



# Review Guard 360

Overview

Call Rockin' Web Support with questions - 888-932-5560  
M-F 8-5 CST



# APPLICATION OVERVIEW

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- Review Alerts
  - Alerts delivered via email and Dashboard when new reviews are posted
  - Reply from email using Suggested Reply
  - Deeplink access to client and competitor information
- Dashboard
  - Business Information Summary
  - Ability to drill down to gain insights
- Reviews
  - Visibility to reviews on Top Sites within a single application
  - Easily reply to reviews from within the application
  - Review Reply Best Practices
- Visibility
  - Connect listings within the application
  - Ensure listings are accurate & consistent
- Competition
  - Choose competitors that are relevant to the business
  - Compare the business to selected competitors
  - Monitor reviews received for selected competitors



# REVIEW ALERTS

- You will receive a Review Alerts via email and on your Dashboard when new reviews are posted on any social site supported.
- The Review Alert will include the review content, a Suggested Reply from the Reply Library, and the following reply options:
  - Post: post the Suggested Reply from the email and opens a confirmation page
  - Edit: open the Reviews page so the Suggested Reply be edited before posting
  - Write New Reply: open the Reviews page so a reply can be written and posted
  - **Note:** Yelp Review Alerts include the option to post a Public or Private reply.
- Help options (Email & Phone) are included within the Review Alert.
- Site specific Review and Average Star Rating information for the client and their picked competitors are presented, with deeplinks to autologin and view the client's or competitors' Reviews page.
- Deeplinks to auto-login and view additional Review and Competitor information are included at the bottom of the Review Alert.

## NEW NEGATIVE REVIEW



★ ★ ★ ★ ★

Jane M. on 12/25/2018



I usually love coming here, but I was just billed for an office visit I didn't have. If they fix this issue, I will change this review to 5 stars.

### Suggested Reply

We are dedicated to providing a positive experience and take complaints very seriously. At your earliest convenience, please email us at [support@yourbrand.com](mailto:support@yourbrand.com) so we can address any issues you may have.

Post

Edit

[Write New Reply](#)

### Need Help Replying?

Please [contact us](#) so we can quickly follow up with you to discuss how we can help you with your replies. Please provide us with the best phone number and time to reach you. Of course, you may always call us at your convenience at (800) 220-1136.

### Compare Your Google Rating to Other Service Providers



#### Your Brand

★ ★ ★ ★ ★

[133 Reviews](#)

#### Competitor

★ ★ ★ ★ ★

[345 Reviews](#)

#### Industry Leader

★ ★ ★ ★ ★

[658 Reviews](#)

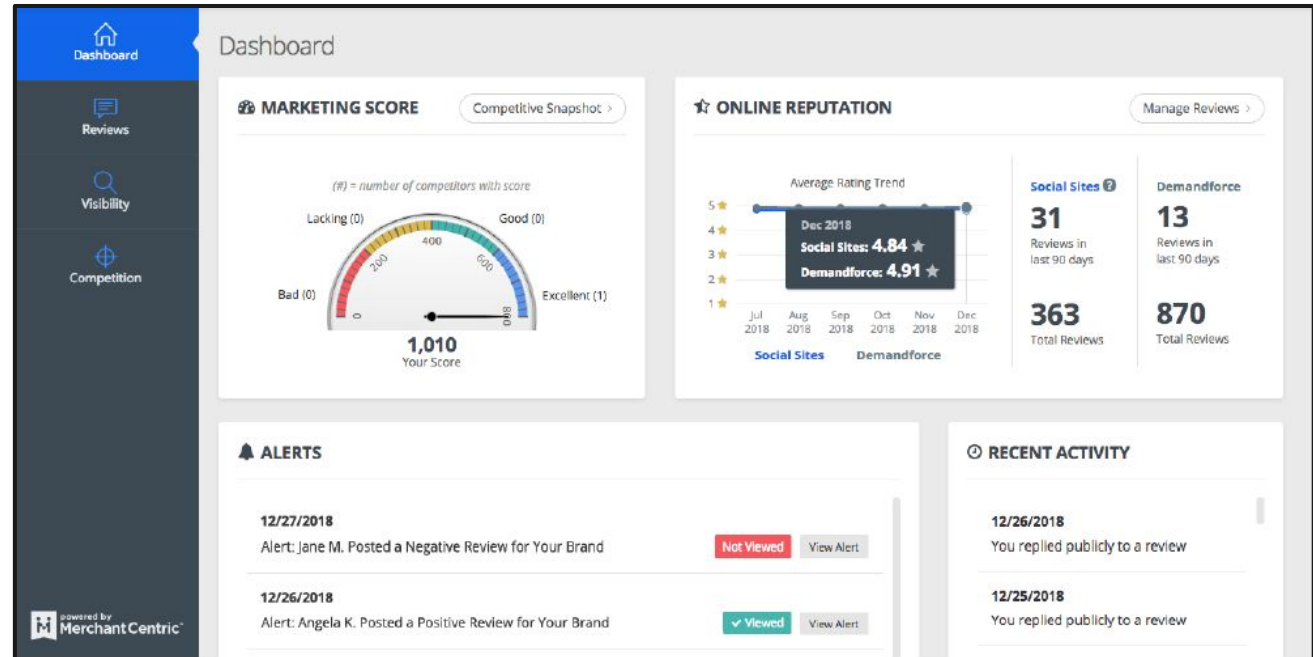


# DASHBOARD



The Dashboard allows you to quickly view summary information about your business, as well as easily access detailed information relative to;

- Marketing Score
- Reviews
- Visibility
- Competition





# REVIEWS

- The Reviews tab allows you to quickly monitor reviews across the Top Sites. The information can be filtered by rating, site, or date. By default, reviews are presented in chronological order.
- You can reply to reviews, directly within Review Guard, for sites that have been Connected (e.g. credential entered).
- To reply to a review, the business would simply click the “Reply” button, draft a reply, and click the “Post Reply” button.
- You will receive online messaging to confirm that the reply was successfully posted. If unsuccessful, online messaging will provide details regarding why the reply was unable to be posted.

**Your Reviews**

See a competitor's reviews ▾ All Reviews Since: first review (Aug 7, 2008) ▾

Site	Count	Avg. Rating	Positive	Neutral	Negative
All Sites	32	5.0	32	0	0
Google	32	5.0	32	0	0
Yelp	10	4.6	9	0	1
Facebook	2	5.0	2	0	0
Superpages	0	0.0	0	0	0
Citysearch	0	0.0	0	0	0
5 others	0	0.0	0	0	0

Showing 49

**yelp**

Lindsey S. on September 20, 2017

Yesterday was my first time going to Dr. Shores office. The only thing I am upset about is that I didn't find him and his office sooner! Shelby was my dental hygienist and it was the best cleaning I have ever had! Extremely thorough! The staff was super friendly and Dr. Shore was the absolute best!!! I would recommend Dr. Shore and his office in a second to everybody!!!

[Reply](#) [View on Yelp](#)

**Google**

Lloyd Greenberg on June 7, 2017

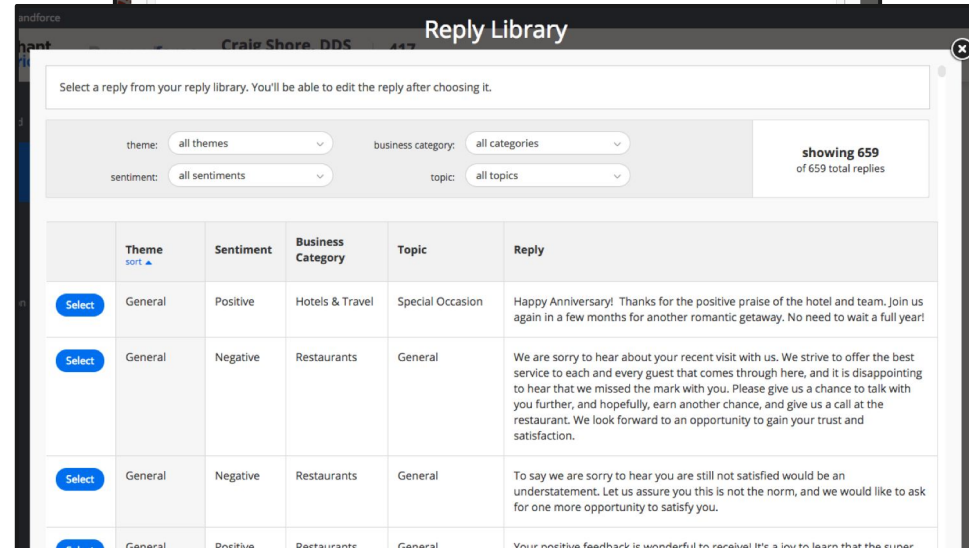
Craig and his staff are super friendly and most helpful with any questions or concerns I might have. The hygienist's in the office are all top in their profession so a visit for a cleaning is always more than that. Your teeth are their biggest concern and they strive to keep you happy and smiling.

[Reply](#) [View on Google](#)



# REPLY LIBRARY

- The Reply functionality allows businesses to draft and post replies or use the Reply Library:
- There are over 600 pre-scripted replies within the Reply Library.
- Replies can be filtered by theme, business category, sentiment and topic.
- The pre-scripted replies within the Reply Library can be used “as-is” or modified before posting.





# REVIEW REPLY BEST PRACTICES

## **When Replying To Reviews It Is Important To Remember The Following:**

- You are replying to not only the person who posted the review, but also other perspective and existing customers of yours who will read your reply. It is often best for your business to always be gracious.

## **When Replying To Positive Reviews:**

- Some businesses forget to reply to positive reviews and only reply to negative reviews, which makes the negative reviews stand out.
- Be appreciative of your positive reviews and thank your customers...you would do this if you were there with them in person.
- Include something the reviewer mentioned in their review, within your reply.
- Use the reply to invite the reviewer back to your business, and encourage referrals to their friends & family.

## **When Replying To Negative Reviews:**

- If you are upset about the review, it is probably best to wait to reply until you have had a chance to calm down.
- Remain gracious. Replying defensively can become an online argument with the reviewer, which is visible to all of your customers, and perspective customers.
- Provide an opportunity for the reviewer to contact you via email or phone to further discuss their concern.



# VISIBILITY

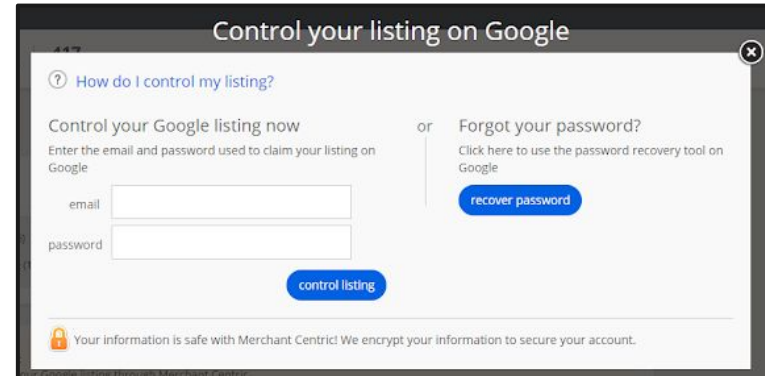
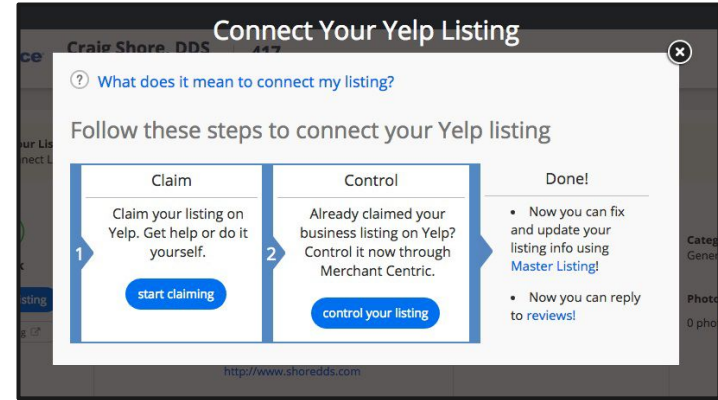
- The Visibility tab allows you to easily monitor their online business listings across the Top Sites.
- The Visibility tab displays a summary of the information included within the listing, i.e., business name, address, phone number, website, hours, categories, photos, etc. Information that is inconsistent is highlighted in yellow.
- Business listings with complete information, and at least 5 reviews, will earn a status of *“Excellent”*.
- Business listings with less complete information, and less than 5 reviews, will earn a status of *“Good”*.
- Business listings with minimally complete information will earn a status of *“Weak”*.
- You can use the “Connect Listing” button to enter their credentials within Review Guard 360. This will allow the business owner to reply to reviews directly from within your account.





# CONNECT LISTINGS

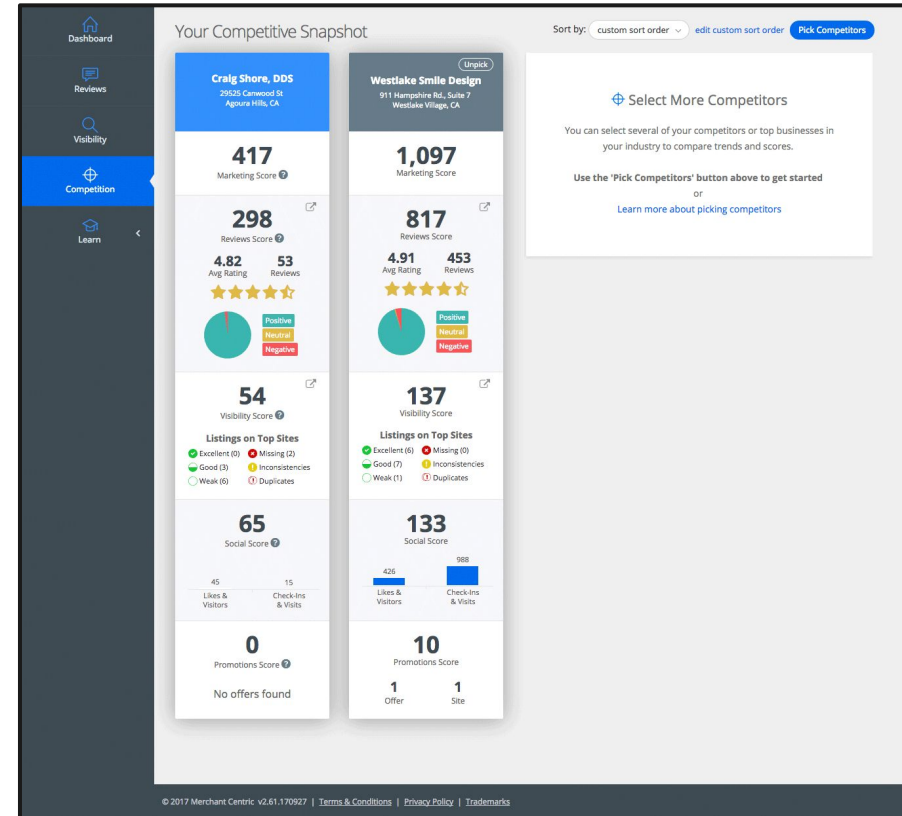
- To “Connect” listings within Merchant Centric, it must be “Claimed” by the business.
- If the business has not yet claimed their listing, they can click the “Start Claiming” button.
- Otherwise, businesses can click the “Control your listing” button to “Connect” the listing within their Merchant Centric account.
- You can control their listings from either the Reviews or Visibility tab
- When a you enter credentials (email and password) for a listing and clicks the “Control Listing” button, Merchant Centric will validate the credentials and provide a success message.





# COMPETITION

- The Competition tab allows you to monitor selected competitors.
- You can use the Marketing Score, as well as, Review Score, Visibility Score, Social Score, and Promotions Score to measure how your business compares to your selected competitors.
- Clicking on the Reviews or Visibility score section of a competitor will display more detailed information about the competitors reviews or online business listings.
- While a competitor is auto-selected at the time of account creation, you can select competitors that you feel are relevant.
- Selected competitors can be changed at any time.





# COMPETITION

- The Pick Your Competitors page allows you to easily select competitors, locally & nationally.
- Competitors can be “Picked” or “Un-picked” from the map or from the list, which can be sorted by clicking on the column headers.
- A competitor search can be performed by entering the competitor business name, City & State, and clicking the “Update Map” button.

Back to Demandforce

## Pick your competitors

How do I find and pick competitors?


☒ Browse ☐ Search

Dentists

☐ Show your picked competitors [Update Map](#)

showing 100 businesses

Only showing 100 businesses. Zoom in, or use filters to narrow your search.



Map sort	Business	Market Score	Distance (mi.)
1	Shannon David DDS 5920 Greenbriar Ct Agoura Hills, CA Dentists > General Dentistry <a href="#">pick competitor</a>	24	0.24
2	Dr. Charles D. Stewart, DMD 28925 Burleson Street Agoura Hills, CA Dentists > General Dentistry	7	0.63



## The negative review is not from a customer? The review is from a competitor? How do I get a review removed?

### What You Need To Know:

- Unfortunately, it is not unusual for business owners to experience some level of malicious reviews. This is one of the reasons some sites use filtering algorithms to try and identify these reviews.
- Businesses can also flag or report reviews for removal if a review violates the content guidelines of the site.
- Flagging or reporting a review for removal is relatively easy. However, without proper understanding and citing of the appropriate guideline being violated, it will not be successful.
- You can become familiar with site content guidelines at the links below:

### The following links provide site specific flagging information

- Google - <https://support.google.com/business/answer/4596773>
- Yelp - [https://www.yelp-support.com/Reporting\\_an\\_Inappropriate\\_Review](https://www.yelp-support.com/Reporting_an_Inappropriate_Review)
- Facebook - <https://www.facebook.com/help/439579999521224>
- TripAdvisor - <https://www.tripadvisor.com/hc/en-us/articles/200614937-How-do-I-report-an-inappropriate-review->
- The actual content of the review must violate the Content Guidelines in order to be considered for removal. As an example, if a negative review is posted by a reviewer who you know to be an ex-employee, however the review does not specifically indicate that the reviewer is an ex-employee, the review will more than likely not be removed. The business listing sites will not take sides in a disagreement between a reviewer and a business owner. They simply consider the actual content of the review and compare it to their Content Guidelines.



# Glossary

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**Business Listings Or Listings:** This is the web page on a Site that includes the information for the business. The listing information for the business typically includes Name, Address and Phone. It also includes reviews posted about the business by the site users. These are the reviews that are presented within Reputation Boost, so the business can monitor its reputation and engage with consumers. Note the business listing usually includes other information about the business as well, such as the business categories, description photos, hours of operation, website links, menu links, etc.

**Site Credentials, Or Just Credentials:** This is the username and password created when claiming a business' listings on a site.

**Claiming or Claiming a Listing:** Securing a username and password to access and update your listing information and/or reply to reviews on top site listing dashboards.

**Connect Listing Or Validate Credentials:** Entering your username and password to a top site in order to reply to reviews and update listing information.

**Review:** This is the description of the consumer's experience of the business that is posted on the business' listing by the site user. The intent is to let others know what opinion they have of the business. Reviews include a Rating from 1 to 5, 5 being best, and may also include photos. The reviews often include the date the review was posted to the site, which is independent of when the user may have visited the business.



# Glossary

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**User, Site User, Consumer:** This is the person posting the review on the site. The User is usually required to include their name or abbreviation of a name and a photo. Note that there is no validation by the site that the name or photo are accurate.

**Replying:** Entering a response from the business to specific reviews posted by consumers on the business' listing. Note that Replies are typically posted publicly for all to read immediate below the review.

**Star Rating or Review Rating:** The number of stars, on a scale of 1 to 5, 5 being best, that a consumer uses to rate the business. The Star rating may have accompanying description of the consumer's experience of the business, but this is not always required and consumers can post just a star rating without a review.

- Average Rating: The sum of all of your review ratings divided by the number of reviews you have on a top site.
- Positive Review: Any review that is 4 stars or above.
- Neutral Review: Any review that is 3 stars.
- Negative Review: Any review that is 2 stars or below.

**Filtered Reviews:** Some sites, most notably Yelp, have algorithms that decide whether or not to display a review. The site's algorithm may determine to filter a review and either not display it, or display it in a separate area called, Not Currently Recommended Reviews. Note that reviews may change from a not recommended status to a normal display status at different times.



# Glossary

**Marketing Score:** How well your business is using top sites to attract and retain customers. The Marketing score is the sum of Reviews Score, Visibility Score, Social Score, and Promotions Score. The Marketing Score has no floor or ceiling, is an effective tool to monitor your improvement over time, and to compare against your competitors.

**Review Score:** Your reputation consumers see when they find you online, based on the star-rating and amount of reviews your business receives. This score can go negative if your average star-rating goes down due to excessive negative (1 or 2-star) reviews.

**Visibility Score:** The status of your listings as to how well they attract customers to your business. This score increases when: Your business is found on top sites, information is displayed correctly and consistently, listings are enhanced with additional features to attract customers, i.e., categories, descriptions, hours, photos.

**Social Score:** How well your business connects with customers via the social media sites Facebook and Foursquare. Customers may be connecting with your business on these sites and you may not even know it. The more customers that “Like” your business and/or “Check-in”, the more you are able to encourage them to come back and tell their friends about your business.

**Promotional Score:** Your use of online offers and promotions to attract customers to your business. This may include coupons available from your business website as well as, those on Valpak and Money Mailer, Groupon, Living Social, and other deals your business may be running.

**Challenge Question:** A security question that you may have to answer in order to connect your listing. These occur because the site is seeing you logging in from a new location and wants to verify it is you.



# Glossary

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**Google My Business:** Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps.

**Yelp:** Publishes crowd-sourced reviews about local businesses, as well as the online reservation service Yelp Reservations and online food delivery service Eat24. The company also trains small businesses in how to respond to reviews, hosts social events for reviewers, and provides data about businesses, including health inspection scores.

**Facebook:** The world's largest online social media website.

**TripAdvisor:** TripAdvisor, the world's largest travel site\*, enables travelers to unleash the full potential of every trip. With more than 500 million reviews and opinions covering the world's largest selection of travel listings worldwide.

**Foursquare:** Foursquare is a technology company that uses location intelligence to build meaningful consumer experiences and business solutions.

**Superpages:** Superpages.com is the local expert, and a top online resource for finding information and insights on businesses and retailers.

**Citysearch:** Citysearch helps you find local businesses in your city and neighborhood. Citysearch is an operating business of CityGrid Media.

**OpenTable:** Software driven online reservation service.

**SeniorAdvisor:** SeniorAdvisor.com equips families with the best information available so you can make confident choices about senior care and services.

**Caring.com:** Caring.com is the leading online destination for those seeking information and support as they care for aging parents, spouses, and other loved ones.





# Glossary

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**Excellent Listing:** A business listings that has name, address, phone number, city, hours, descriptive copy, website, categories, photos, and reviews all listed, as well as some replies to reviews.

**Good Listing:** A business listings that has name, address, phone number, city, and hours all listed.

**Weak Listing:** A business listings that only has a limited amount of information about the business, i.e. a listing with just name and phone number.