Business Listings

User Guide
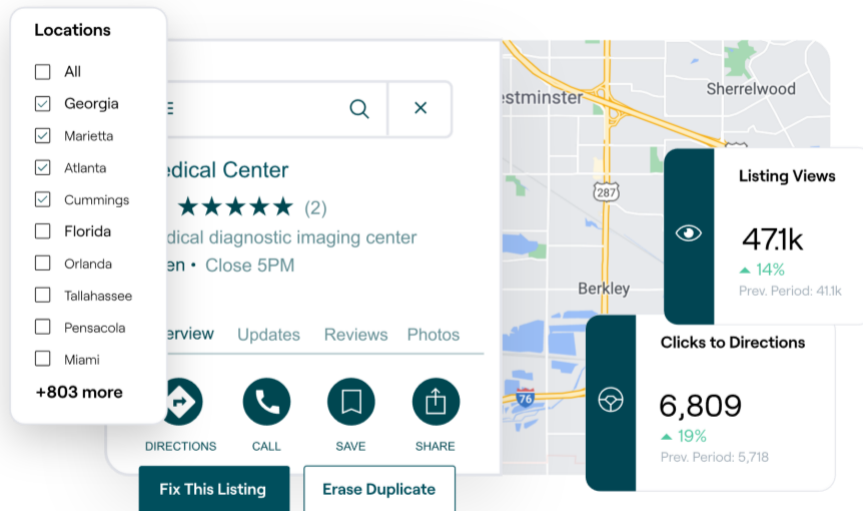
Reputation

2024

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Business Listings Overview

Outrank competitors and drive more business from local search—and start off your customers' 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 your business to be found over your competitors. The "Big Five" listing sources, as shown below, account for 91% of listings traffic and are a great place to start.

Google	Google Maps	Google Business Profile (formerly known as Google My Business)	Apple Maps	Microsoft Bing

The **Listings** tab allows you to monitor and maintain the online presence for all your locations across the web to match your source of truth. Benefits of using Business Listings include:

Stand Out in Search	*Zero-Click Answers*	*Update Listings at Scale*
▪ Achieve more views with up-to-date listings ▪ Drive customer conversion and traffic, whether in-store or online	▪ Allow consumers to find what they need fast ▪ Ensure answers to FAQs appear on your search results pages	▪ Make changes to your business information across all locations ▪ Ensure brand consistency

Business Listings Components

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

Performance

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

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

Listing Accuracy

Allows you to monitor the actions taken to manage the accuracy of your listings.

Break out published, pending or not fulfillable listings to see how many data points are correct, incorrect, and fixed for your selected locations. View accuracy and data points fixed metrics across high-trafficked sources like Google and Bing.

Listing Details

Allows you to quickly see where discrepancies exist for each of your locations. Monitor when the platform last audited your listings.

Click into any location to compare your 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

Helps you keep your listings data accurate based on feedback received from users and publisher sites.

You can either reject or accept the suggested change. If you accept, the system will automatically update your source of truth and publish to all publisher sites.

Business Listings components continued:

Duplicates

Allows you to 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, allowing you to indicate if they *are* duplicates or not. Based on the response, action is taken to suppress the duplicate or leave as is.

Q&A (Google)

Allows you to monitor a list of questions posted by users on your listings alongside metrics on Answered and Unanswered questions.

Also provides the ability to post your own responses to these questions.

Profiles

Allows you to quickly see where discrepancies exist for each of your locations. Monitor when the platform last audited your listings.

Click into any location to compare your 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.

Note: Need assistance managing your presence on Google? Check out our Premium Paid Services offering for help.

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Managing Listing Performance

> Understand how people interact with your 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 upon finding your listings and learn how to improve your listings 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.
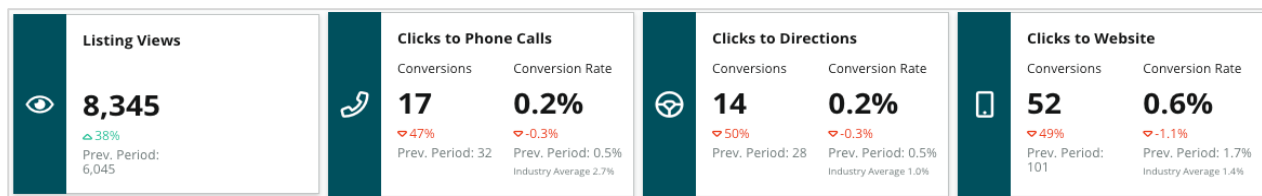
> **Note:** Conversions refer to the number of times a customer clicked to call, get directions, or go to the website from the business listing. The conversion rate is the number of times the action was clicked by the number of Google views.

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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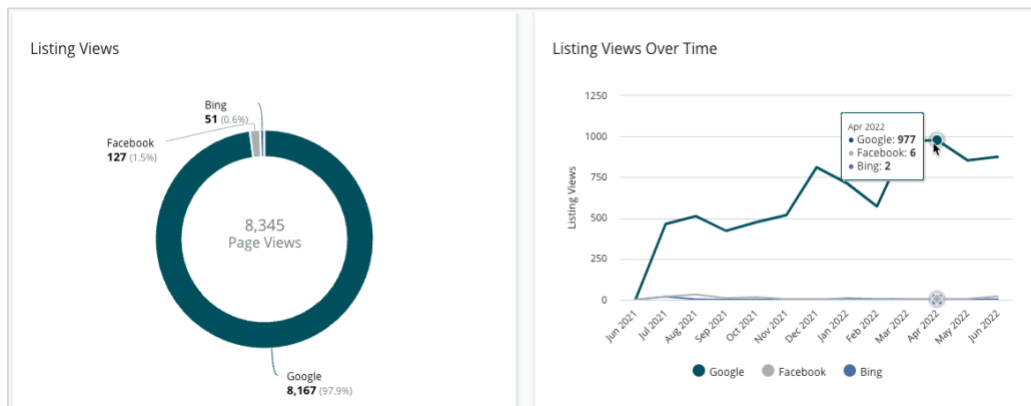
Actions (Google & Facebook)

A decomposition of number of actions people take on listings: Phone call, driving directions, website visits. In conjunction with the number of views on listings, it can help you calculate the conversion rates of viewers to engaged users.
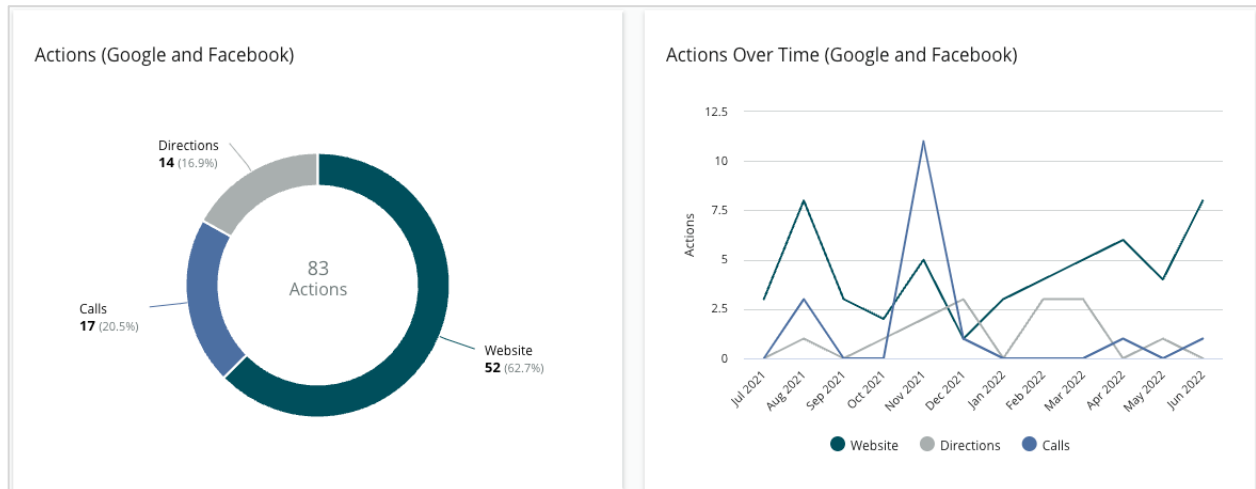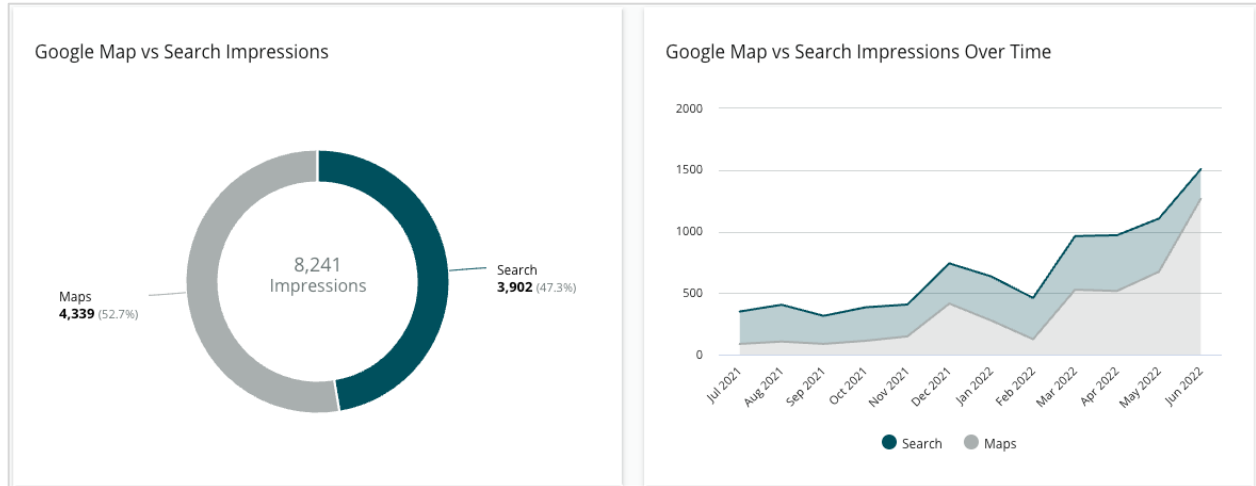

Google Direct, Brand, & Category Search Impressions

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

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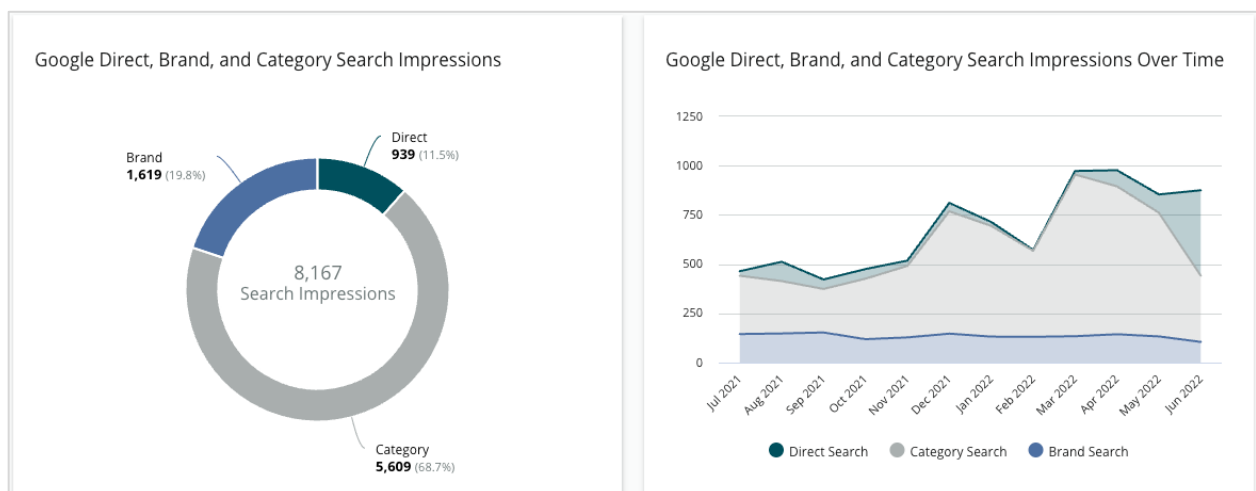
Google Maps vs. Search Impressions

A breakdown of search impressions from Google Map search compared to direct search.

Google Map vs Search Impressions

8,241 Impressions

Maps **4,339** (52.7%)

Search **3,902** (47.3%)

Google Map vs Search Impressions Over Time

● Search ● Maps

Day of Week When People Call You

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

Day Of Week When People Call You (Google)

Calls

Day of the Week
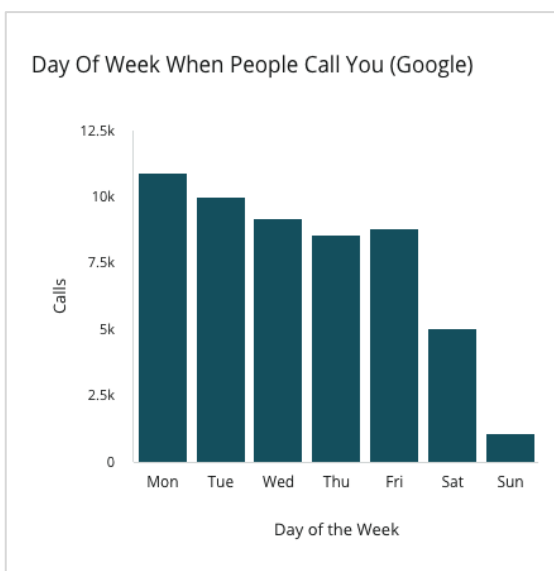
Time of Day When People Call You

A breakdown of the times when people call your location grouped by hour of day. The chart includes calls from 5am to 9pm. Any calls outside those hours are not included in the chart.

Time Of Day When People Call You (Google)

Calls

Time of the Day (Local Time)
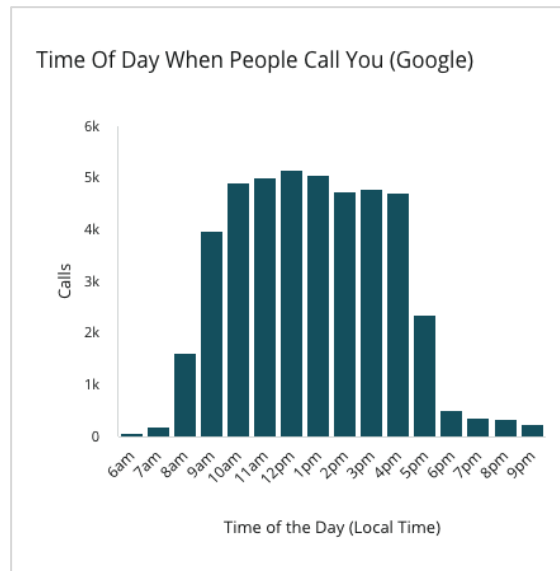
Top Localities for Driving Directions Requests

A high-level view of the places where your Google listings visitors request driving directions. Columns provide a cascaded view at a country, state, county, and city level. Column labels (names or numbers) are directly provided by Google Business Profile (formerly known as Google My Business).

**Top Localities For Driving Requests (Google)**
Data is pulled directly from Google. Some localities are broader because more specific location data is not available.
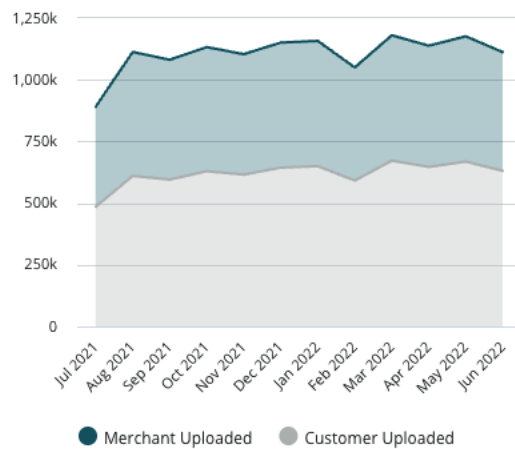

Google Media Uploads

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

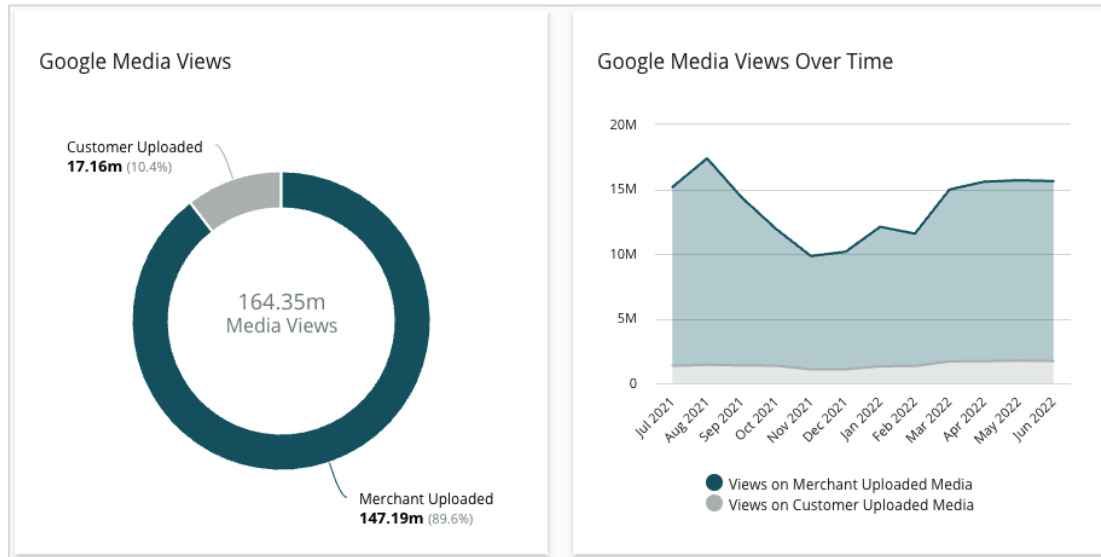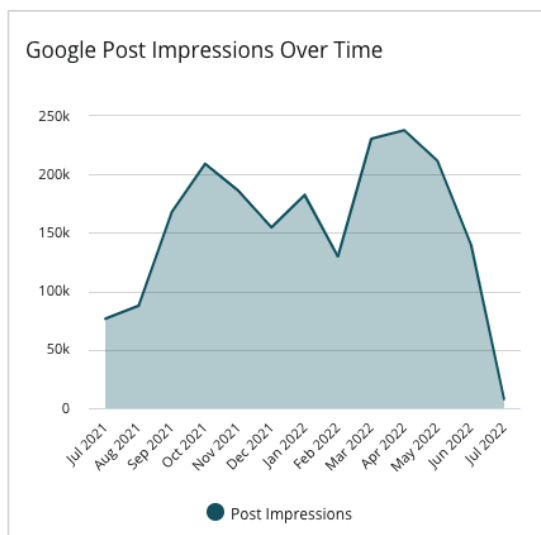Was this guide helpful? Let us know: https://bit.ly/rep-guides
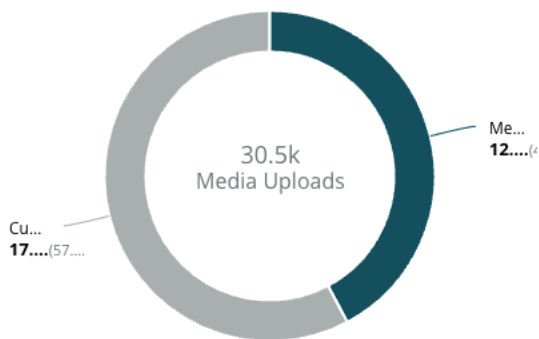
Google Media Views

Total media views (videos and images) on your GBP listings, broken down by media that was uploaded by customers vs. media uploaded by merchant.

Google Post Impressions Over Time

A decomposition of impressions made from Google Business Profiles posts.

Google Post Call to Action Clicks Over Time

A decomposition of call-to-action clicks made from Google Business Profiles posts.

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Managing Duplicate Listings

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

The Duplicate Manager helps you identify, evaluate, and resolve potential duplicate location listings. You decide if a listing is a duplicate or not. _Once you confirm a potential duplicate, 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 your 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:
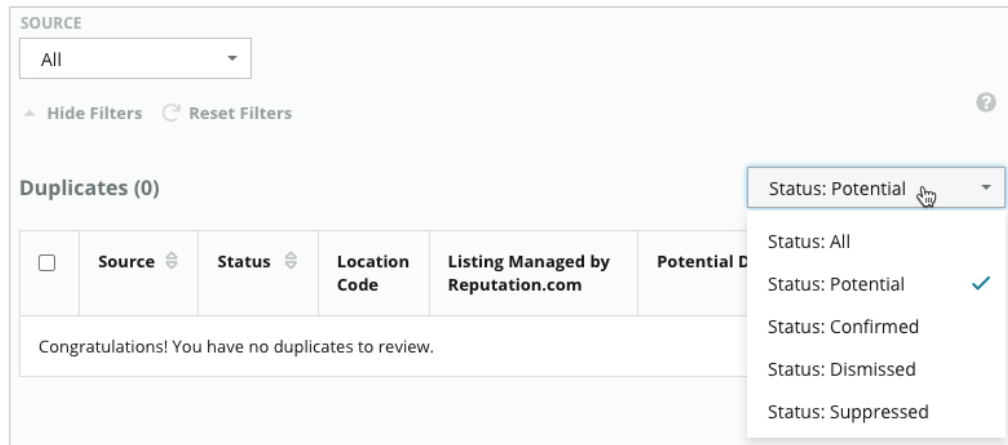
- Same or similar name
- Same or very close address/geography (less than 0.5 mile)
- Same industry, category, or services
- Same phone number
- Same website

Taking Action

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

To take action on potential duplicates:

1. From the **Listings** tab, click **Duplicates**.
2. Use top line filters to narrow your focus. The default status is set to "Potential."
   a. **Potential**: A potential duplicate
   b. **Confirmed**: Tenant clicked accept and confirmed it is a duplicate but has not yet addressed
   c. **Dismissed**: Tenant clicked reject
   d. **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 "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 "Confirmed" status.

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

> **Heads up!** There is a confirmation screen after clicking Duplicate. Once you confirm your selection, the duplicate suppression process begins within 48 hours for submission to the source site. Currently, Reputation is not able to notify and confirm that your 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 you experience issues with suppressing a duplicate, contact the Reputation Support Team.

Auditing 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 your source of truth for each location. The Reputation platform automatically audits your business listings every 24 hours.
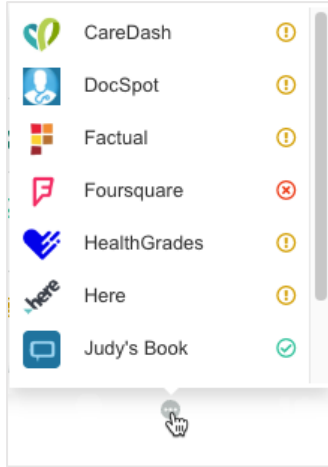
While we collect data from the connected sources on a daily basis, some sources collect data once a week or every three days, i.e., our data is only as up to date as the source's data.

Locations

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

Location	Address	G	f	b	⌘	⊞	Last Audited	AutoSynced
		⊘	⊘	⊘	⚠	⋯	1 day	●─
		⊗	⚠	⚠	⚠	⋯	3 days	─●
		⊘	⊘	⊘	⚠	⋯	1 day	●─

The **Listings** location grid contains the following columns:

Name	Description
Location	The name of the location to which you have access. 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 your account's listing source includes these sites, status information is shown when hovering over the ellipses. Any sites that have a missing URL are indicated with this icon: ⬤ Any 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.

> **Heads up!** You must have admin privileges on your account to add or modify listings sources. If you need assistance, contact your Customer Success Manager or the Support Team.

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Individual Location

When you click a location from the location grid, you can 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:** Once data has been submitted via the Reputation platform, it is up to the discretion of each specific source when the information will be 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 don't 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 credentialing 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 that we cannot make updates to the listing.

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.
- **Cancelled** – 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's required for the selected source (e.g., Facebook requires a description). A listing may also have this status if it be 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 that 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

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.
3. A new browswer window will open with the authentication steps required by the source site. Select the profile to use (may require entering credentials) and agree to terms and services for using the API. The connection will be added under the to the list of Sources within the Credentials menu tab in the Admin panel.

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. Then click the source you wish to connect to.
4. Modify the following settings.
5. Click Save. The credential will be added under the selected source site. To edit the credentials, click into the source site, and then click the plus (+) sign 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.

Location	Address	G	f	b	🍎	⊞	Last Audited	AutoSynced
BDP - Lake Havasu		✓	✓	✓	⊗	●	1 day	AutoSynced ◉

Improving Listing Accuracy

Quantify the value of your 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 your accuracy percentage on high-trafficked sources like Google and Bing.

Published Audit Summary

View a dashboard for your 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 or forward data or download a PDF by clicking the ellipsis.

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 sources below.
Total Listings	The number of instances being audited on the sources designated as "AutoSynced" below.
AutoSynced	The number of data points that are monitored on the sources designated as "AutoSynced" below.
Missing	The number of auditable data points (e.g., hours of business, phone number, etc.) that are missing from your 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 your 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, you can 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.
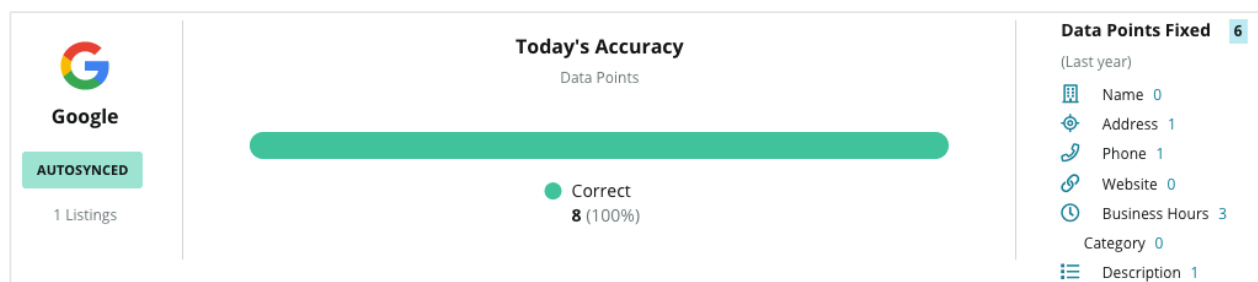
Fulfillment Category by Source

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

Bing

AUTOSYNCED

2,652 Listings

Pending
• Listings: **56**

● Published **2,520** (95.0%)
○ Not Fulfillable **76** (2.86%)
● Pending **56** (2.11%)
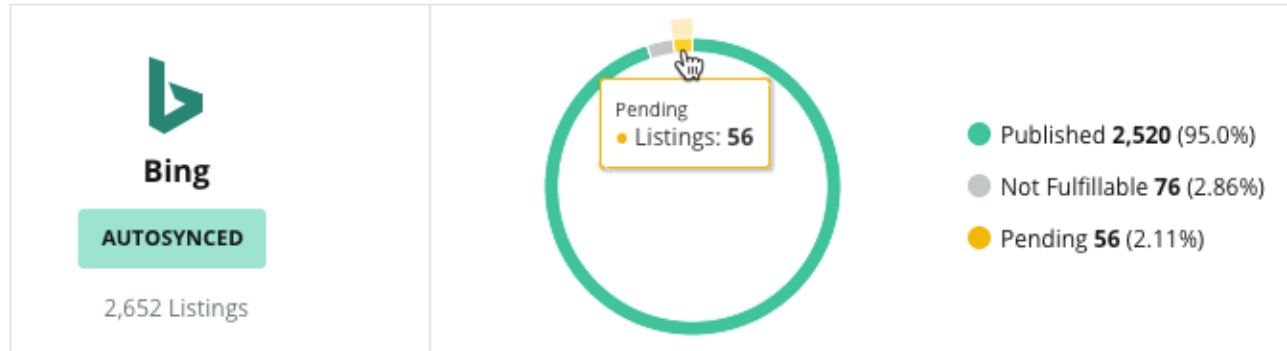
Click into the charts to explore which listings fall under each bucket (Published, Pending, and Not Fulfillable) and what action you need to take to resolve any issues. See below for locations pending data updates upon clicking into the above chart.

Locations Pending on Bing (56)   ✕

Download Audit Data

Location ⇕	Status ⇕	🏢	📍	📞	📇	🕐	🏷️	✏️
	PENDING UPDATE	✓	✓	✓	✓	✗	✓	✗
	PENDING UPDATE	✓	✓	✗	✓	✓	✓	✗
	PENDING UPDATE	✓	✗	✓	✓	✗	✗	✗
	PENDING UPDATE	✓	✓	✓	✓	✗	✓	✗

Using Publisher Suggestions

Improve the accuracy of your listings data with suggested changes.

The **Publisher Suggestions** tab under Listings helps you keep your listings data accurate based on feedback received from users and publisher sites. You can either reject or accept the change. If you accept, the system will automatically update your profile information (source of truth) and publish to all publisher sites.

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

	Location Details	Source	Data Field	Existing Data	Suggested Data	Actions
☐	**BDP - Uptown (B021)** 4520 North 2nd Ave, #200, Phoenix, AZ 85013	G Google	Hours	Mon: 09:00 - 17:00 Tues: 09:00 - 17:00 Wed: 09:00 - 17:00 Thu: 09:00 - 17:00 Fri: 09:00 - 17:00 Sat: Closed Sun: Closed	Mon: 09:00 - 17:00 Tues: 09:00 - 17:00 Wed: 09:00 - 17:00 Thu: 09:00 - 17:00 Fri: 09:00 - 17:00 Sat: 09:00 - 12:00 Sun: Closed	🗑 ✓

One suggestion per field is provided. If a field has multiple suggestions (e.g., Category), it's an "all or nothing" option. For example, if the suggestion included 10 category suggestions, but you only want to keep 2 of them, you would need to reject the suggestion and then manually add/edit the 2 category changes to the location profile.

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Editing Listing Profiles

Easily make updates to your location data individually or in bulk.

The **Profiles** tab under **Listings** allows you to manage your 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 you make 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.

Fulfillment Category: **Published** | Pending | Not Fulfillable

Locations		Data Points		
4,844	Autosynced **6,886**	Correct	Incorrect	Fixed
Total Listings	Missing **11,845**	**6,856** 99.6%	**30** 0.4%	**2,009** Sept 2021
4,230				

Today's Accuracy
Data Points

Google
AUTOSYNCED
702 Listings

● Correct **4,179** (99.6%)   ● Incorrect **19** (0.4%)

Data Points Fixed 173

Name	33
Address	15
Phone	51
Website	25
Hours	27
Category	22

Heads up! Edits made to a profile within the Reputation platform will carry over to the related listing profile, but edits made to a listing profile will NOT carry back to a directory profile.

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One-Off Profile Data Edits

Using the platform, you can 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 you want to edit in the search field.
2. From the list of results, click the **Edit** icon.

3. Within the profile, make the edits you need to the profile.
   - 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 will automatically update the supported listing sites/directories.

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Bulk Profile Data Edits

In addition to making one-off profile edits, you can 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 pop up.

	Formatted Name		Status	Profile Type	Address	Actions
☑	BDP - Lake Havasu		Cleansed	Person	40 Capri Blvd, Lake Havasu City, AZ 86403	✏ ✕
☑	BDP - Lake Havasu	B022	Cleansed	Person	4520 North 2nd Ave, #301, Phoenix, AZ 85013	✏ ✕
☐	BDP - Lake Havasu	B023	Cleansed	Person	21917 N 97th Dr. #200, Peoria, AZ 85383	✏ ✕

You have 2 profile(s) selected.   ✏ Edit ▾   Delete

Dropdown: Attributes / Business Hours / Photos / Descriptions / Site Enable

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

Profiles Count

Attributes

Reservations: ⊘ Accepts Reservations   ⊕ Walk Ins   ⊕ Appointments Only   ⊕ Reservations Only

Ambiance: ⊕ Traditional   ⊕ Casual   ⊕ Romantic   ⊕ Upscale   ⊕ Trendy

Good For: ⊕ Groups   ⊕ Singles   ⊕ Families   ⊕ Couples

4. Click **Update**.

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

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.

Download Profiles   ✕

Select Profiles to Download:

 ⦿ All Profiles (129)   ◯ Filtered Profiles

Select Columns to Include:

 ◯ Live Fields ⓘ   ◯ All Fields   ⦿ Selected Columns

                                          | All   ▼ |

                                          | Filter |

                                          ☑ All

                                          ☐ None

                                          ☐ Public Location Name

Spreadsheet format: ☐ Parent Location

| .csv (Comma-separated values)   ▼ | ☐ Job Title

                                                    Download   Cancel

4. Click **Download**.
5. Open the CSV file and make changes to the profiles you want within a spreadsheet editor.
6. When finished with your changes, save the file.
7. In the platform, click **Import.**
8. Attach the saved CSV file and chose your Import Mapping.

Import Profiles   ✕

             ⌂ Drop file to attach, or **browse**
                 Accepted formats: csv,xlsx

Import Mapping | Default Mapping   ▼ |

                                            Cancel   **Import File**

9. Configure column header mapping and check boxes for skipping page normalization and ignoring unmapped columns if desired. Click **Import**.

10. Save new mapping, save changes to existing mapping, or don't save to proceed.
11. Review import details by tab.
   - The platform will ignore invalid data points and publish 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.
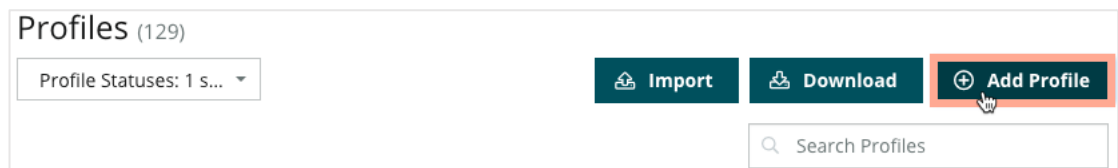12. Click **Close.**

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

Adding Profiles

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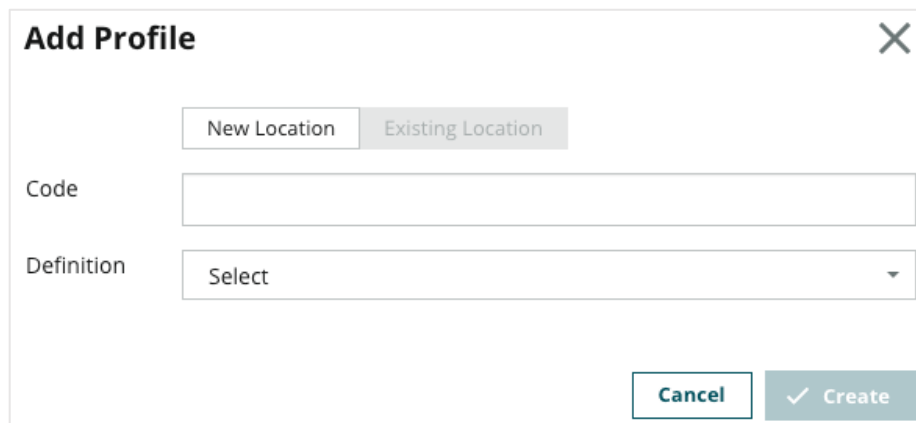
To add a new profile for a new location:

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.

Adding Business Hours

Often, a company's hours may change for an entire season or specific holidays, requiring changes to be made to your business listing. How can you update business hours from within the platform?

To add a new profile for a new location:

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

☐	Formatted Name ⇕	Code ⇕	Status ⇕	Profile Type ⇕
☐	BDP - Uptown (B021)	B021	Cleansed	Rooftop

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

Note: The platform submits changes to the source typically within 24 hours. During this time, you will see a "Submitted to Source" status within the platform. Once the change goes live, you'll see a "Published to Source". We suggest adding 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.

For Place ID

Place ID allows you to connect physician 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 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.
2. If you have not entered any Office fields yet, then 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 that the field value matches the parent.
3. If you have already entered information under the Office section, 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.
4. If you want to overwrite values from the current profile to match the parent, click the **Reset** link.
5. Profile addresses are not linked if any field is different from the parent (e.g., Suite number).
6. When finished, click **Submit**.

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Managing Department Listings

Easily manage the online presence for your 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, you can 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

For each department listing on Google, you can set up department locations.

Select the type of the location 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 will be the same for both main and department locations. This helps create a hierarchy between main locations and department locations for Reputation Score calculation and roll up of data.

3

Reputation Score Intact

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

Reputation Score for department locations is not available.

4

Location Dropdown Filter

Exclude department locations from the location dropdown filter. When the Location filter is used, all data associated with the department locations will also be shown by default.

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

Setting Up Department Locations

Work with your Customer Success Manager and Reputation's Professional Services team to enable department listings. In the meantime, you can prepare your 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 your 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 will be the same as the location code. For department locations, the group code must be updated to be the same as the group code for the main location.
   - **Type** – The Type field is used to denote what type of department location it is. 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.

Managing Google Q&A

Manage questions and answers submitted in your 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 will determine the order in which they appear on the listing.

The Q&A tab allows you to monitor and respond to the consumer-facing, crowdsourced FAQs from your locations' Google knowledge panels.

Filters

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

| MARKET-DMA	DISCONTINUED-OPS	TYPE	REGION
All	All	All	HD Chicago
DISTRICT	**MARKET**	**STATE**	**LOCATION**
All	All	All	All
DATE RANGE			
Current Year			

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.

Questions

120

across **102 Locations**

Responded 22   View
Unresponded 98   View

![Reputation logo]

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Chart

View your 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.
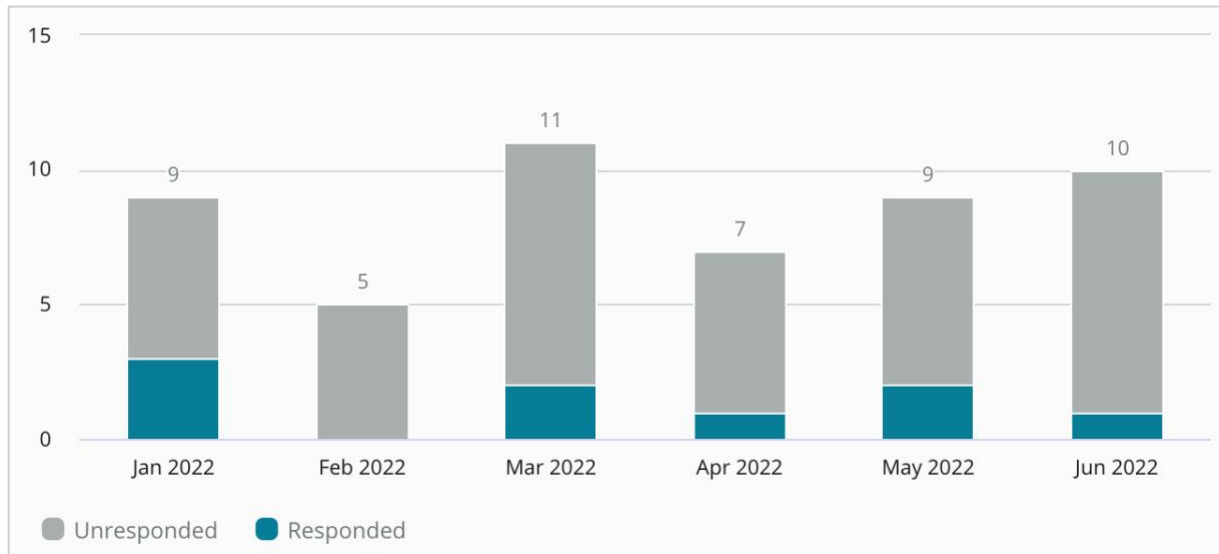
Questions

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 your 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 "seed" 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.

- -

You can add multiple answers (from other users on your account), but Google will only display one response from the Business Owner per question. The last answer posted will be displayed under the Business Owner label.

- -

You cannot 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 your Google Q&A and responding to questions will positively affect your search ranking. Google takes into consideration whether your consumers find your content relevant, accurate, and up to date; easy to understand; and if it was created by a real person as opposed to a bot.

Rich Content

> Publish content to your listings at scale.

The **Rich Content** tab allows you to define your content once and associate 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.
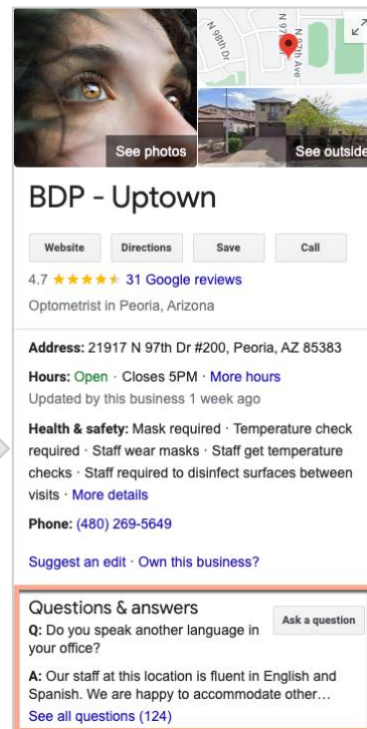
Rich Content contains three tabs:
- FAQs
- Menus
- Products

FAQs

Gain control over your 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 your locations, such as Northern AZ and Southern AZ, to designate which questions should publish to each group of 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.**

> **Note:** FAQs cannot be imported in bulk at this time.

5. Adjust FAQ settings:

- **Title:** Name your FAQ.
- **Start-End Date:** Optionally enter a start and end date. Questions and answers associated with this FAQ will be published on the start date and automatically deleted on the end date.

> **Note:** 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. Once selected, check the box next to each location or group of locations to associate with the FAQ.
- **Sources:** Select where the FAQs will be published

> **Note:** This feature currently only includes Google.

6. Click **Save**.

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Step 2: Add Groups

Use groups to organize your 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.
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.

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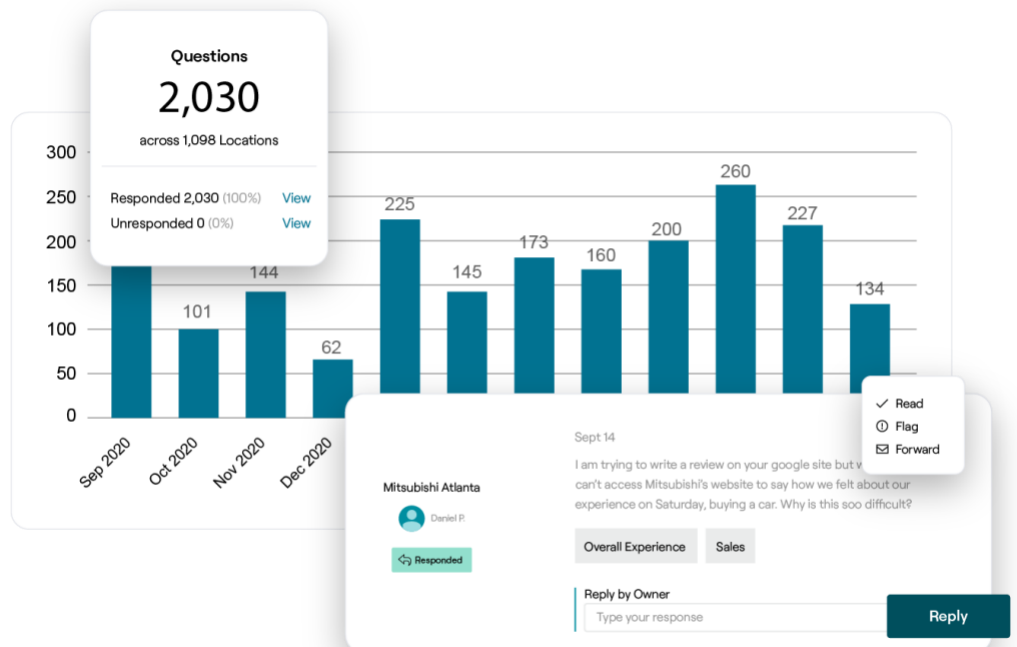
Menus

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**.
5. Adjust Menu settings:
   - **Title:** Name your Menu.
   - **Start-End Date:** Enter a start and end date for menu publishing.

> **Note:** If a menu ends without another menu to replace it, the expired menu will remain on GBP. If two menus have the same start date, both menus will be published.

   - **Associate With**: Select a filter to associate by. Once selected, check the box next to each location to associate with the FAQ.
   - **Sources**: Select where the menu will be published. (This feature only includes Google at this time.)
   - **Content URL:** Include the menu's link on your website for publishing.
6. Click **Save**.

FAQs	**Menus**	Products

Menus / Winter Menu / **Edit**

Title * | Winter Menu

Start-End Date * | Dec 01, 2021 | Feb 28, 2022

Associate With * | Select ▼ | Selected Locations (All):

Filter | Show Locations

Sources * | Google ✕ | ▼

Content URL |

Cancel | ✓ Save

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Step 2: Add Sections

Use sections to organize your 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**.

Menus / **Winter Menu** ✎

Title	Winter Menu
Start - End Date	12/1/2020 - 2/28/2021
Sources	**G Google**
Content URL	
Associate With	• B003 • B014 • B006 • B008 • B015 • B013

Sections	Appetizers
	  Cheesy Garlic Bread
	
	Pasta
	  Spaghetti & Meatballs
	
	Desserts
	  Chocolate Chip Cheesecake

[Add Section] [Add Item]

Add Section   ✕

Menu Title   Winter Menu

Title *   Entree

[Cancel] [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, 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 Product settings:

   - **Title:** Name your Product.
   - **Start-End Date**: Optionally enter a start and end date. Items associated with this Product will be published on the start date and automatically deleted on the end date.

     > **Note:** If blank, items associated with this Product will not be removed unless they are individually deleted.

   - **Associate With**: Select a filter to associate by. Once selected, check the box next to each location or group of locations to associate with the Product.
   - **Sources:** Select where the Product will be published. This feature only includes Google at this time.
   - **Content URL**: Include a link to your products from your website for publishing.

6. Click **Save**.

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Step 2: Add Sections

Use sections to organize your 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**.
3. Enter a title and click **Submit**.

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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**.
3. Enter item details. Options include: Title, Description, Price, Section.

> **Note:** 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.

Reputation

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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 your 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 your 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 your listing almost immediately. However, if your business has managed listings with Reputation, your source of truth will overwrite those edits during the next automatic audit (typically every 24 hours).
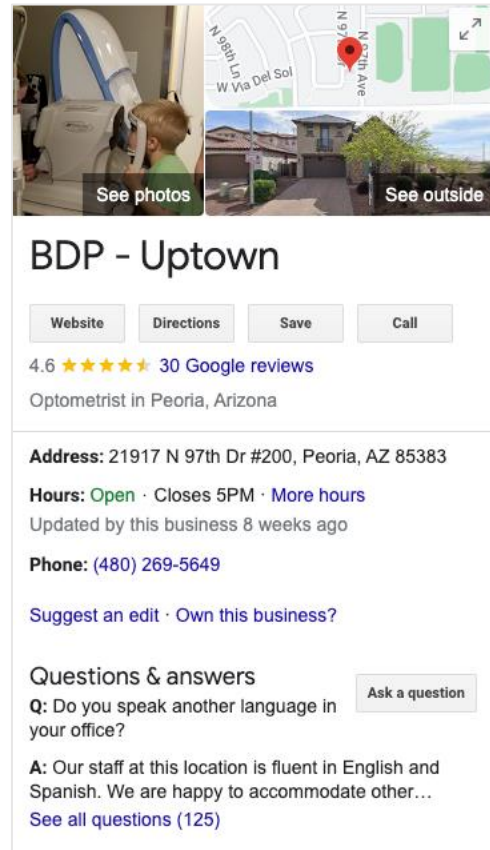
How do attributes affect search?

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

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

Note: Your business category determines the attributes available for your listing. For example, you might see 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 you don't provide. Post the question in your customer's voice but answer in your business's voice. Make sure they are easy to understand—this should not be considered a marketing opportunity.

Questions/Answers with the most likes appear first, so make sure 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 your business through GBP posts. It's 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 (750px x 540px minimum). Text on the image is allowed, but it may get cut off on mobile devices. Best not to use text overlays. Videos aren't supported.
- **Concise, informative descriptions.** You're allowed 1,500 characters, but best to stick to 100-120. Descriptions get truncated on SERP.
- **Clear Call-to-Action (CTA).** Add variety to your posts using these options: Book, Order Online, Buy, Learn More, Sign Up, Get Offer. Use click tracking (UTM) in your URLs to track success.
- **Use actionable headlines (events only).** All GBP posts expire after 7 days maximum, but event post types have a start and end date. When you post through the platform, you can post to <10 locations per post. You must have unique credentials in the platform for each location.

How do I get a review removed?

If you know that a particular review was mistakenly given to your business (i.e., meant for another company) or contains slander/inappropriate language, you can report a violation. Within the Google Review window, you can hover next to a review to see a Flag.
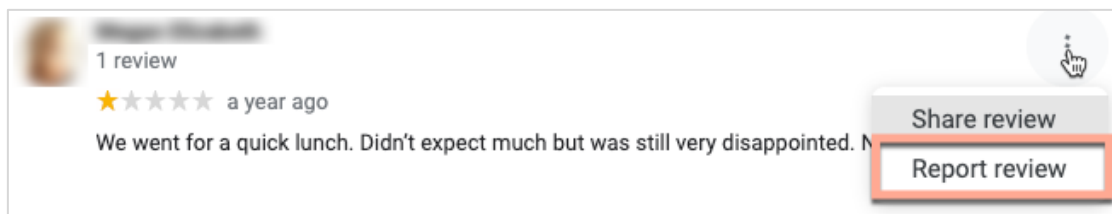
Remember, you should not pursue a review removal request unless the review meets the site's violation policies. In other words, do not request a review removal just because you don't like it. Some review sites are starting to show when a business owner has requested review removal that doesn't violate guidelines.

What is the Reservation URL used for?

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

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 will be able to view the Directory categories as they view or add categories to their locations or profiles.

To use this feature:

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

What is the character limit for Google descriptions?

Google has a 700-character limit. Some sources allow you to add 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 your business's listing, it's important to keep the source's media limitations in mind.

Recommended Dimensions for the Reputation platform:

- Cover, Google Cover, Facebook Cover: JPEG format, 1080x608 pixels, 16:9 aspect ratio
- Profile, Facebook Profile, Headshot, Additional: JPEG format, 720x720 pixels, 1:1 aspect ratio
- Logo, Google Logo: JPEG format, 250x250 pixels, 1:1 aspect ratio

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

Google Business Profile Requirements

- Cover photo: 16:9 aspect ratio (mandatory), 480x270 pixels minimum, 2120x1192 pixels maximum
- Logo photo: 1:1 aspect ratio (recommended), 250x250 pixels minimum, 5500x5400 pixels maximum
- Additional: 16:9 aspect ratio (recommended), 250x250 pixels minimum, 5200x5300 pixels maximum

Facebook Requirements

- Profile photo: 1:1 aspect ratio (recommended), 180x180 pixels minimum
- Cover photo: 2.7:1 aspect ratio (recommended), 400x150 pixels minimum

Bing Requirements

- Photo: 4:3 aspect ratio (mandatory), 480x360 minimum

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

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 can guarantee 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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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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