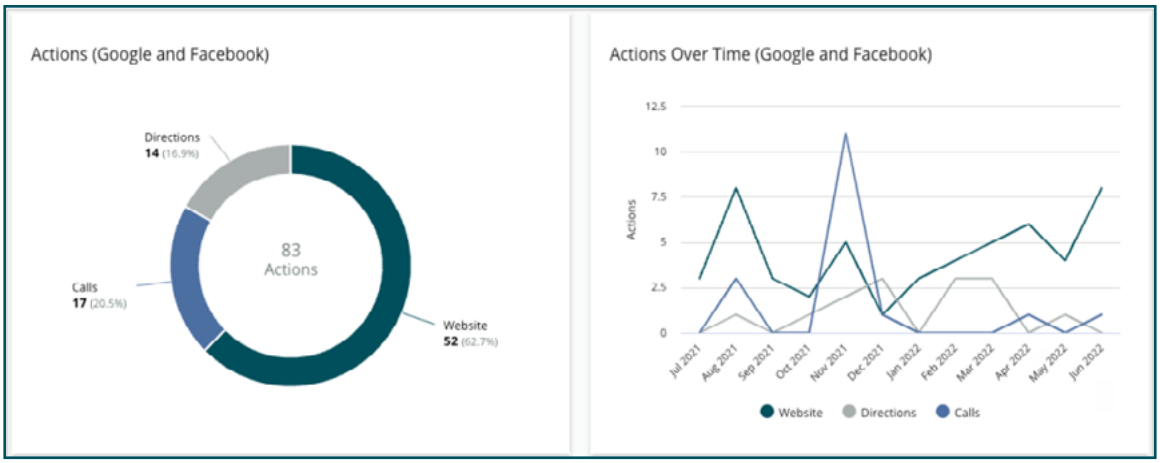
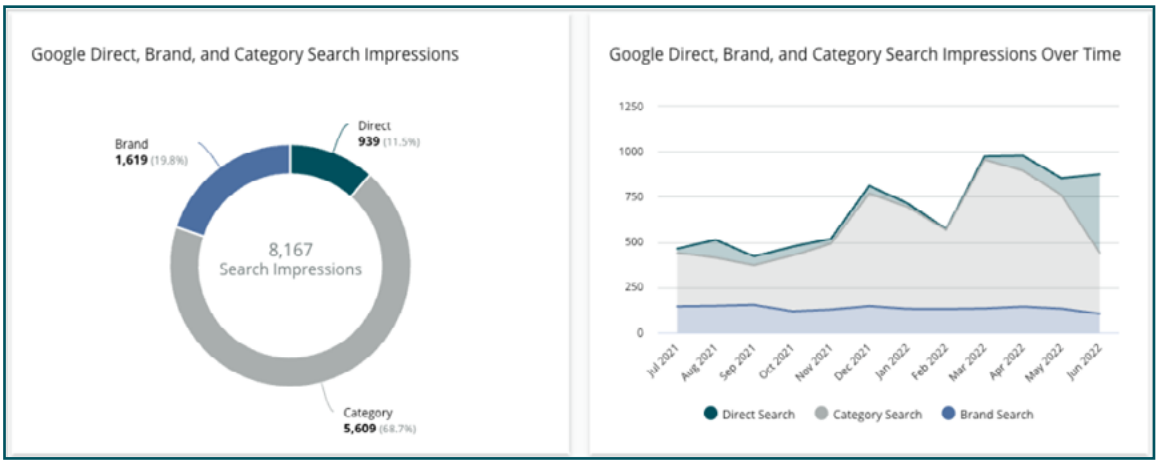
Actions (Google & Facebook)

A deconstruction of the number of actions people take on listings: phone calls, driving directions, and website visits. In conjunction with the number of views on listings, it can help calculate the conversion rates of viewers to engaged users.



Google Direct, Brand, and Category Search Impressions

A breakdown of search impressions from location name comparing brand to category.



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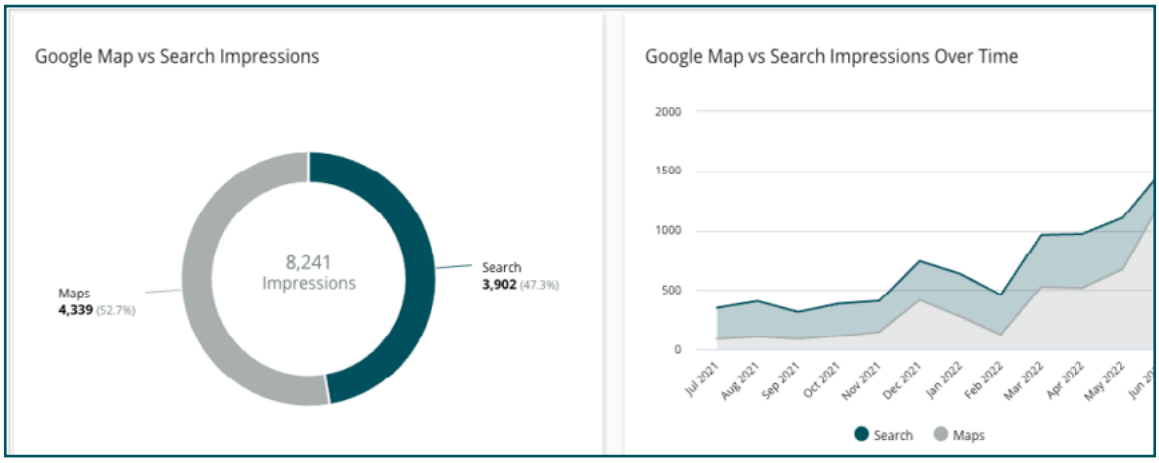
Google Maps vs. Search Impressions

A breakdown of search impressions from Google Maps search compared to a direct search.



Day of Week When People Call You

A deconstruction of the days when people tap the “Call” button on the listings. The chart shows the total number of calls made from the listings in the selected date range, grouped by the day of the week.

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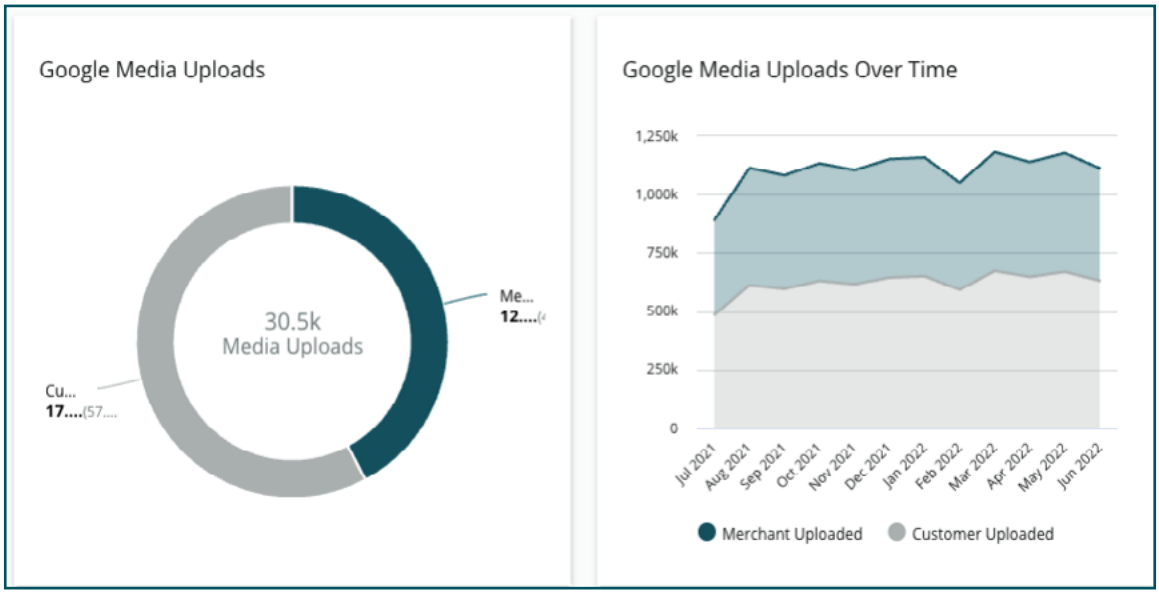
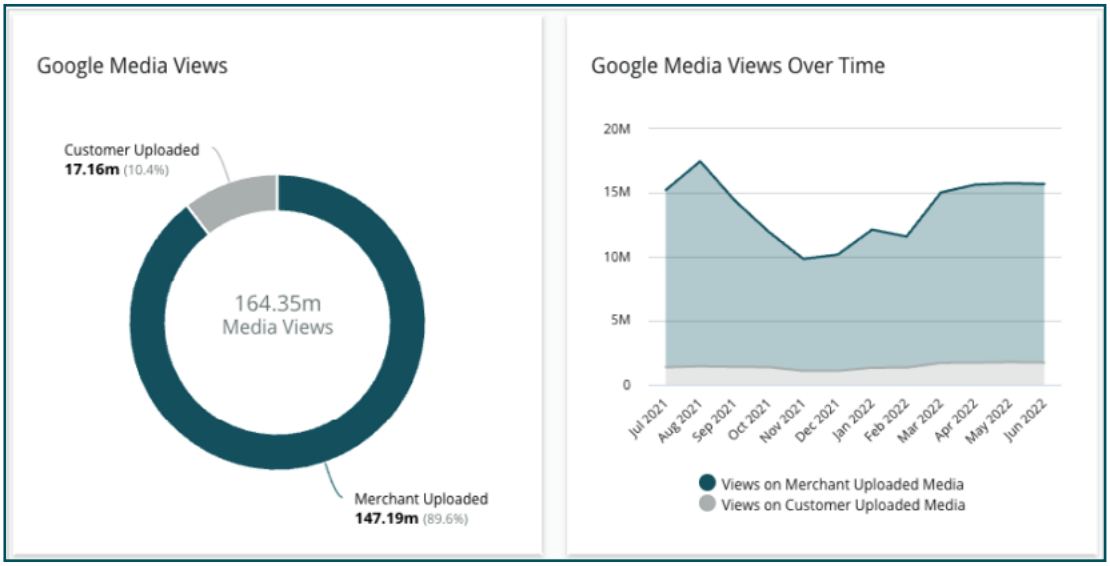
Google Media Uploads

Total media uploads (videos and images) to the GBP (formerly known as GMB) listings, broken down by customer uploaded and merchant uploaded.



Google Media Views

Total media views (videos and images) on the GBP listings, broken down by media uploaded by customers and media uploaded by merchants.



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3 | Manage Department Listings

Manage Department Listings

Easily manage the online presence for departments.

Google encourages local businesses with multiple departments to set up multiple listings—one for the main location page and one for each department. Through Reputation, map each listing, whether it's a main listing or a department (secondary) listing, to a location in the platform.

Key Departmental Features

1

Department Location Type

Set up department locations for each department listing on Google.

Select the location type based on industry, i.e., for Automotive, the type of locations available include: Service, Parts, Collision, Oil Change, etc.

2

Group Code Connection

Main locations can be associated with department locations on the platform using Group Code, which is the same for both main and department locations. This helps create a hierarchy between main locations and department locations for the Reputation Score calculation and roll up of data.

3

Reputation Score Intact

Roll up reviews from department location(s) to main location to ensure the Reputation Score for the main location is not impacted due to decreased review volume.

Reputation Score for department locations is not available.

4

Location Drop-down Filter

Exclude department locations from the location drop-down filter. When the Location filter is used, all data associated with the department locations is also shown by default.

Pick a Location Type to further filter the data on any page by the type of location.

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Setting Up Department Locations

Work with the Customer Success Manager and Reputation's Professional Services team to enable department listings. In the meantime, prepare the account by setting up department locations.

> **Note**: Reputation's Professional Services team can also assist with setting up department locations.

To set up department locations:

1. From the top right corner of the platform, click **Settings**.
2. From the left navigation, click **Locations**.
3. Click on the desired location.
4. Click the pencil icon to edit.
5. Scroll down and add a **Group Code** and **Type**.
    - **Group Code**: The main location and the department locations are associated together using Group Code. The Group Code should always be the same across the main and the associated department locations. By default, a group code is the same as the location code. For department locations, the group code must be updated to be the same as the main location.
    - **Type**: The Type field is used to denote the department location type. If it is a Main location, the Type should be set to Main. Only one location for a specific Group Code should have Main as the Type. For department locations, the Type should be selected.
6. Click **Save**.

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4 | Manage Duplicate Listings

Manage Duplicate Listings

Ensure a consolidated online presence for locations by managing duplicate listings.

The Duplicate Manager helps to identify, evaluate, and resolve potential duplicate location listings. Decide if a listing is a duplicate or not, and when a potential duplicate is confirmed, the change is permanent.

It is important to address duplicate listings promptly because they often:

- Negatively affect search rankings and divide reviews across multiple pages.
- Create confusion among customers.
- Display outdated or incorrect information about a business.

Note: Duplicate management applies to Google and Facebook listings only. The platform displays potential Foursquare duplicates for awareness purposes.

Scanning for Duplicates

The automated duplicate scanning service looks for potential duplicates on the web every 90 days. Potential duplicates are identified if the listing is unmanaged by your account and has at least one of the following characteristics when compared to an actively managed listing:

- Same or similar name
- Same or very close address/geography (less than 0.5 miles)
- Same industry, category, or services
- Same phone number
- Same website

Taking Action

A potential match waits for action in the Duplicate Manager. While some duplicates may be obvious, confirming duplicates requires manual consideration. For example, there may be two intentional listings with the same name, address, and phone number that serve different purposes (e.g., sales vs. service departments).

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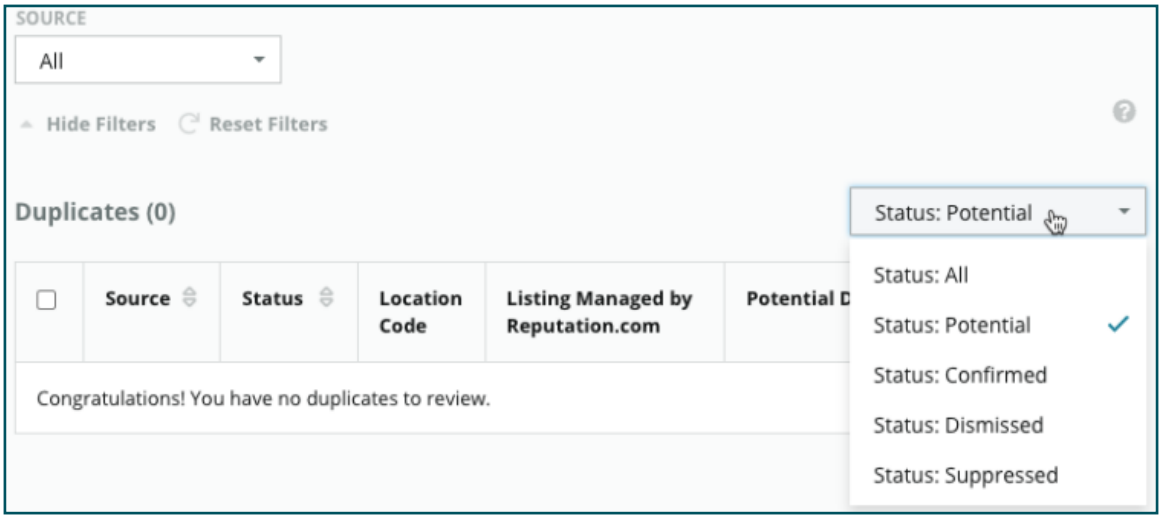
To take action on potential duplicates:

1. From the **Listings** tab, click **Duplicates**.
2. Use top-line filters to narrow the focus. The default status is set to **Potential**.
    - **Potential**: A potential duplicate.
    - **Confirmed**: Tenant clicked accept and confirmed it is a duplicate but has not yet addressed.
    - **Dismissed**: Tenant clicked reject.
    - **Suppressed**: Duplicate is officially being merged or suppressed.



3. Compare the data for the managed listing and potential duplicate; click the name of each listing to open the live listings under consideration.
4. Choose one of the following options:
    - **Not a Duplicate**: Do nothing with the listings. Within the Duplicate Manager, the records will move to the **Dismissed** status.
    - **Duplicate**: Merge the listing identified as a duplicate into the managed listing. Once confirmed, the reviews from the duplicate listing will transfer to the managed listing, and any traffic that used to go to the duplicate listing will redirect to the managed listing. Within the Duplicate Manager, the records will move to a **Confirmed** status.

Action multiple duplicates by using the check boxes and bulk action buttons at the top of the page.

There is a confirmation screen after clicking **Duplicate**. When confirmed, the duplicate suppression process begins within 48 hours for submission to the source site. Currently, Reputation is not able to notify and confirm that the listing has been suppressed.

> **Note**: The source site may take up to a few weeks to suppress the duplicate from its network. Reputation does not guarantee all submissions for duplicate suppression will be identified or accepted; if there are issues with suppressing a duplicate, contact the Reputation Support Team.

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5 | Audit Listing Details

Audit Listing Details

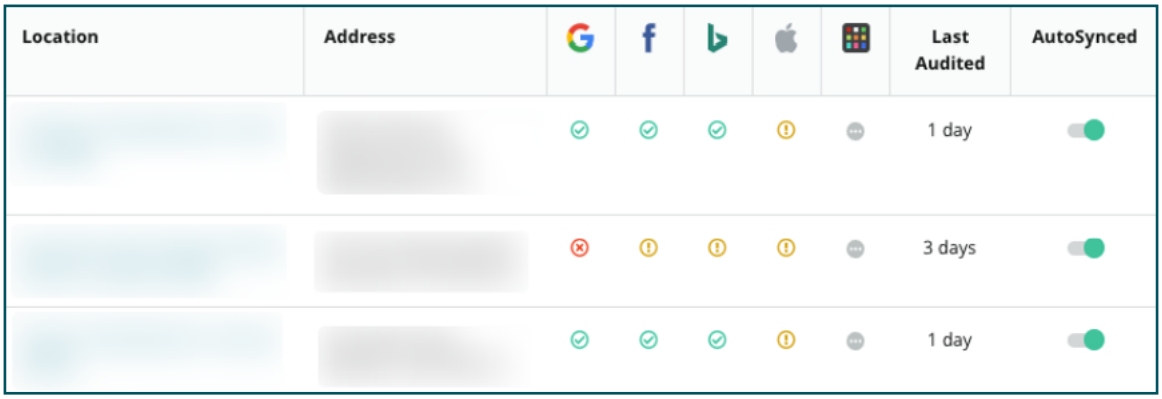
Identify and update inaccurate data on top sites per location.

The **Listing Details** tab under **Listings** shows which listings match or are mismatched compared to the source of truth for each location. The Reputation platform automatically audits business listings every 24 hours.

While data is collected from the connected sources on a daily basis, some sources collect data once a week or every three days, i.e., our data is only as up to date as the source's data.

Locations

The location grid identifies where discrepancies exist and view how long ago the last audit occurred. Filter to view All, AutoSynced, or Audit Only locations.



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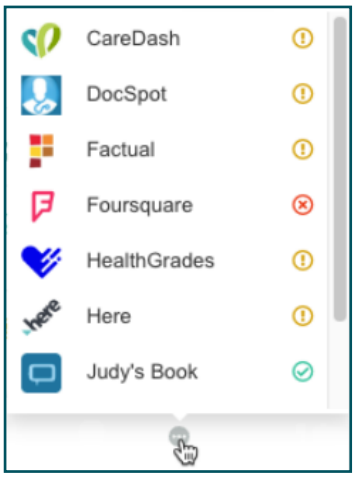
The Listings location grid contains the following columns:

Name	Description
Location	The name of the available locations. Click the name to view audit details.
Address	The address of the location as listed in the platform's source of truth.
Correctable Sites	Google, Facebook, and Bing are examples of correctable sites. If your account's listing source includes these sites and if these sites have appropriate connections, status information is shown as a Match(✓) or Mismatch (⊗).
Supported Sites	If the account's listing source includes these sites, status information is shown when hovering over the ellipses.  Sites that have a missing URL are indicated with this icon: ⓘ
Last Audited	The number of days since the system last compared this location's listing sites to the source of truth.
AutoSynced	Source of truth data is set to automatically correct misinformation.

Note: The account must have admin privileges to add or modify listings sources. For need assistance, contact the Customer Success Manager or Support Team.

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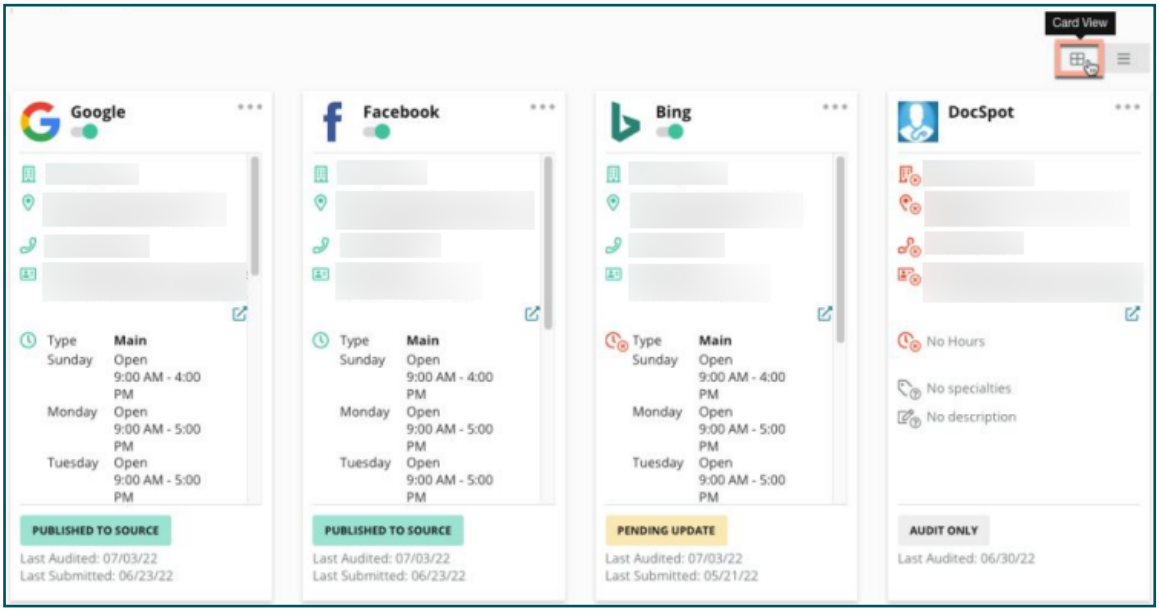
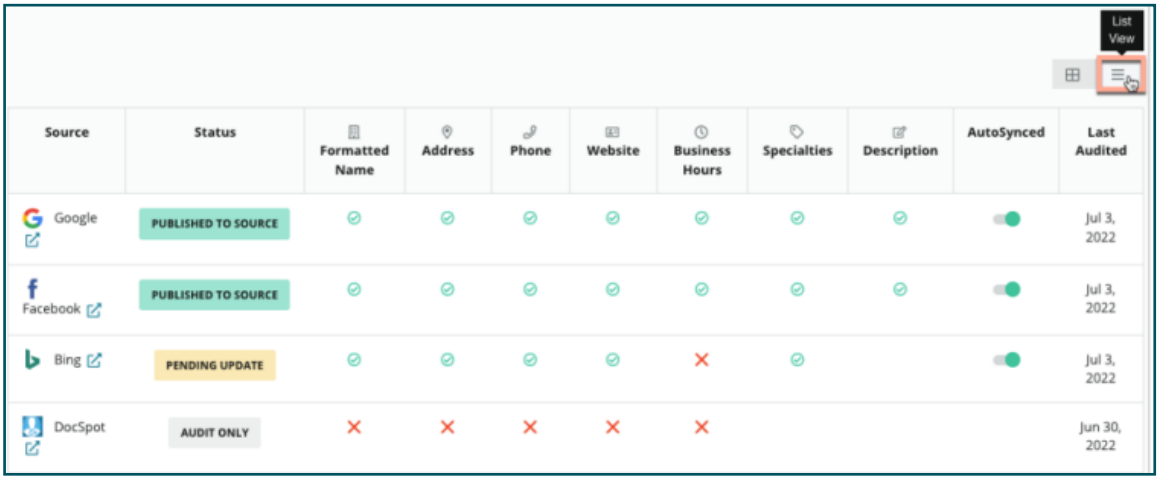
Individual Location

Click a location from the location grid to quickly scan the audit results against the most important listing sites. The data shown in each associated listing site is available in two formats:

Card View



List View



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Submitted Status

The following reasons may apply to a listing denoted as **Submitted**.

- **Published to Source**: The data has been sent to the source and validated as accurate.
- **Submitted to Source**: The data has been sent to the source.

> **Note**: When data has been submitted via the Reputation platform, it is up to the discretion of each specific source to decide when the information is published.

Pending Status

The following reasons may apply to a listing denoted as **Pending**.

- **Pending Update**: An update has been submitted and it is now pending update on the source.
- **Missing/Invalid Data**: The profile is missing source required data or the data that exists does not meet the requirements of an actively managed source.
- **Pending Verification**: Used for sources that do not require PIN verification but are awaiting verification through other means.
- **Pending PIN Verification**: Need to send the postcard with the PIN code.
- **PIN Verification Requested**: The postcard with the PIN has been sent, we are now waiting on the client to return the PIN.
- **Missing/Invalid Credentials**: The credential information required to fulfill a listing on a source is either missing or invalid.
- **Source Error**: Returned when an API error response is received from a source.
- **Duplicate**: A listing that has been flagged as a duplicate by a source.
- **Suspended**: A listing that has been suspended or disabled by a source.
- **Rejected**: The data is being rejected by the source/the source has said Reputation cannot make updates to the listing.

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Not Fulfillable Status

The following reasons may apply to a listing denoted as **Not Fulfillable**.

- **Audit Only**: A location that is being audited on a source but not actively managed.
- **Canceled**: A location that was once actively managed for Business Listings but is no longer.
- **Closed**: A location that has been closed.
- **Not Publishable**: The profile contains a missing field that is required for the selected source (e.g., Facebook requires a description). A listing may also have this status if it is published to a source due to country or industry restrictions.
- **Opted Out**: A location that has chosen not to use Reputation Business Listings.
- **Other**: Locations that are Not Fulfillable for other reasons fall into this status.

Missing or Invalid Credentials

The **Credentials** tab within Admin contains location-level authorizations with third-party sites that are necessary for managed listings, responding to review sites, and/or posting to social media accounts. The platform offers two authentication types for most sources, connection and credentials.

- **Connection**: A connection uses a secure access method via OAuth, so the credentials themselves are not relied upon for each request. After a connection is established, posting tasks from the platform result in a faster response time. Not all source sites are available for a connection.
- **Credentials**: Credentials refer to the username and password used to authenticate to a third-party site. If no API connection is available, the platform relies on credentials to perform various posting tasks.

Connections

The best practice is to add connections for all available sources at each location, as well as credentials. Connections are always preferred whenever possible. To add a source:

1. From the top right corner of the platform, click **Settings**.
2. From the left navigation, click **Credentials**.
    - A new browser window opens with the authentication steps required by the source site.
3. Select the profile to use (may require entering credentials) and agree to terms and services for using the API.

The connection is added to the list of Sources within the **Credentials** menu tab in the **Admin** panel.

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Credentials

To add a credential:

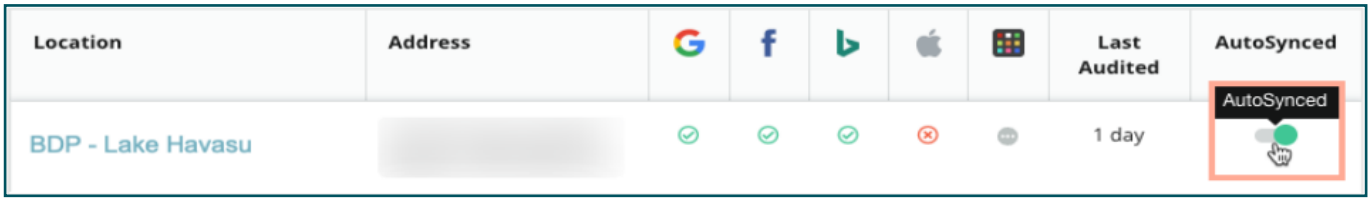
1. From the top right corner of the platform, click **Settings**.
2. From the left navigation, click **Credentials**.
3. Click **Add Data** and then hover over **Connections**.
4. Click the source to connect to.
5. Modify the following settings.
6. Click **Save**.
    - The credential is added under the selected source site.

To edit the credentials,

1. Click into the source site.
2. Click the plus on the right to add data.

AutoSynced

To prevent a source from being included in automatic updates, toggle the AutoSynced button. To prevent all sources for a particular location from being included in automatic updates, toggle the AutoSynced button from the Locations grid.



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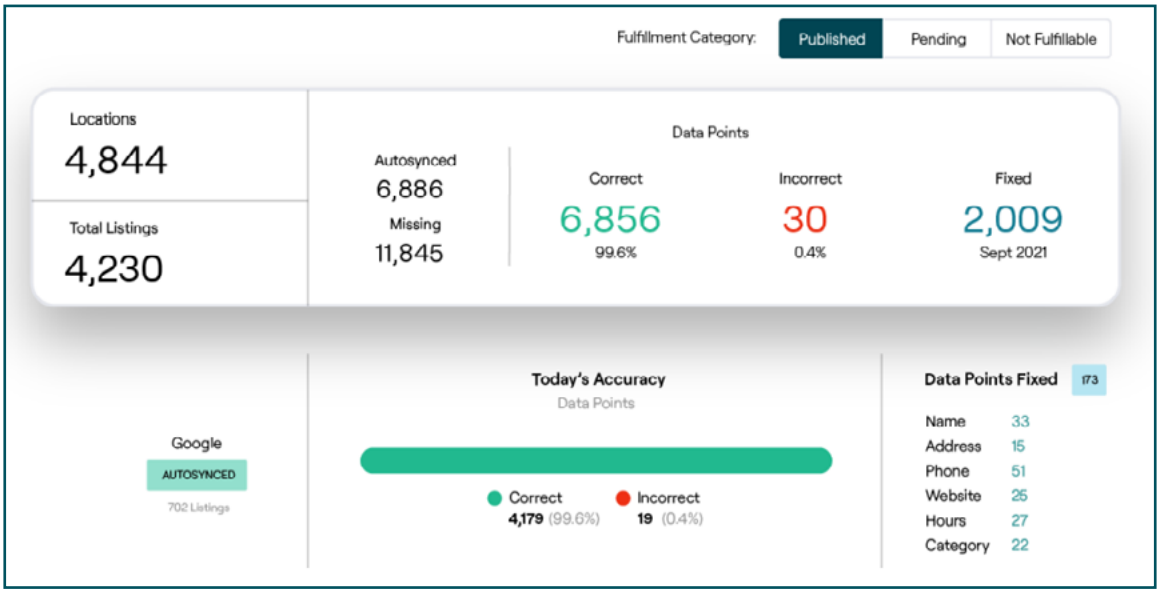
6 | Edit Listing Profiles

Edit Listing Profiles

Easily make updates to location data individually or in bulk.

The **Profiles** tab under Listings manages profiles from a single location through quick edits or bulk changes. A profile is required for each location (facility or person) included in a listing or directory. Each profile record corresponds to a location record within the Admin settings (**Location** tab).

Any updates to profile data—such as new hours of operation or phone number—push out to managed listings sites and data aggregators to ensure consistency across the web.



Edits made to a profile within the Reputation platform carry over to the related listing profile, but edits made to a listing profile do not carry back to a directory profile.

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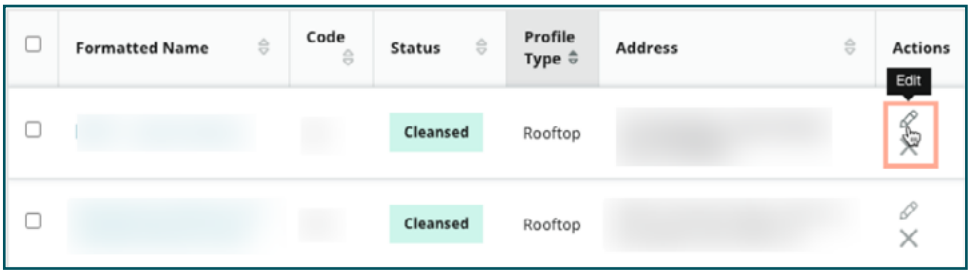
Individual Profile Data Edits

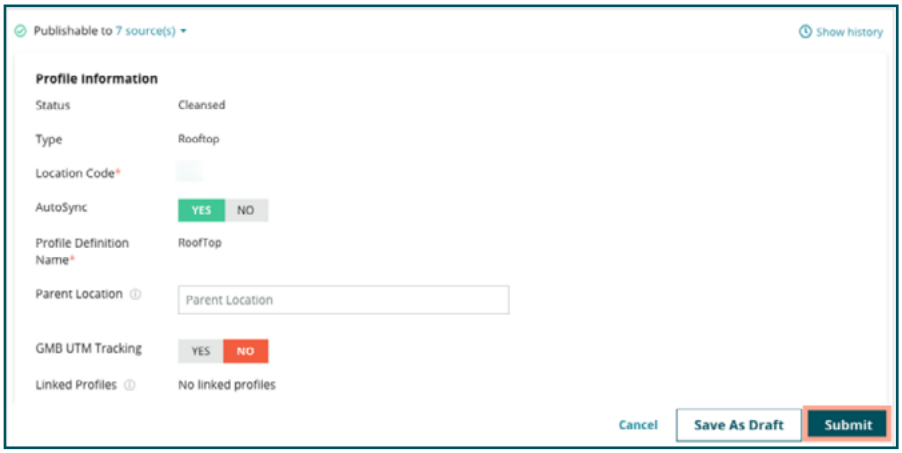
Use the platform to make simple edits directly to profile data.

To edit a profile directly:

1. From the **Profiles** page, use the **Location** filter, or start typing the name of the profile to edit in the search field.
2. From the list of results, click the **Edit** icon.



3. Within the profile, make the edits.
   - Fields with a red asterisk are required.
   - Use the tabs on the left to jump to different profile categories.
   - Click to view the available publishable sites.
   - Access a change history log.
4. When finished, click **Submit**.



The edits automatically update the supported listing sites/directories.

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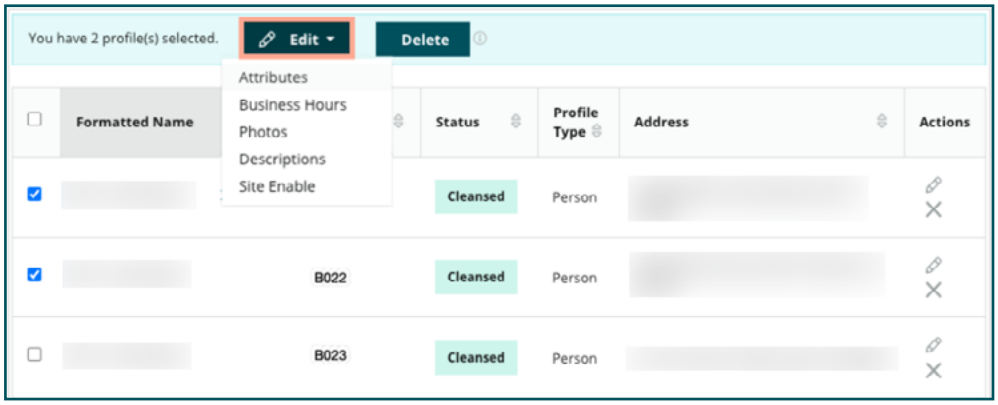
Bulk Profile Data Edits

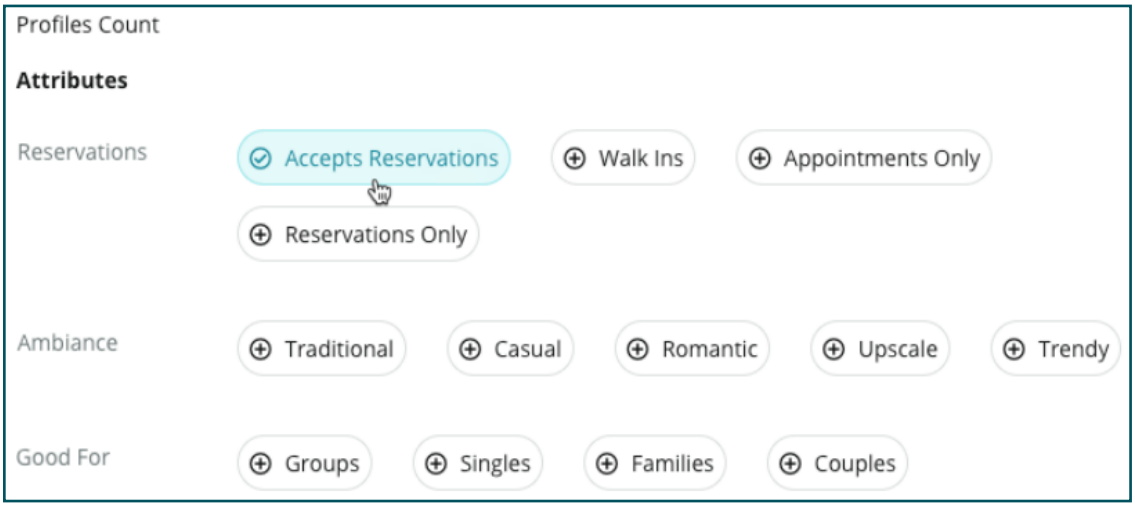
In addition to making individual profile edits, also edit profiles in bulk within the platform.

To edit a profile within the Reputation platform:

1. From the **Listings** tab, click **Profiles**.
2. Check the boxes for the applicable profiles to allow the options to **Edit** or **Delete** to display.



3. Click **Edit** to adjust attributes, business hours, photos, descriptions, or sites (data sources) enabled.



4. Click **Update**.
    a. Use the Import/Download options from the **Profiles** page to apply changes to multiple listings using a spreadsheet format.

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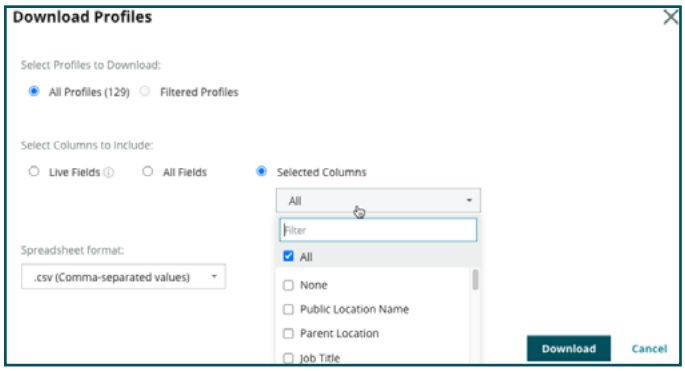
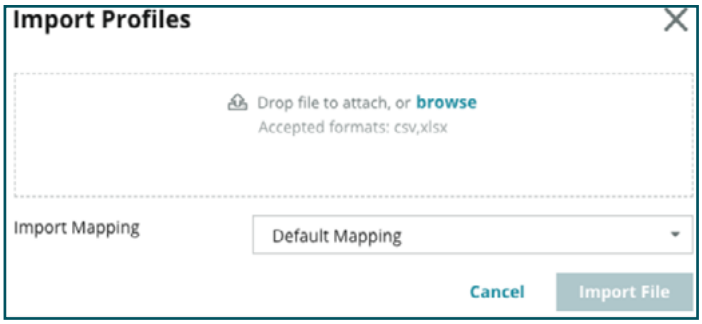
To edit a profile through spreadsheet import:

1. From the **Listings** tab, click **Profiles**.
2. Click **Download**.
3. Select profiles to download and columns to include. The spreadsheet format defaults to CSV.



4. Click **Download**.
5. Open the CSV file and make changes to the profiles within a spreadsheet editor.
6. When the changes are complete, save the file.
7. In the platform, click **Import**.
8. Attach the saved CSV file and choose **Import Mapping** type.



9. Configure column header mapping and check boxes for skipping page normalization and ignoring unmapped columns if desired. Click **Import**.
10. To proceed, save the new mapping, save changes to existing mapping, or don't save.
11. Review the import details by tab.
    - The platform ignores invalid data points and publishes the remaining, valid data.
    - See where errors were found and take corrective action or download an error file to save changes without errors and keep track of the changes that were not saved due to errors.
12. Click **Close**.

The platform automatically pushes out the edits to the supported listings sites or directories.

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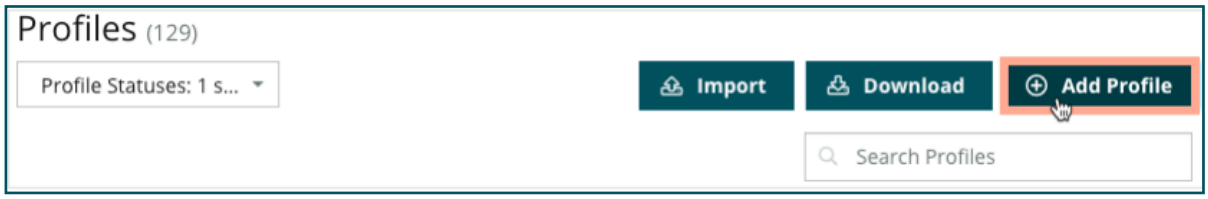
Adding Profiles

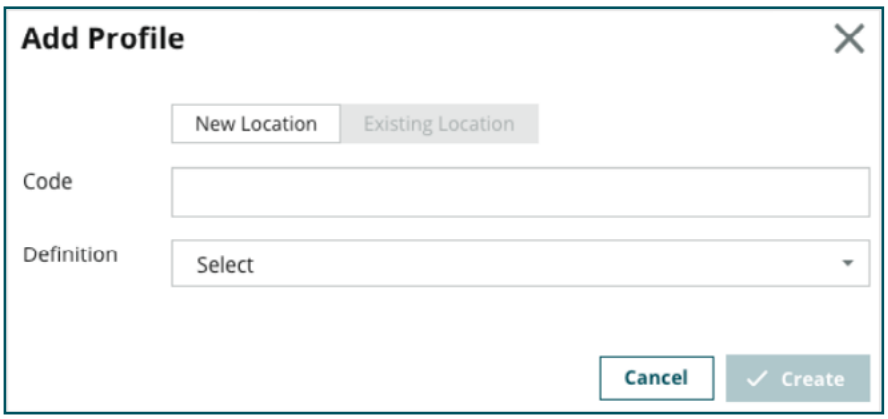
For each profile, specify the definition as a Facility (i.e., rooftop) or a Physician (i.e., individual) or create multiple offices within the same profile for physicians who operate at more than one facility. Additionally, use Place ID to link the location information for a facility to multiple physician/ professional profiles.

To add a new profile for a new location:

1. From the **Profiles** page, click **Add Profile**.



2. In the **Add Profile** window, enter the location code in the **Code** box.



3. From the **Definition** drop-down, choose **Facility (rooftop)** or **Physician**.
4. Click **Create**.
5. Within the profile, enter the remaining information.

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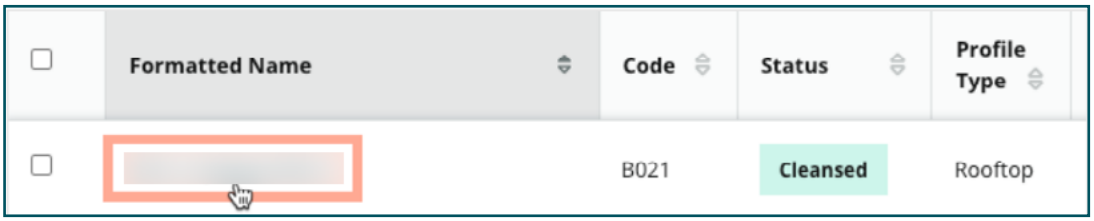
Adding Business Hours

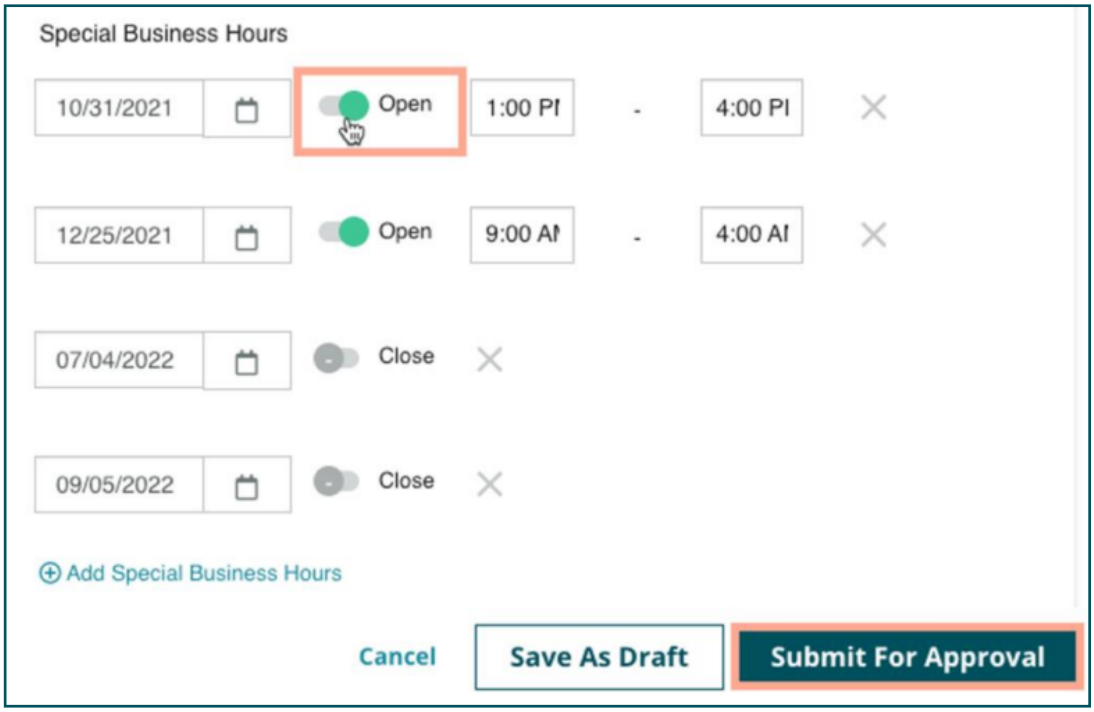
Often, a company's hours may change for an entire season or specific holidays, requiring changes to be made to the business listing.

To edit a profile for a location:

1. From the **Profiles** page, click on the location to adjust or add special business hours.



2. Click **Offices** to view office details and hours.
3. Click **Edit**.
4. Toggle the green button to indicate whether the location is open or closed and edit the hours as necessary.
5. Click **Submit For Approval**.



Note: The platform submits changes to the source typically within 24 hours. During this time, there is a **Submitted to Source** status within the platform. When the change goes live, the status is **Published to Source**. Add holiday hours for all listings at the beginning of the year to ensure plenty of time to publish, as it is up to each source when they publish changes.

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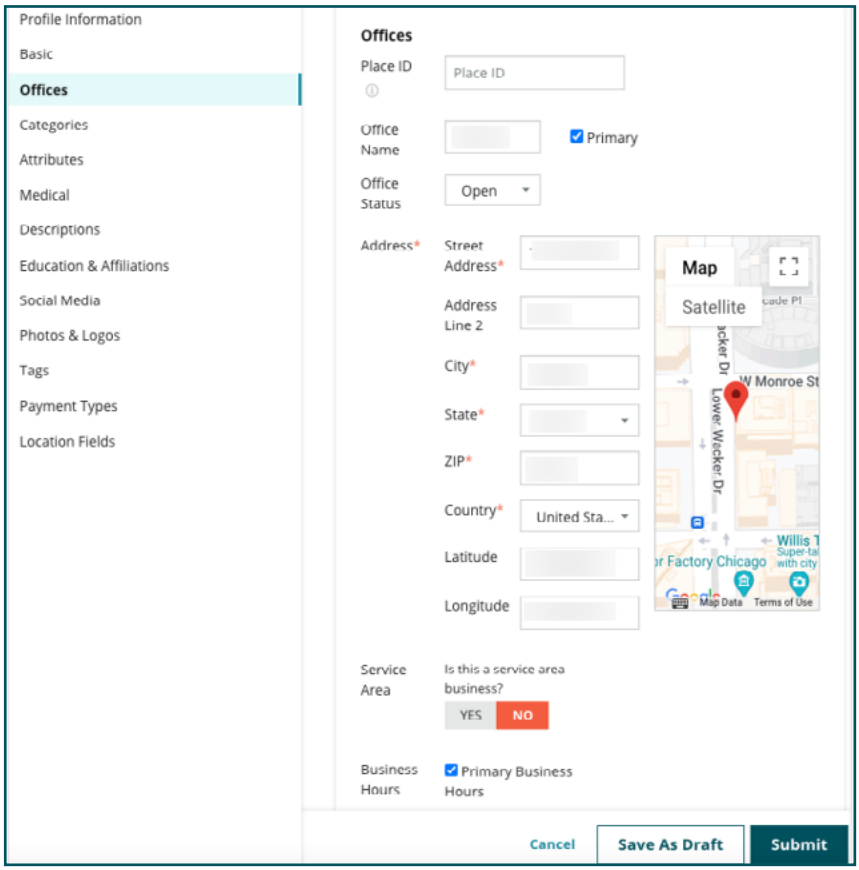
Place ID

Place ID allows connects physician/professional profiles to a particular rooftop profile of a facility. That way, if any information from the rooftop location changes—such as address or hours of operation—the changes will cascade to each physician/professional profile that is connected to that Place ID.

1. In the Place ID box, start typing the name of the facility where the physician/professional works at. Any matching facilities that are set up as a facility under the tenant will appear as an option to select in a drop-down list.
    - If the Office fields are blank, the data from the selected Place ID (parent facility) will be copied to this profile. A lock icon next to each field under the Office section indicates the field value matches the parent.
    - If the Office section has information, the data from the selected Place ID will not overwrite the existing data. An unlock icon appears next to each field to indicate that the field value does not match the parent.
    - To overwrite values from the current profile to match the parent, click the **Reset** link.
2. Profile addresses are not linked if any field is different from the parent (e.g., Suite number).
3. When finished, click **Submit**.



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7 | Improve Listing Accuracy

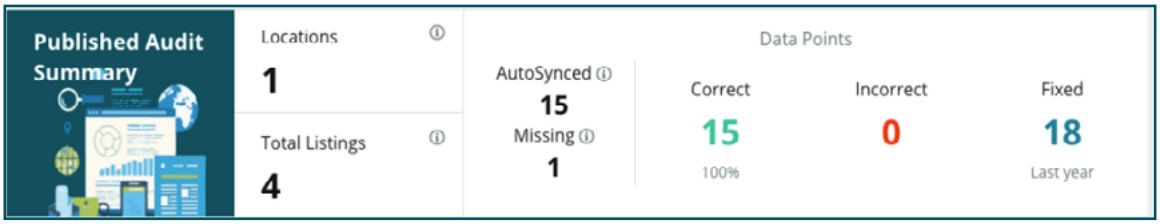
Improve Listing Accuracy

Quantify the value of managed listings and identify areas to improve.

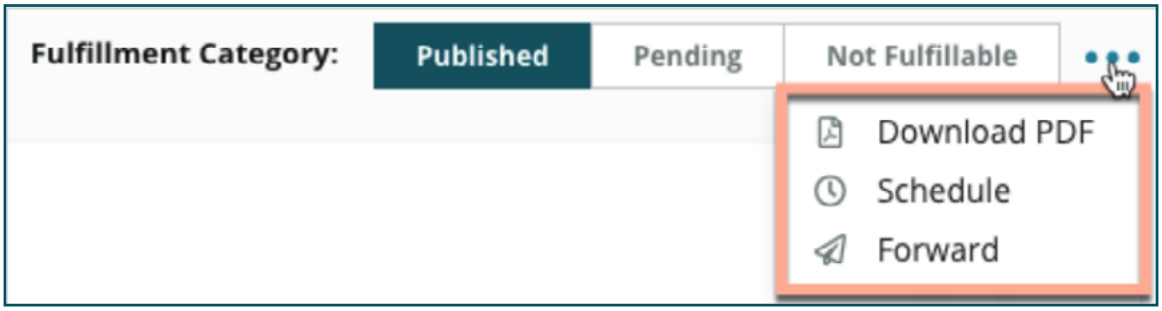
The **Listing Accuracy** tab under Listings provides a snapshot of the data points managed by the platform and breaks out an accuracy percentage on high-trafficked sources like Google and Bing.

Published Audit Summary

View a dashboard for the listing activity:



Sort listing locations and the audit summary by **Published**, **Pending**, and **Not Fulfillable** in the upper right corner of the Listing Accuracy dashboard. Schedule, forward data, or download a PDF by clicking the ellipsis.



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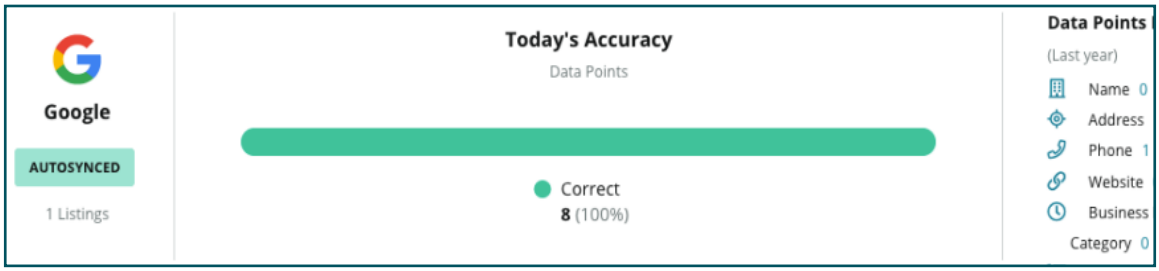
The following data is included in the Published Audit Summary:

Data Included in Audit Summary	Description
Locations	The number of locations on at least one of the listed sources.
Total Listings	The number of instances being audited on the sources designated as AutoSynced.
AutoSynced	The number of data points that are monitored on the sources designated as AutoSynced.
Missing	The number of auditable data points (e.g., hours of business, phone number, etc.) that are missing from the platform profiles.
Correct	The number and percent of live data points that match the source of truth. The system considers slight differences, such as capitalization and “street” vs. “st.”, as correct.
Incorrect	The number and percent of live data points that do not match the source of truth.
Fixed	The number of data points the platform has automatically fixed since it started collecting data for the profiles. Data points become inaccurate for a variety of reasons, so the auditors monitor and auto-correct constantly.

Accuracy by Source

Below the summary stats, view the status of each listing source broken down by data points. Aim for near 100% accuracy on Google. Other non-API sites may have a lower average accuracy.



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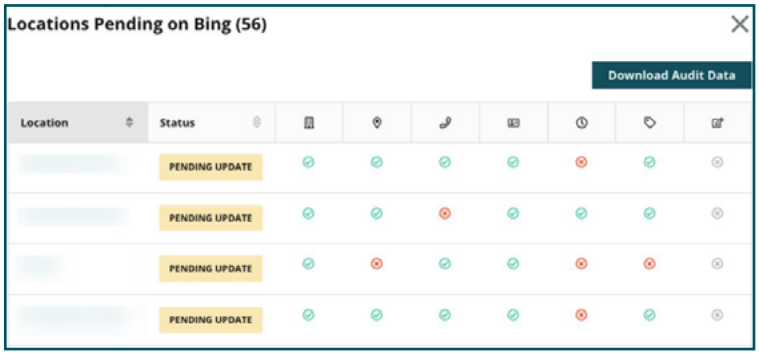
Fulfillment Category by Source

Easily see how many listings are published, pending and not fulfillable by source.

Click into the charts to explore which listings fall under each bucket (Published, Pending, and Not Fulfillable) and what action can be taken to resolve issues. The table displays all the locations for that bucket, provides the current status, and highlights any data points that are mismatched or have been ignored.



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8 | Local Search Insights

Local Search Insights

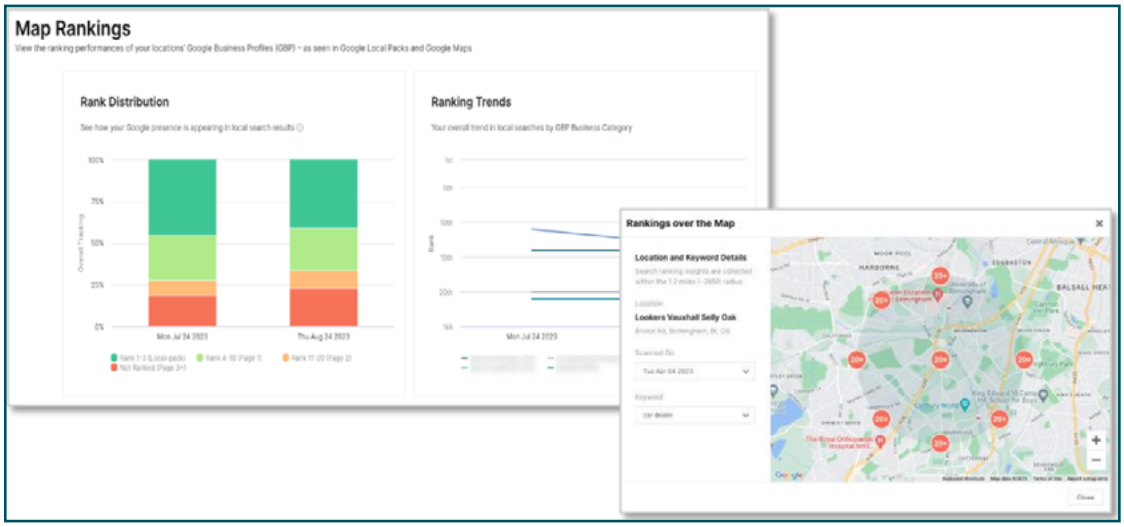
Gain insights to improve the business's presence on Google Maps based on search ranking and trends.

When the business listing is optimized with accurate contact information, hours, images, etc., use Local Search Insights to see the impact of the listing on search rankings.

Local Search Insights is Reputation's search ranking tool designed to help business users monitor and optimize their search rankings on Google Maps. With Local Search Insights, businesses can gain insights and analyze trends to improve their presence on Google Maps for their Location Name and Primary Category.

With Local Search Insights:

- Understand the search ranking and visibility to potential customers.
- Analyze keyword performance to optimize the business presence on Google Maps.
- Generate reports on search ranking performance by individual location name and primary category across all locations.



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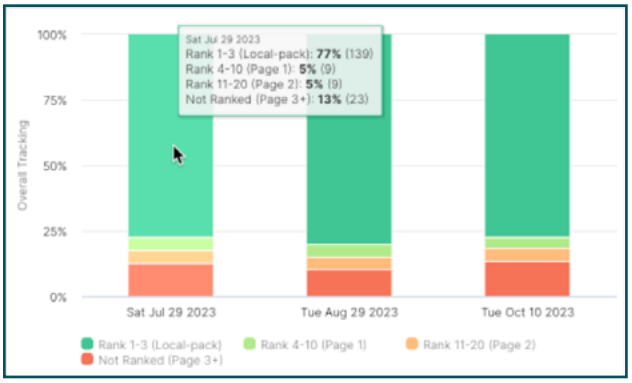
Navigating Local Search Insights

Use the navigation menu to go to **Listings** > **Local Search Insights**.

Local Search Insights shows a snapshot of the listing performance and how the listings are ranking in local searches through the following charts:

Rank Distribution

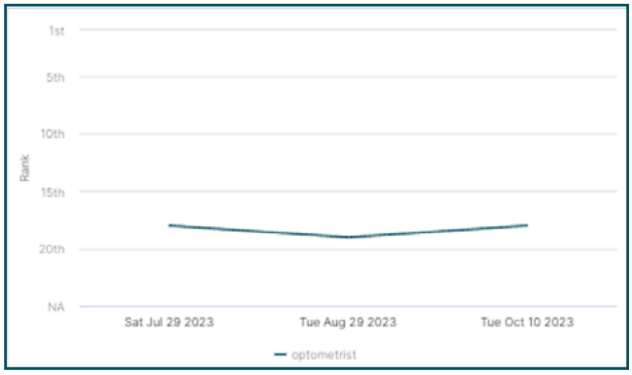


Rank Distribution displays an overview of a listing and how it is appearing in local search results.

Hover over a bar to see the breakdown of where a business is ranking in searches.

Depending on the result, view how many times a business ranked 1–3, 4–10, or 11–20 in the top 20. Not ranked means the business did not appear in the top 20 search results.

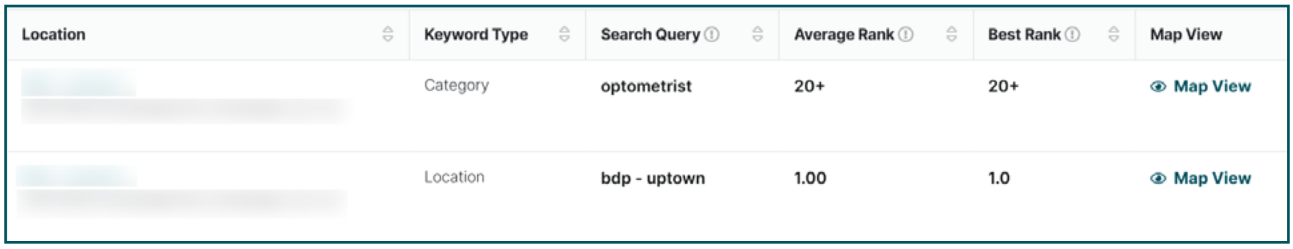
Rank Trends



Ranking Trends shows the trends of how a listing's visibility is changing over time based on keywords in the primary categories. Hover over the lines in the chart to see the status and history of these keyword ranks.

Rank Tracking by Location

This section shows a comprehensive list of all rankings tracked and the review ranks within a Map View. See how well a Google Business Profile ranks in local searches when people search by business category or by location names.



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Location	Location name and address. Click on the location name to go to the location on Google Maps outside of the Reputation platform.
Keyword Type	Location: A location name as seen on Google. Category: A location's primary category publishing to Google.
Search Query	Used when people perform local searches, either by business category or by location name.
Average Rank	For the selected top-level filters on the page, the Average Rank is calculated by taking an average of all the ranks for a location-keyword combination tracking within that duration.
Best Rank	For the selected top-level filters, the best rank is the best (highly discoverable) rank the listing had for that keyword.
Map View	This view is a simulated or mock search conducted by the platform.

For an additional view, click **Map View**. This mock search simulates a search in several locations within a two kilometer radius of a business. The circle icons show the rank of a business at those specific radial locations. To put this in perspective, think of this process like a customer is standing in the spot of each circle and searching for these keywords.

The purpose of this mock search is to see how well a business is ranking when potential customers are searching for it. Lower rankings can indicate issues with business profile optimization; use the business listings solution to make improvements and appear higher in searches.

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9 | Create Listing Posts

Create Listing Posts

On the **Listing Post** page, create and update Google Posts and Apple Business Listings for all the locations managed by Reputation.

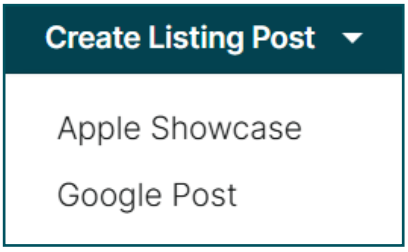
- Google Posts is a place on the Google Knowledge Panel that allows businesses to highlight new items, deals, sales, and promotional content. It includes a call to action for a customer to select.
- Apple Showcases allows Business Listings users, who have delegated access to Reputation, to showcase and attract new customers by having more relevant and up-to-date information on their Apple place cards.

Note: This is a new module in Business Listings; the module must be enabled at tenant level.

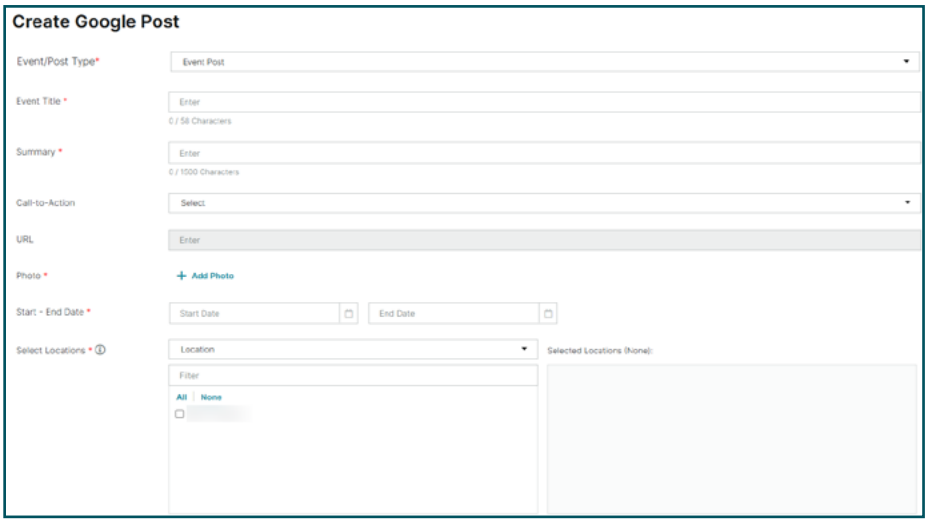
Create a Google Post

To create a Google Post,

1. Go to **Listings** > **Listing Post**.
2. Click **Create Listing Post**.



3. Select **Google Post**.



4. Use the drop-down to select the **Event/Post Type**.
    - Event Post
    - Offer Post
    - Call to Action Post
5. Complete the following fields depending on the event/post type.

Field	Post Type	Description
Event/Offer Title	• Event • Offer • Call to Action	The title of the post.
Summary	• Event • Offer • Call to Action	A description of the event or post.
Call-to-Action	• Event • Call to Action	Choose a call to action. • Book • Call • Learn More • Order • Shop • Sign Up This is not included in the Offer Post.
Coupon Code	• Offer	Include a coupon code for the customer.
URL	• Event • Call to Action	Include a URL for the customer to follow the call to action. This is not included in the Offer Post.
Redeem Online URL	• Offer	Enter a URL for the customer to access the offer.
Terms and Conditions	• Offer	Include the terms and conditions for the offer.
Photo	• Event • Offer • Call to Action	Add a picture to the post.
Start - End Date	• Event • Offer	Include a start or end date for the event or offer.
Select Locations	• Event • Offer • Call to Action	Choose the business location for the post.

6. Click **Create Google Post**.

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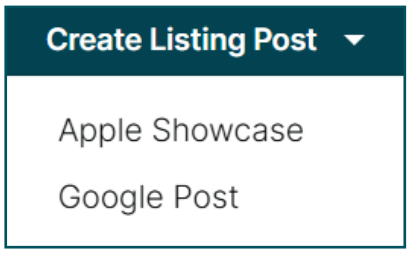
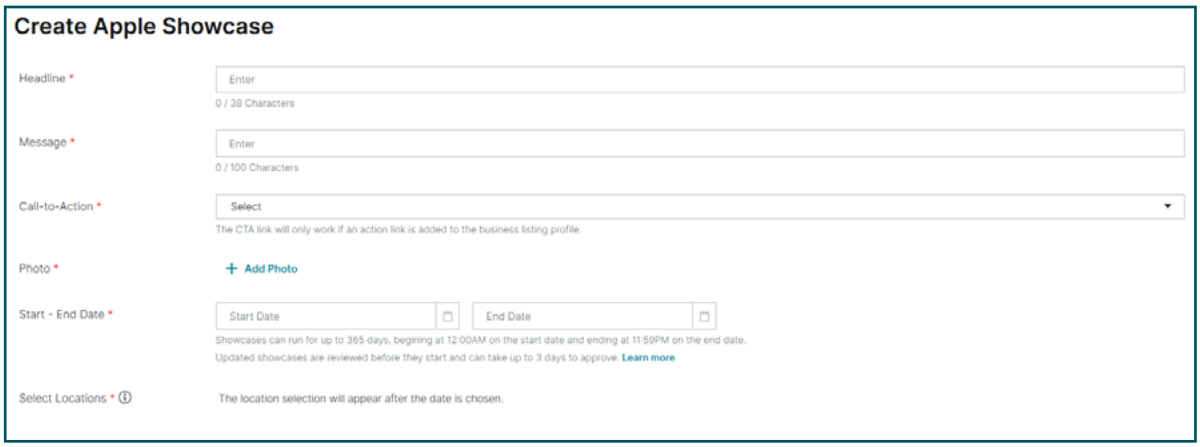
Create an Apple Showcase

To create an Apple Showcase post,

1. Go to **Listings** > **Listing Post**.
2. Click **Create Listing Post**.



3. Select **Apple Showcase**.



4. Enter the **Headline**.
5. Type the **Message**.
6. Select a **Call to Action**.
    - Add to Favorites
    - Add to Guide
    - Call
    - Create New Contact
    - Directions
    - Rate This Place
    - Share
    - Website
7. Click **Add Photo** to add a picture.
8. Set a **Start - End Date**.

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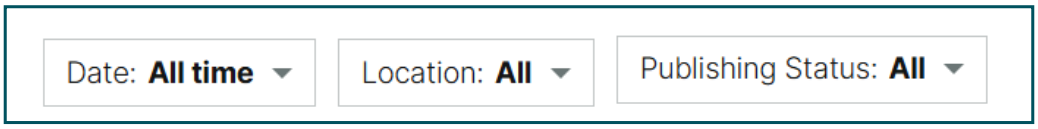
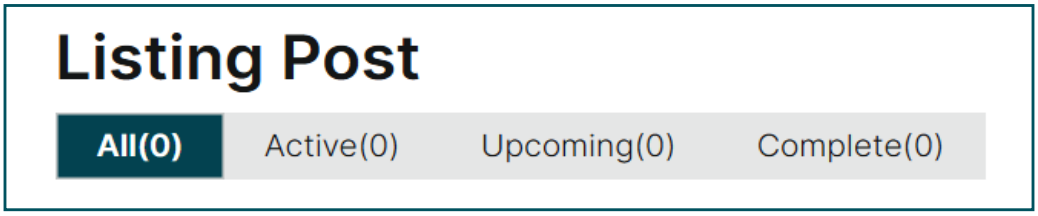
9. Select the business locations for the for the showcase.
10. Click **Create Showcase**.

Organize Posts

Use the Date, Location, and Publishing Status filters at the top of the page to organize the listing posts.



Use the banner to display all the posts, the active posts, the upcoming posts, and the complete posts.



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10 | Use Publisher Suggestions

Use Publisher Suggestions

Improve the accuracy of listings data with suggested changes.

The **Publisher Suggestions** tab under Listings keeps listings data accurate based on feedback received from users and publisher sites. If a change is accepted, the system automatically updates the profile information (source of truth) and publishes to all publisher sites.

Note: Suggestions are currently from Google only. Other publisher sources are not yet available.

One suggestion per field is provided. If a field has multiple suggestions (e.g., Category), it is an “all or nothing” option. For example, if the suggestion included 10 category suggestions, but only two of them are necessary, reject the suggestion and then manually add/edit the two category changes to the location profile.

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11 | Manage Google Q&A

Manage Google Q&A

Manage questions and answers submitted in the locations' Google Business Profile (GBP) knowledge panels in one place.

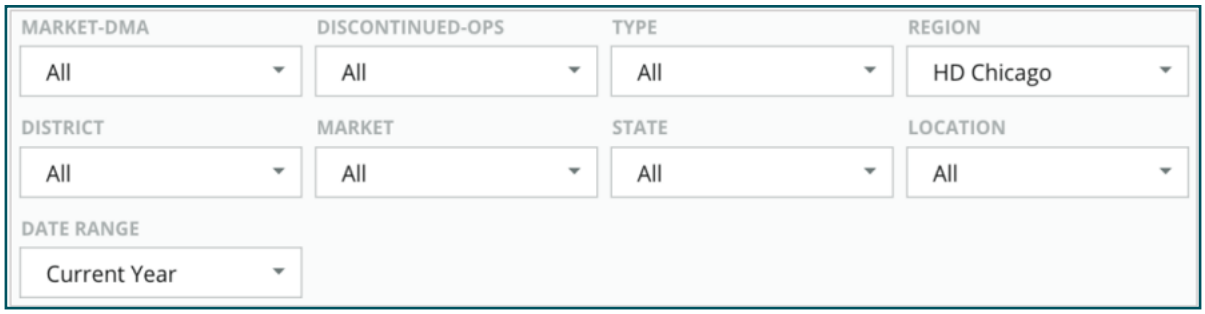
Google Questions & Answers (Q&A) provides consumers with enhanced details about a business, allowing them to make immediate decisions while on Google as to which business to call. Questions & Answers can even show directly in Google search results.

Note: Questions & Answers with the most up-votes determine the order they appear in on the listing.

The **Q&A** tab monitors and responds to the consumer-facing, crowd sourced FAQs from the locations' Google knowledge panels.

Filters

The top-line filters affect the data shown on the tab. Secondary filters apply when clicking on the interactive chart data.



Questions Summary

The **Questions** section contains status of the questions received, whether responded or unresponded. Clicking on either of the links in the Questions section filters the graph and the list of questions.

Manage questions and answers submitted in the locations' Google Business Profile (GBP) knowledge panels in one place.

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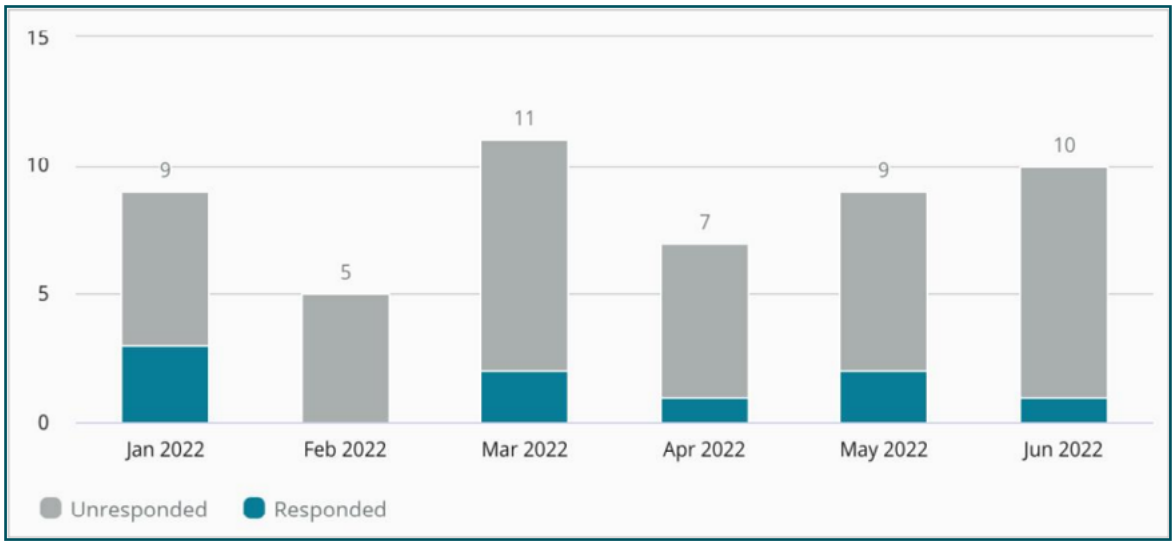
Chart

View the Q&A trend for the number of questions submitted for the selected time period across the selected locations. The chart breaks out unresponded questions in gray and questions with a response in orange. Responses from any Google user counts as a response, even if it is not from the business owner.

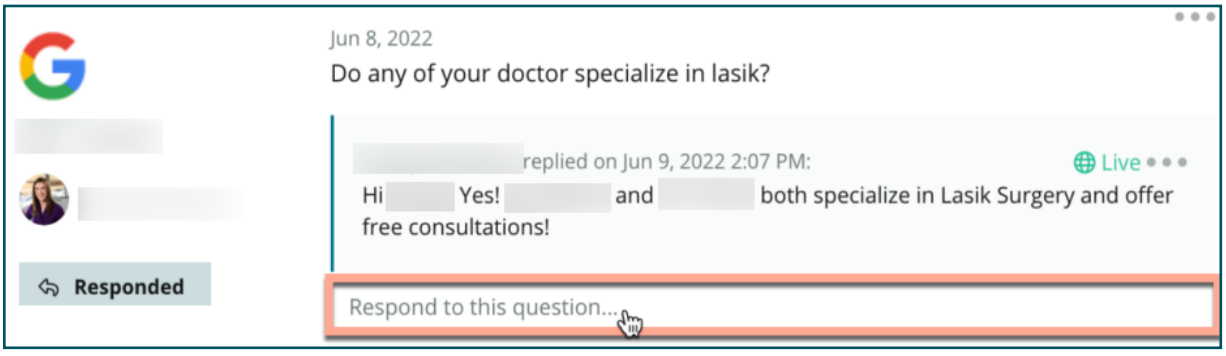


Questions

The **Questions** section displays all questions for the selected filters or chart selections. Questions are shown in near real-time. By default, all questions are shown and sorted by Newest First.

Answers

Click inside the response window to answer the question (must have credentials/connections). Answers are posted live in near real-time.



Note: The cut-off length for answers on Google Business Profile is 440 characters. Keep answers below this threshold to ensure the entire answer is displayed.

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Keep In Mind with Google Q&A:

It is perfectly acceptable and smart for a business to create their own Questions & Answers. Add questions directly through the GBP knowledge panel and respond with answers through the platform.

Set up specific Q&A notifications for designated users responsible for providing answers.

It is possible to add multiple answers (from other users on the account), but Google only displays one response from the Business Owner per question. The last answer posted is displayed under the Business Owner label.

It is not possible to delete answers posted by other Google users. It may look like it deletes in the platform, but it will return after the daily audit process.

Effectively managing Google Q&A and responding to questions positively affects search rankings. Google takes into consideration whether the consumers find the content relevant, accurate, and up to date; easy to understand; and if it was created by a real person as opposed to a bot.

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12 | Rich Content

Rich Content

Publish content to your listings at scale.

The **Rich Content** tab defines content once and associates it with all locations necessary to then publish out at scale. Ensure roles have Rich Content permissions enabled to view, edit, add, and/or delete content.

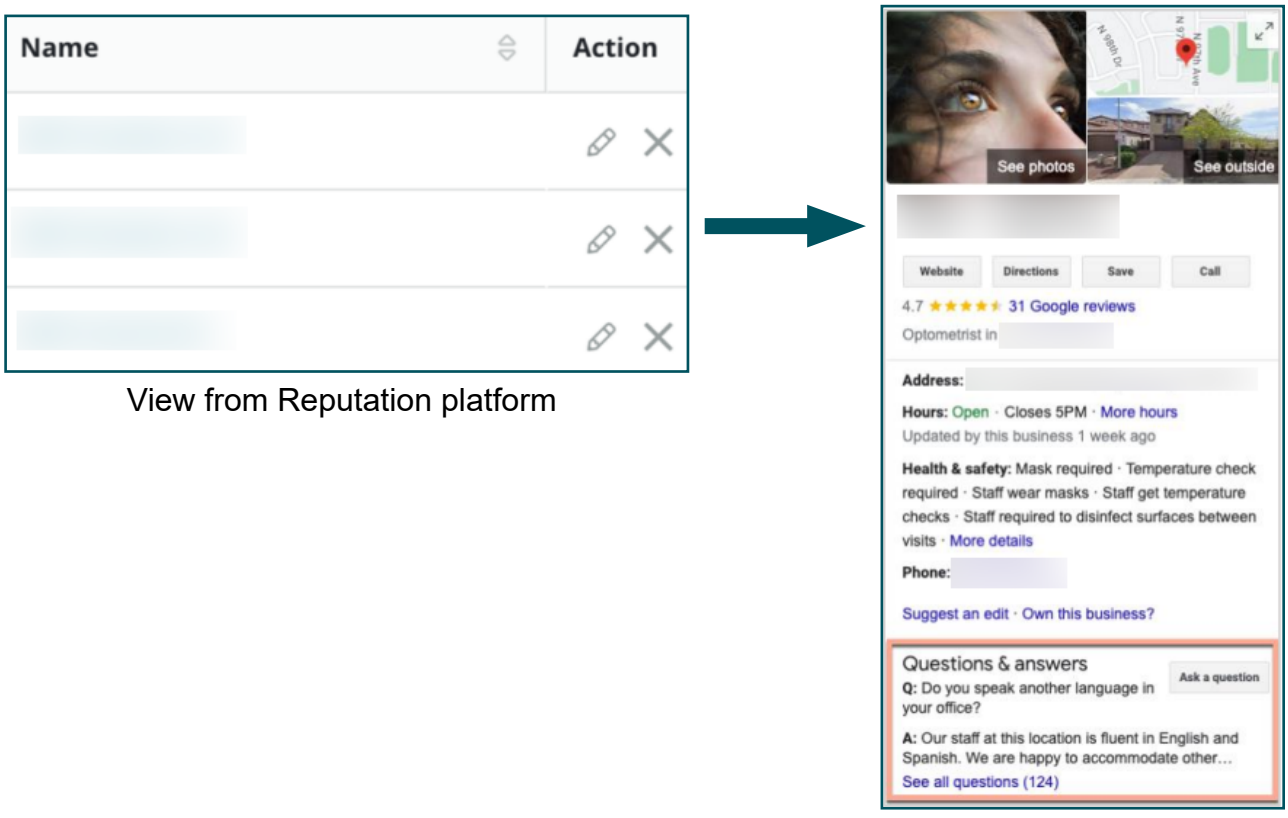
Note: Rich Content does not support images at this time.

Rich Content contains three tabs:

- FAQs
- Menus
- Products

FAQs

Gain control over the brand by proactively compiling a list of frequently asked questions and answers that apply to groups of locations to publish online at scale.



View from Reputation platform

View from Google

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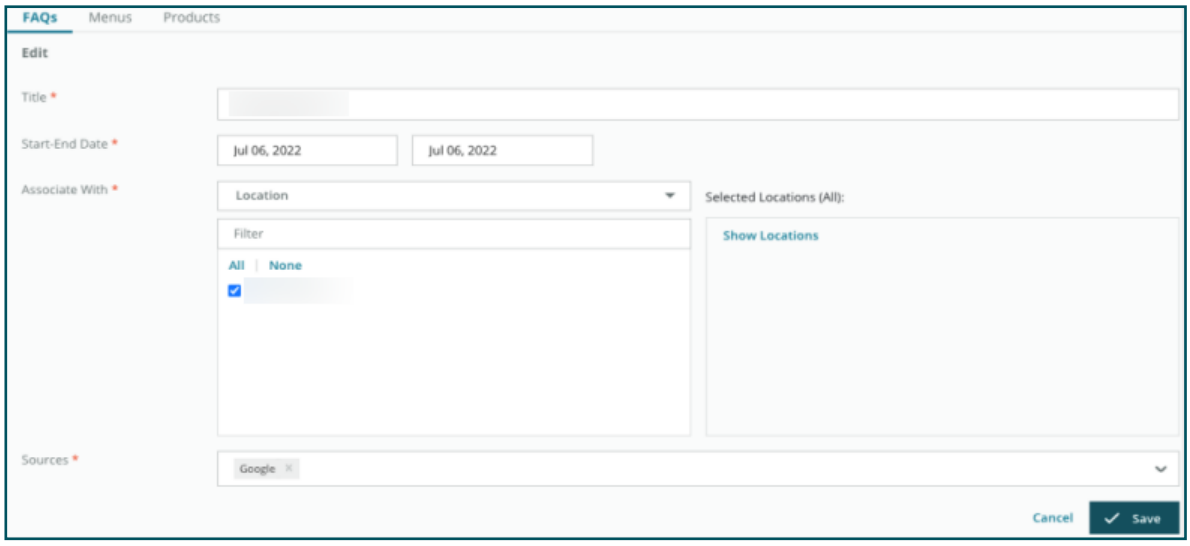
Step 1: Add FAQs

Create an FAQ for each group of locations, such as Northern AZ and Southern AZ, to designate which questions should publish to each group of the location's listings.

To add an FAQ:

1. From the platform, click **Listings**.
2. Click **Rich Content**.
3. Click the **FAQs** tab.
4. Click **Add FAQ**.
    - FAQs cannot be imported in bulk at this time.
5. Adjust FAQ settings:
    - **Title**: Name the FAQ.
    - **Start-End Date**: Optionally enter a start and end date. Questions and answers associated with this FAQ are published on the start date and automatically deleted on the end date.
        - If blank, questions associated with this FAQ will not be removed unless they are individually deleted.
    - **Associate With**: Select a filter to associate by. Options include: State, City, Location, and custom filters. When selected, check the box next to each location or group of locations to associate with the FAQ.
    - **Sources**: Select where the FAQs are published.
        - This feature currently only includes Google.
6. Click **Save**.



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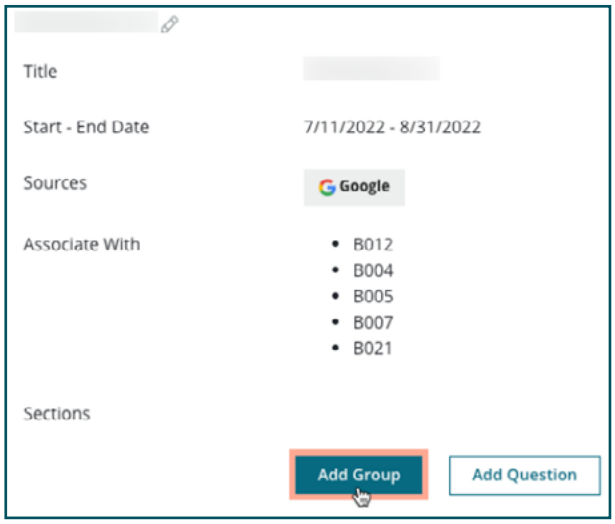
Step 2: Add Groups

Use groups to organize the questions into categories, such as After Sales Service or Insurance Accepted, for simplified management.

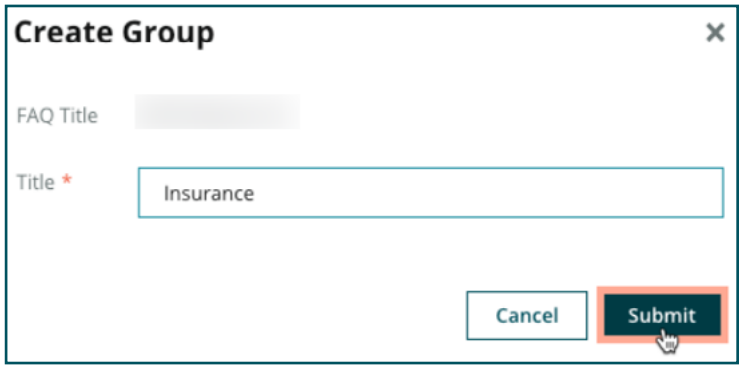
> **Note**: Groups are only displayed within the platform; groups are not published to listings.

To add groups:

1. From the **FAQs** tab, click the desired FAQ.
2. Click **Add Group**.



3. Enter a title and click **Submit**.



Step 3: Add Questions

Curate frequently asked questions and their corresponding answers for each group or category within the FAQ. Questions and answers are published to all location listings included in the FAQ.

To add questions:

1. From the **FAQs** tab, click the desired FAQ.

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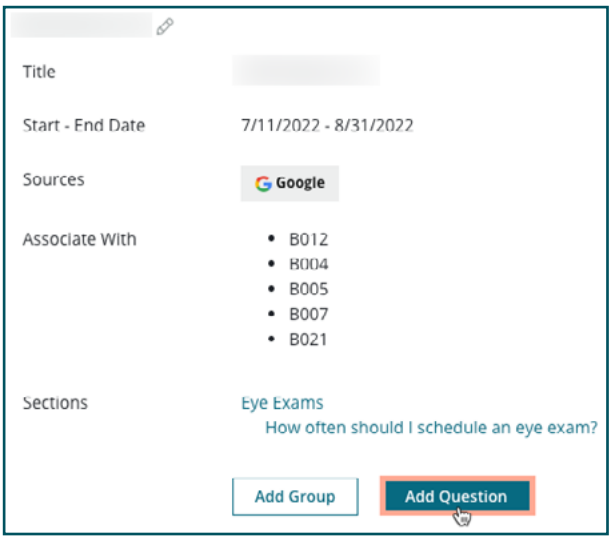
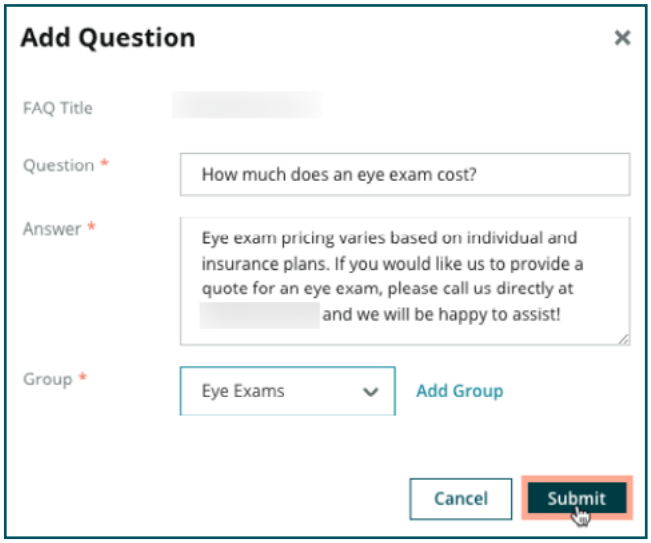
2. Click **Add Question**.



3. Enter a title, the question, the answer, and select or add a group.
4. Click **Submit**.



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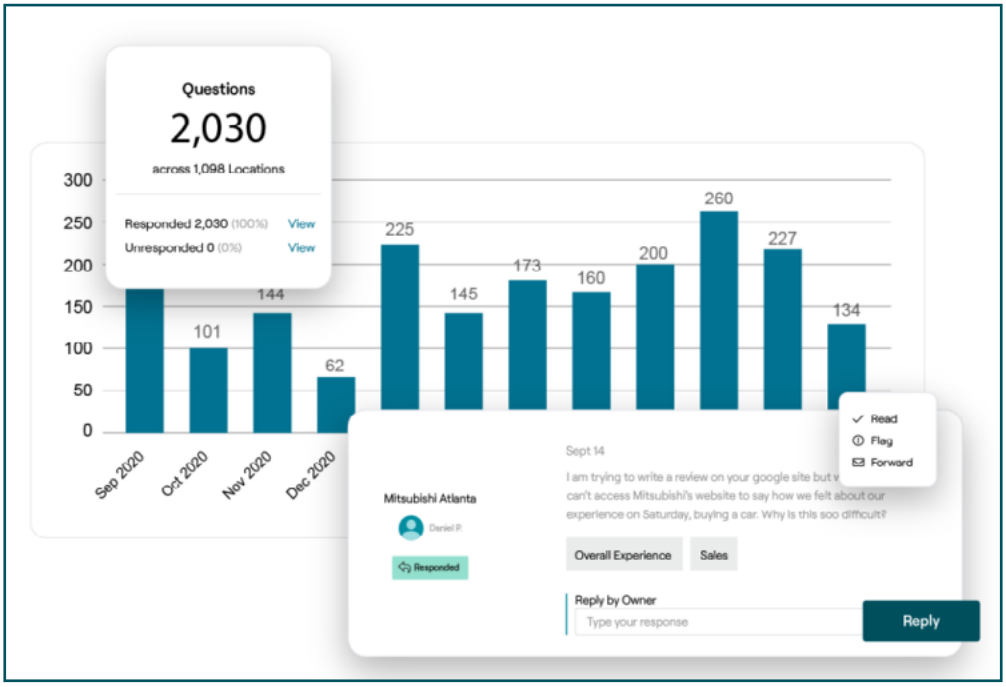
Keep In Mind When Adding FAQs:

Submitted questions and answers are published daily.

Google Business Profile pages must be connected to the platform to publish FAQs to location listings.

FAQs can be edited and deleted, whereas Groups and Questions/Answers can only be edited.



Menus

Conveniently define and publish menus to GBP listings from the platform at scale.

Step 1: Add Menu

Create a menu for each season or occasion, such as a Fall Menu and Winter Menu, to designate which menu items should publish to each group of location's listings.

To add menus:

1. From the platform, click **Listings**.
2. Click **Rich Content**.
3. Click the **Menus** tab.
4. Click **Add Menu**.

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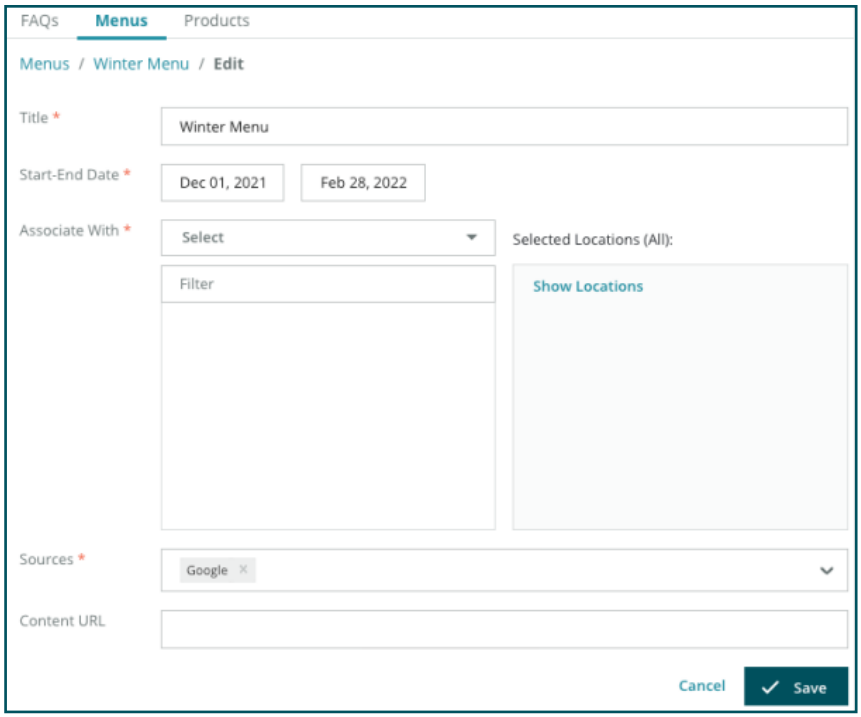
5. Adjust the menu settings:
    - **Title**: Name the menu.
    - **Start-End Date**: Enter a start and end date for menu publishing.
        - If a menu ends without another menu to replace it, the expired menu remains on GBP. If two menus have the same start date, both menus are published.
    - **Associate With**: Select a filter to associate by. When selected, check the box next to each location to associate with the FAQ.
    - **Sources**: Select where the menu is published. (This feature only includes Google at this time.)
    - **Content URL**: Include the menu's link on the website for publishing.
6. Click **Save**.



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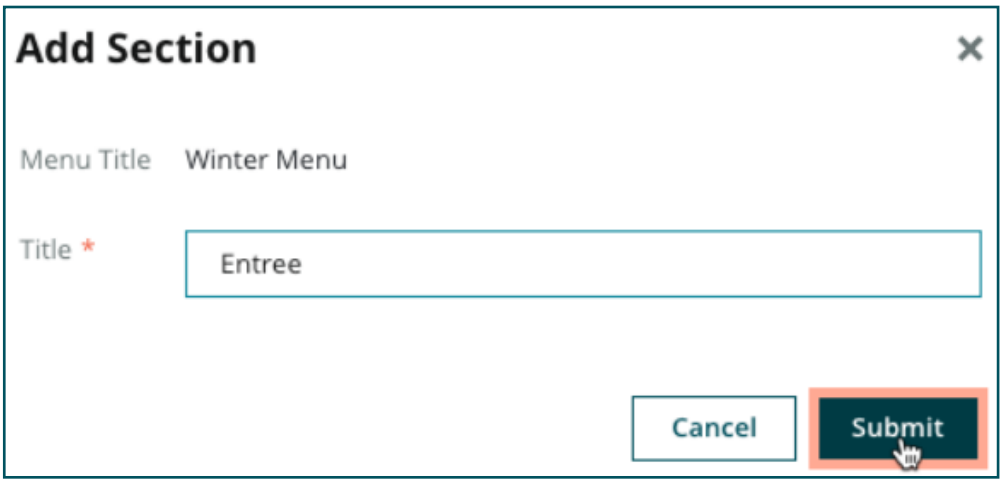
Step 2: Add Sections

Use sections to organize the menus and group items together, such as Appetizers, Pasta, and Desserts.

To add sections:

1. From the **Menus** tab, click the desired **Menu**.
2. Click **Add Section**.

3. Enter a title and click **Submit**.



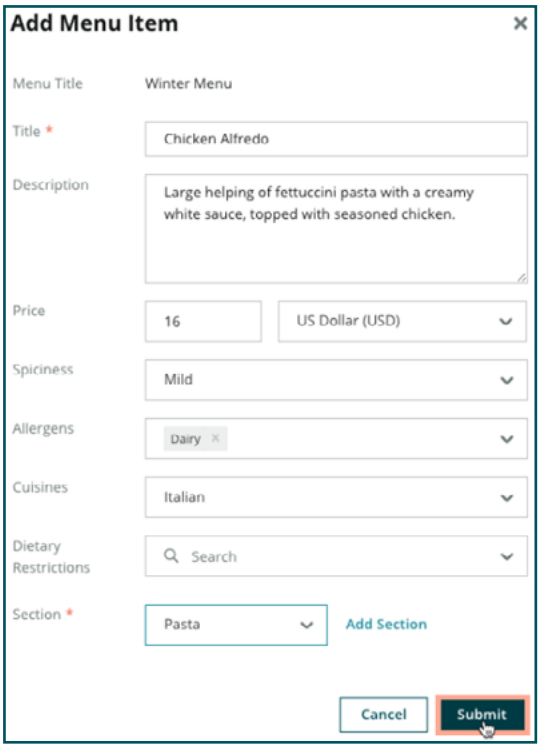
Step 3: Add Items

Compile specific details about menu items included in each section within the menu.

To add items:

1. From the **Menus** tab, click the desired Menu.
2. Click **Add Item**.

3. Enter item details. Options include: Title, Description, Price, Spiciness, Allergens, Dietary Restrictions, Cuisines, and Section.
4. Click **Submit**.



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Keep In Mind When Adding Menus:

Menu content is published daily.

Google Business Profile pages must be connected to the platform to publish Menus to location listings.

Google shows menus every time someone searches on a mobile device, while minimally or not showing menus at all when searches happen on desktop.

Menus in Reputation is available for all industries; however, Google may or may not publish non-hospitality or restaurant industry menus.

Menus, Sections, and Items can be edited and deleted as needed.

Products

Certain businesses can now display their services on GBP in a fast and scalable manner, resulting in a more robust mobile search experience for potential customers.

Step 1: Add Products

Create a product for each product or service type offered, such as one product for exams and another for retail items, to designate which products should publish to each group of location's listings.

To add products:

1. From the platform, click **Listings**.
2. Click **Rich Content**.
3. Click the **Products** tab.
4. Click **Add Product**.
5. Adjust the product settings:
    - **Title**: Name the product.
    - **Start-End Date**: Optionally enter a start and end date. Items associated with this product are published on the start date and automatically deleted on the end date.
        - If blank, items associated with this product are not removed unless they are individually deleted.
    - **Associate With**: Select a filter to associate by. When selected, check the box next to each location or group of locations to associate with the product.

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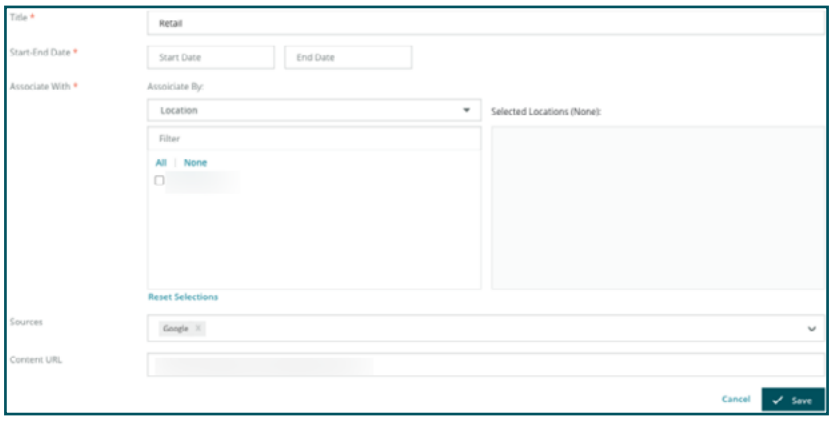
- **Sources**: Select where the product is published. This feature only includes Google at this time.
- **Content URL**: Include a link to the products from the website for publishing.

6. Click **Save**.

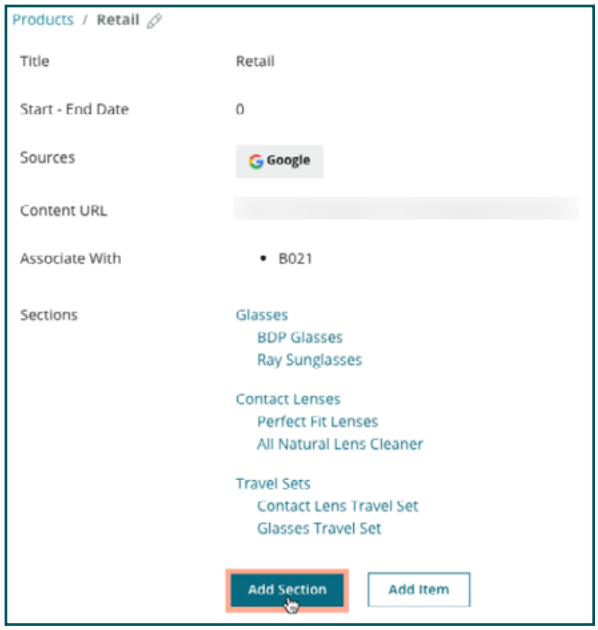


Step 2: Add Sections

Use sections to organize the products and group items together, such as Glasses, Contact Lenses, and Travel Sets.

To add sections:

1. From the **Products** tab, click the desired product.
2. Click **Add Section**.



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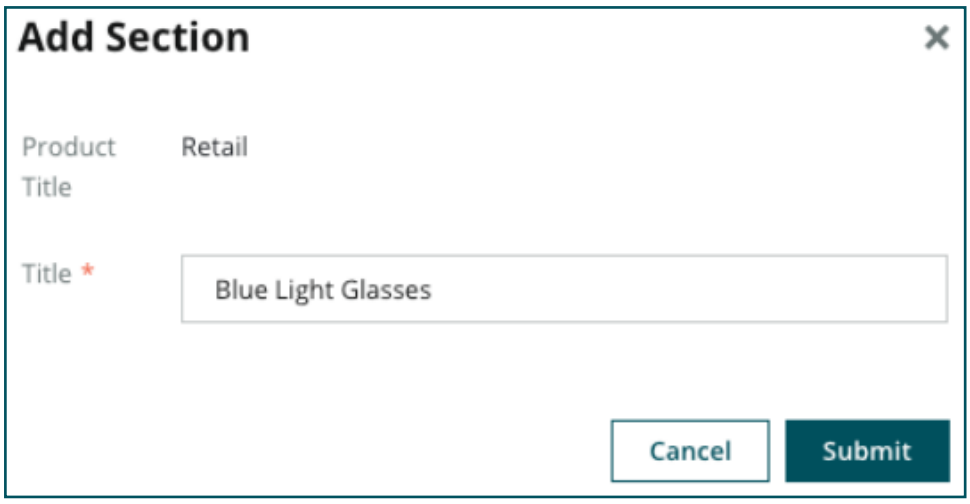
3. Enter a title and click **Submit**.

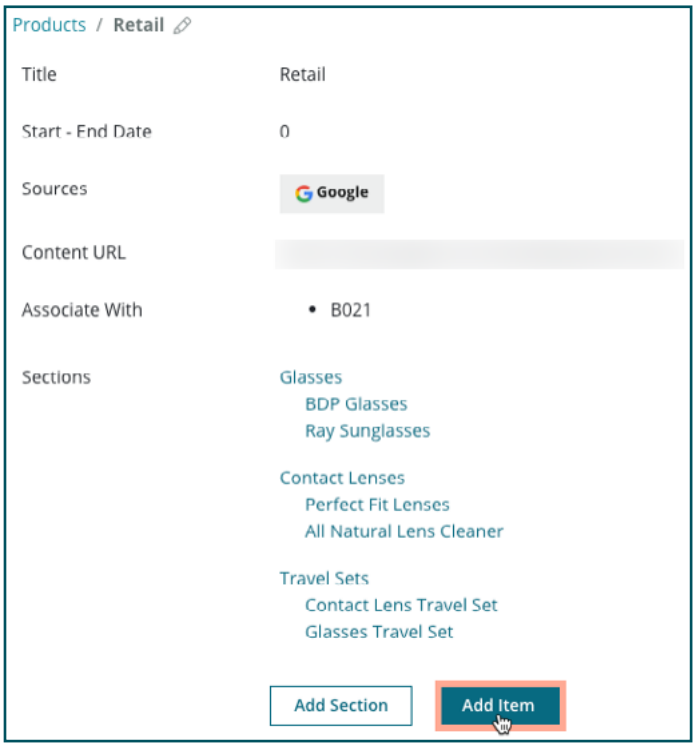


Step 3: Add Items

Compile specific details about items included in each section within the product category.

To add items:

1. From the **Products** tab, click the desired product.
2. Click **Add Item**.



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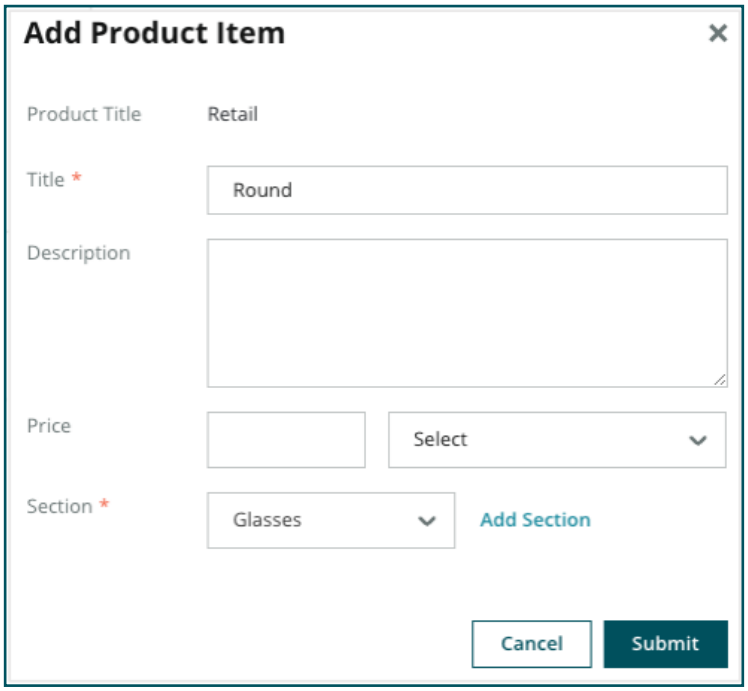
3. Enter item details. Options include: Title, Description, Price, and Section.
    - Title and Section are the only required fields. Item detail fields available match what Google supports for publishing.



4. Click **Submit**.

Keep In Mind When Adding Products:

Product content is published daily.

Google Business Profile pages must be connected to the platform to publish products to location listings.

Products are only supported through Google on Mobile.

Products, sections, and items can be edited and deleted as needed.

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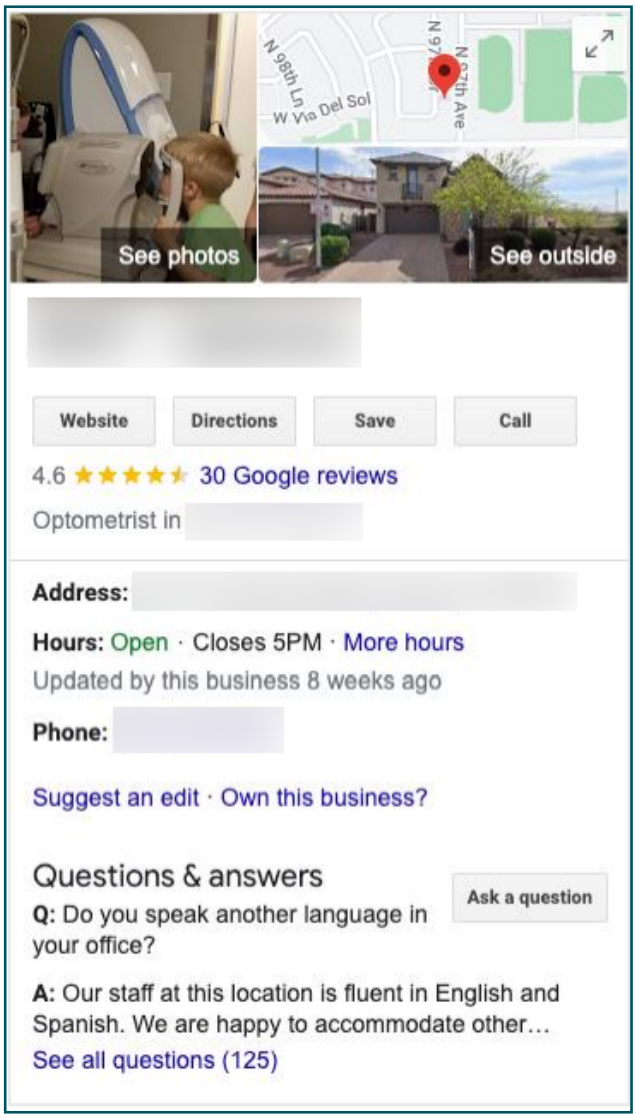
13 | Business Listing FAQs

Business Listing FAQs

Here are common questions about using managed business listings.

What happens when someone else suggests a change to my hours?



Google relies on both consumers and businesses to keep the information up-to-date. The Google Guides program incentivizes consumers to answer questions about businesses they visit to help feed and validate listings.

For items like photos and reviews, user-generated content is often a great thing to increase a listing's visibility. Properties like hours of business or physical location on the other hand, are often less welcomed.

If a user suggests an edit to hours or location, the changes can be made live on a listing almost immediately. However, if the business has managed listings with Reputation, the source of truth overwrites those edits during the next automatic audit (typically every 24 hours).

How do attributes affect search?

Attributes let customers see what the business has to offer, such as whether a restaurant offers Wi-Fi or outdoor seating, or if the business is women-led. Adding relevant attributes beyond the business category helps to stand out to customers that find the business on Google.

For example, "Hey Google, where's the nearest wheel-chair accessible eye doctor?"

Note: The business category determines the attributes available for the listing. For example, there might be attributes for acceptable payment types, accessibility options, or whether the business is LGBTQ-friendly.

Can I ask my own questions/answers in the Q&A section?

It's perfectly acceptable (and smart) for a business to seed their own Q&As. Figure out what questions customers often ask about or even services that are not provided. Post the question in the customer's voice but answer in the business's voice. Ensure they are easy to understand—this should not be considered a marketing opportunity.

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Questions/Answers with the most likes appear first, so ensure to like good answers provided by other users. If you and a user answer the same question and have the same number of likes, all ties favor the consumer answer, so it will show first.

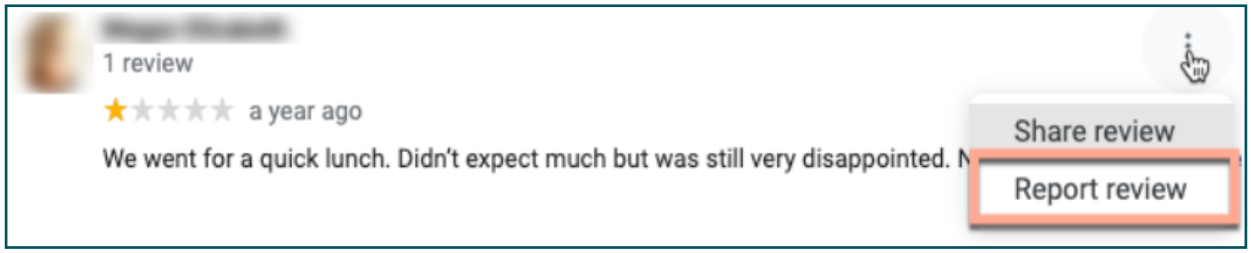
How do I use GBP social posts?

Google has reserved a huge amount of Knowledge Panel real estate for the business through GBP posts. It is an unprecedented opportunity to catch someone's eye during search. GBP posts function slightly differently than traditional social giants.

- **Use simple, colorful images with no text**. High quality is best (750 px x 540 px minimum). Text on the image is allowed, but it may get cut off on mobile devices. Best not to use text overlays. Videos are not supported.
- **Concise, informative descriptions**. 1,500 characters are allowed, but it is best to stick to 100–120. Descriptions get truncated on SERP.
- **Clear Call-to-Action (CTA)**. Add variety to posts using these options: Book, Order Online, Buy, Learn More, Sign Up, Get Offer. Use click tracking (UTM) in URLs to track success.
- **Use actionable headlines (events only)**. All GBP posts expire after seven days maximum, but event post types have a start and end date. When posting through the platform, post to <10 locations per post. Unique credentials in the platform for each location are required.

How do I get a review removed?

If a particular review was mistakenly given to the business (i.e., meant for another company) or contains slander/inappropriate language, report a violation. Within the Google Review window, hover next to a review to see a flag.



Remember, do not pursue a review removal request unless the review meets the site's violation policies. In other words, do not request a review removal just because you do not like it. Some review sites are starting to show when a business owner has requested review removal that does not violate guidelines.

What is the Reservation URL used for?

Reservation URLs provide a link within a business listing to direct the user to a web page specifically for scheduling some sort of appointment or reservation (for example: a doctor's appointment, a tour of a rental property, or a reservation at a restaurant).

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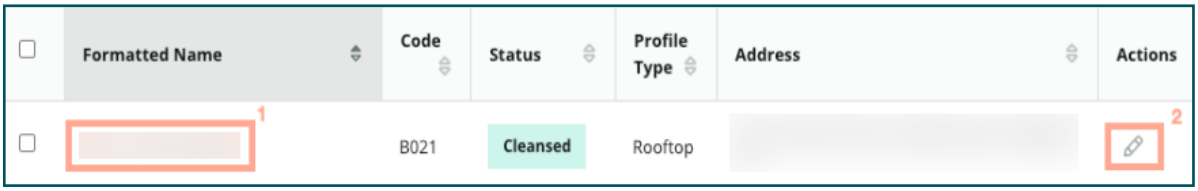
What is the Advanced Category Management

Reputation allows businesses to publish categories for their locations to a variety of external directories (also called Publishing Sites) such as Google, Facebook, Apple, Bing, etc. Today, businesses only see Reputation categories, which are internally mapped to directory categories. This is problematic to users because they have no visibility of what categories are actually published to the external directories.

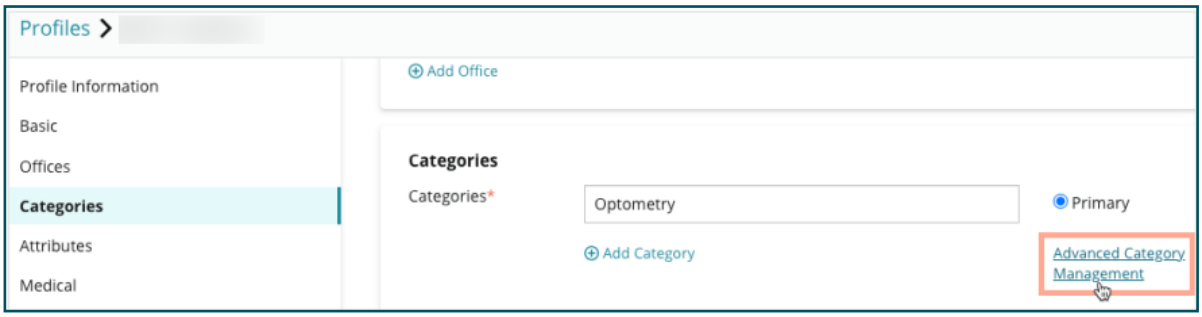
With the Advanced Category Management, businesses can now use the Reputation platform to view how their Reputation categories are mapped to the directory categories. This is applicable for both primary and additional categories. Users can view the directory categories as they view or add categories to their locations or profiles.

To use this feature:

1. Go to **Listings** > **Profiles**.
2. Click on **Profile** and then **Edit** (Option 1 in image); or click on the edit icon to the right of the profile listing (Option 2 in image).



3. Click **Categories** on the left panel and then **Advanced Category Management**.



4. From there, view or add the Reputation and Directory categories.
5. Click **Save Changes**.

What does GMB UTM Tracking mean?

GMB UTM Tracking refers to the ability to track actions that customers or potential customers take on the business listing, such as making a phone call, requesting driving directions, or visiting the website. When adding or editing the business's profile information within the Reputation platform, toggle GMB UTM Tracking to **Yes** in order to track these actions.

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What is the character limit for Google descriptions?

Google has a 700-character limit. Some sources allow an addition of both a short description and long description. Short descriptions are only used for Facebook or if there is no long description available.

Why is my image not uploading to my listing?

When uploading photos and videos to the business's listing, it is important to keep the source's media limitations in mind.

Recommended Dimensions for the Reputation platform:

- Cover, Google Cover, Facebook Cover: JPEG format, 1080 x 608 pixels, 16:9 aspect ratio
- Profile, Facebook Profile, Headshot, Additional: JPEG format, 720 x 720 pixels, 1:1 aspect ratio
- Logo, Google Logo: JPEG format, 250 x 250 pixels, 1:1 aspect ratio

If the photos do not fit the recommended dimensions, Reputation tries to publish them if they comply with the publisher limits:

Google Business Profile Requirements:

- Cover photo: 16:9 aspect ratio (mandatory), 480 x 270 pixels minimum, 2120 x 1192 pixels maximum
- Logo photo: 1:1 aspect ratio (recommended), 250 x 250 pixels minimum, 5500 x 5400 pixels maximum
- Additional: 16:9 aspect ratio (recommended), 250 x 250 pixels minimum, 5200 x 5300 pixels maximum

Facebook Requirements:

- Profile photo: 1:1 aspect ratio (recommended), 180 x 180 pixels minimum
- Cover photo: 2.7:1 aspect ratio (recommended), 400 x 150 pixels minimum

Bing Requirements:

- Photo: 4:3 aspect ratio (mandatory), 480 x 360 minimum

> **Note**: The Reputation platform is currently unable to notify users if their media was rejected from the source.

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14 | Premium Paid Services

Premium Paid Services

Put our Premium Paid Services platform experts to work for you.

While we strive to make our platform intuitive and efficient, we understand your time is valuable; resources and bandwidth can be limited. Reputation has a dedicated team of experts ready to help you manage your listings; optimize SEO; and post, publish, and curate your social posts—while also managing your review responses. We help achieve customer excellence through this suite of value-added services that are fueled by our platform and products. These experts will help you:

- Go Beyond Accuracy (Managed Business Listings)
- Maximize the Appeal of Your Business Profiles (Google Profile Optimization, formerly known as Managed Services for Google)
- Harness the Power of Social Media (Managed Social)
- The Brand That Cares the Most, Wins (Managed Review Response)

Contact your Account Executive for more information on our Premium Paid Services.

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15 | Additional Resources

Additional Resources

Check out our full set of user guides to learn more about the Reputation platform.

- Actions
- Admin
- Customer Journey Insights
- Dashboards
- Experience
- Inbox
- Mobile App
- Rep Connect
- Reports
- Reputation Score
- Requesting
- Reviews
- Social Listening
- Social Publish
- Surveys

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