

# Reputation Management: Zach Stone and Jamie Kelly



Your reputation is everything. If you don't take control of your online reputation you are allowing others to control the narrative. Jamie and Zach will discuss your online reputation and how it fits into all your marketing efforts.

At Foster Web Marketing we understand that reputation management is a hard and labor intensive process. Our most successful partners have focused on building a strong online reputation the right way and we want to help all our partners achieve this.

We think it is so important we are releasing a new DSS Reputation Management tool. Every FWM Academy attendee who doesn't already have the tool will be receiving a trial that will last through June, 2017.

Attendees can access the tool by going to [reputation.fosterwebmarketing.com](http://reputation.fosterwebmarketing.com) after receiving a welcome email on the first day of the academy.



**"IT TAKES 20 YEARS TO BUILD A REPUTATION  
AND FIVE MINUTES TO RUIN IT. IF YOU THINK  
ABOUT THAT, YOU'LL DO THINGS  
DIFFERENTLY."**

**WARREN BUFFETT**

© Lifehack Quotes

# How to Use DSS to Manage and Monitor Your Organization's Online Reputation



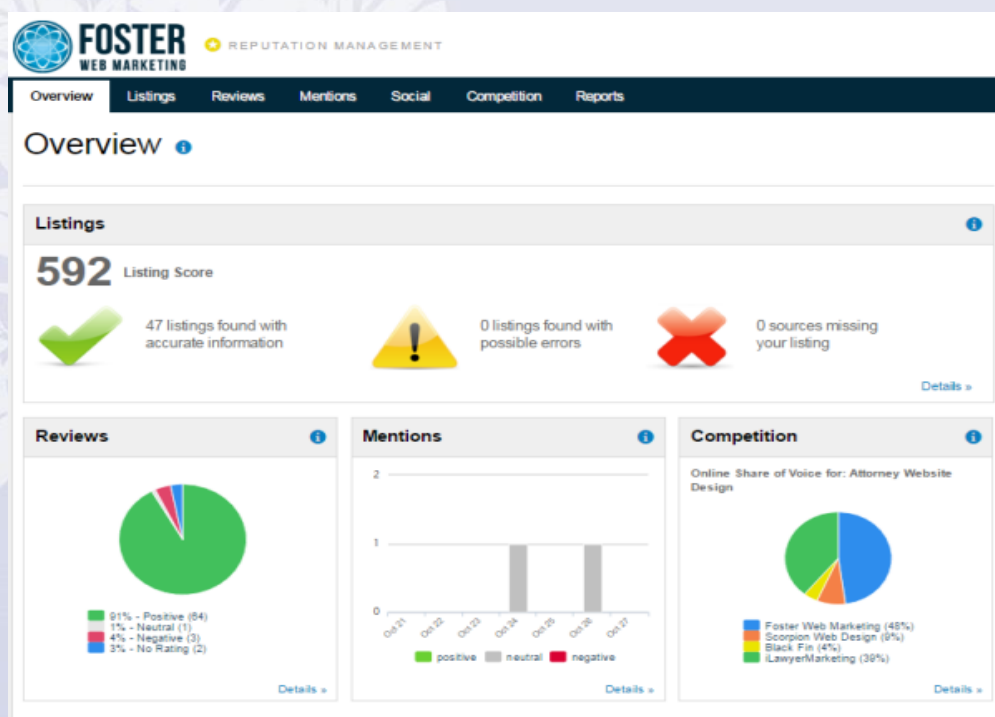
In general, “online reputation management” (ORM) is a process that helps you control what is displayed when someone performs an online search for your name, company, or organization. ORM allows you to influence and govern website results that rate the services you provide. These ratings may be made through endorsements, recommendations, or disapproval of those services. Additionally, ORM helps you improve or restore the status of your name and business’ reputation by removing, diminishing, or opposing negative commentary, information, or material you find on the Internet. You defeat this negative information by providing positive material that will help gain customers, keep client trust, and improve your credibility.

The DSS Reputation Management tool is an add-on feature for our Foster Web Marketing clients, allowing you to monitor your online reputation. This tool provides seven ways to check on and observe your status. The cost is \$50/month for use in the first office and \$25/month for each additional office.

## How to Monitor and Manage Your Online Reputation Using DSS


Once you have your license, you access the Reputation Management tool at <http://reputation.fosterwebmarketing.com/overview>. After you log in, the Overview page displays. This page defaults to the Overview tab and gives you a reputation snapshot report at a glance. Other tabs available from this page include Listings, Reviews, Mentions, Social, Competition, and Reports—all to the right of the Overview tab. The following example displays the Overview tab homepage for the Reputation Management tool:

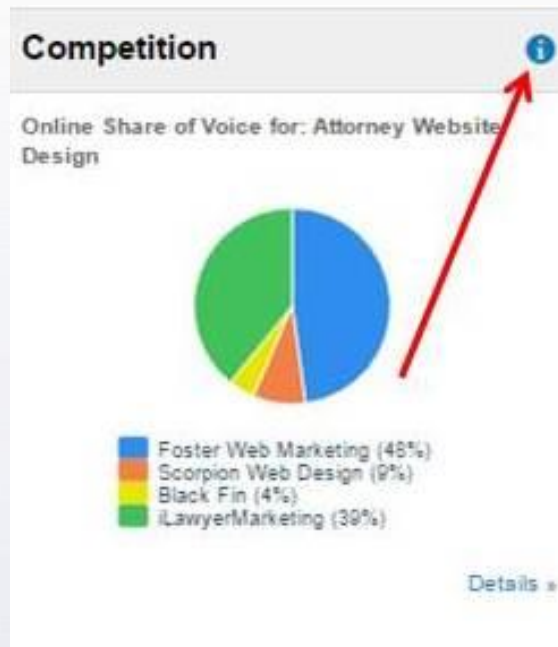
### The Overview Tab



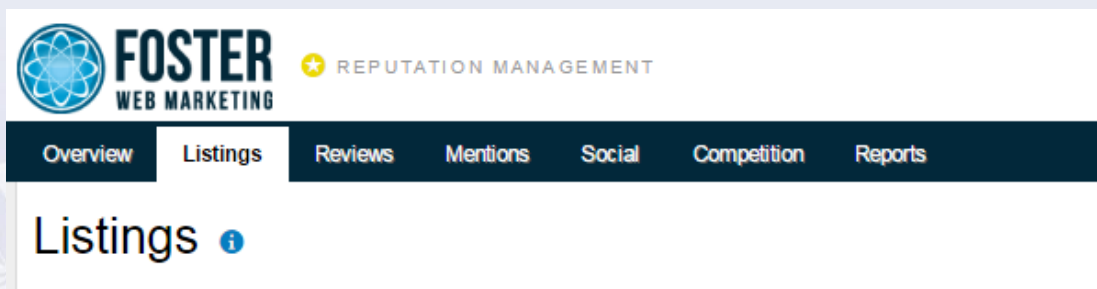
# Manage and Monitor Your Online Reputation



This Overview page (displayed from the Overview tab) allows you to see a summary of important information about your online reputation quickly and as a whole. If you click the  icon at the top right of each section, a pop-up box offers a short explanation of the type of information provided in that specific section.



## The Listings Tab



The Listings tab provides information about the consistency of your business's local listings and tracks that information over time. This tab analyzes the accuracy and consistency of your business information on websites where potential clients expect to find you.

When you click the "Primary Listings" sub-tab, the following page displays. Notice that there are five areas highlighted with letters A – E. These are the main sections for discussion.

# Manage and Monitor Your Online Reputation



**FOSTER WEB MARKETING** REPUTATION MANAGEMENT

Overview Listings Reviews Mentions Social Competition Reports

**Listings** [Print Listings Report](#)

Primary Listings Other Citations Statistics **A**

**C** **592** Listing Score  
Industry Avg. 357  
95th Percentile 641

✓ Accurate 47  
⚠ Found with Possible Errors 0  
✗ Not Found 0  
**Total Listing Sources** **E** 47

**Listing Information** **B**

Business Name Foster Web Marketing  
Street Address 10555 Main Street #470A  
City Fairfax  
State / Prov / Region VA  
Zip / Postal Code 22030  
Phone (703) 665-0307 [Show All \(2\)](#)  
Website <https://www.fosterwebmarketing.com>

[Monitor My Listings](#)

**Primary Listings** **D** **Displaying 47 of 47 Sources**

**Filter Listings** [Select All](#) | [Clear All](#)

**Source Type**

- Search Engines (3) ☒
- Review Sites (7) ☒
- Directories (31) ☒
- Social Sites (8) ☒

**Listing Status**

- Accurate (47) ☒
- Found with Possible Errors (0) ☒
- Not Found (0) ☒

**Search Engines**

- Bing Local ☒ Accurate listing found. [show details](#)
- Google Maps ☒ Accurate listing found. [show details](#)
- Yahoo! Local ☒ Accurate listing found. [show details](#)

**Review Sites**

- Citysearch ☒ Accurate listing found. [show details](#)

- A. The Tools icon allows you to define and edit the list of sources you want to track. Some sources are industry specific, so you only want to include those that are relevant to the industry and location of your business. If you click the Tools icon, the following dialog box displays:

**FOSTER WEB MARKETING** REPUTATION MANAGEMENT

Overview Listings Reviews Mentions Social Competition Reports

**Listings** [Print Listings Report](#)

Primary Listings Other Citations Statistics **A**

**Edit Listing Sources** **47 Sources Selected**

Select the sources that are relevant to your business by checking or unchecking the boxes below.

**Search Engines**

- ☒ Bing Local ?
- ☒ Google Maps ?
- ☒ Yahoo! Local ?

**Social Sites**

- ☒ Facebook ?
- ☒ Foursquare ?
- ☒ Google Plus Local ?
- ☒ Instagram ?

**Review Sites**

- ☐ Avo ?
- ☒ Citysearch ?
- ☐ Expedia.com ?
- ☒ glassdoor.com ?
- ☐ Houzz ?
- ☒ indeed.com ?
- ☒ Kudoz ?
- ☐ Rate MDs ?

**Directory Sites**

- ☒ 411 411.com ?
- ☒ Al Dia ?
- ☒ BestLocalSearch ?
- ☒ Better Business Bureau ?
- ☒ Brownbook ?
- ☒ Chamber Of Commerce.com ?
- ☒ CitySquares ?
- ☒ DeskKnows ?

**International Sources (Various)**

- ☐ 411.ca ?
- ☒ 1148 ?
- ☐ TrueLocal ?
- ☐ Yahoo! Canada Local ?
- ☐ YellowPages.ca ?
- ☐ YellowPages.com.au ?



# Manage and Monitor Your Online Reputation



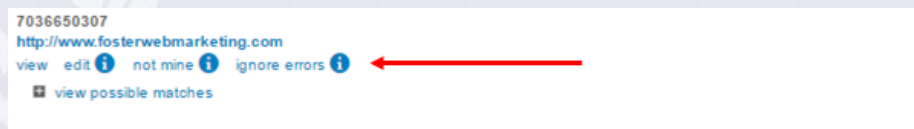
B. The “Listing Information” section allows you to edit your business information, including name, address, social sites, and other information related to your company. In the upper right corner of this section, use the pencil icon to make revisions to your information.

C. The “Listing Score” is the accuracy score of your business listing in comparison to other businesses in the same industry. This score is similar to a credit score but with no upper limit. This point-based system allows us to add new directories in the future without negatively impacting your score.

D. The “Search Engines” section is a list of directory sites you’re using the Reputation Tool to track for accuracy. If you have a potential issue with your listing, this section will provide a breakdown of exactly what’s not accurate. If you click the “show details” link next to any source, here is an example of the information that displays:



If you want to update your core, there are five options available to do so. These options display at the bottom of the listing information, as shown in the following example:



The “view” option opens a new tab with your listing to verify there actually is an issue.

The “edit” option sends you to that website’s login or business claiming section to start the claiming process, or you can edit an already verified listing.

The “not mine” option is available in case the tool picked up the wrong listing.

The “ignore errors” option is for sites that won’t allow you to make your information 100 percent, or you face situations as with Avvo when the business name is always going to be wrong because it matches the attorney and not the law firm.

The “view possible matches” option is used to find other potential duplicates or to submit a link manually that the tool did not find.

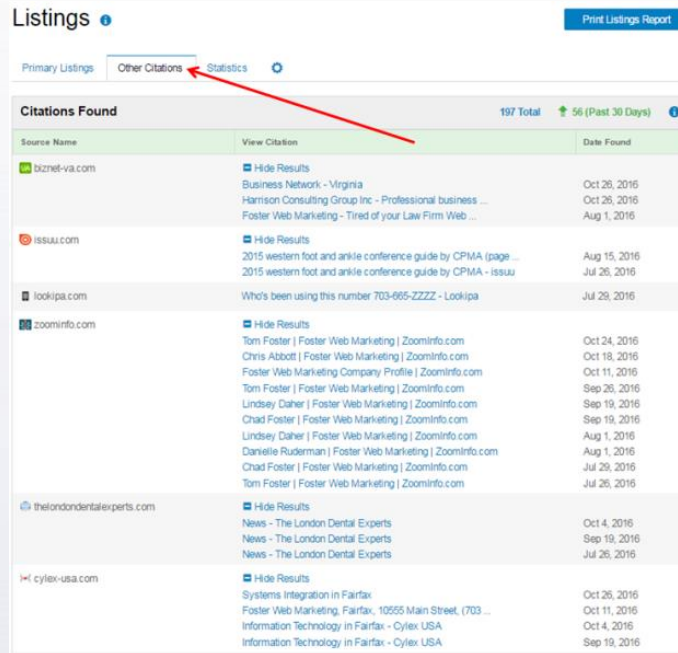
E. Once your business is error free, you can move on to other areas, but the tool will also monitor for any updated listing information. It also shows some additional directories added over time, so check this regularly to make sure everything is still listed properly.

# Manage and Monitor Your Online Reputation



## The Other Citations Sub-Tab

The options under the “Other Citations” sub-tab help you find other potential business citations you can monitor for accuracy. This tool is helpful for finding new potential link opportunities or finding inconsistent business listing information on some less popular sites. Here is an example of information you might see under this tab:



**Listings** Print Listings Report

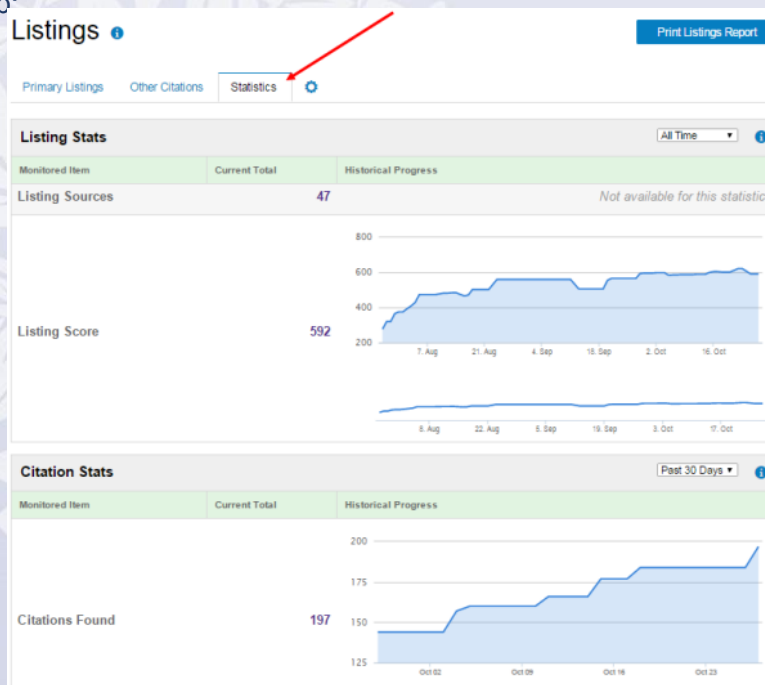
Primary Listings **Other Citations** Statistics

**Citations Found** 197 Total 56 (Past 30 Days)

Source Name	View Citation	Date Found
biznet-va.com	Hide Results Business Network - Virginia Harrison Consulting Group Inc - Professional business ... Foster Web Marketing - Tired of your Law Firm Web ...	Oct 26, 2016 Oct 26, 2016 Aug 1, 2016
issuu.com	Hide Results 2015 western foot and ankle conference guide by CPMA (page ... 2015 western foot and ankle conference guide by CPMA - issuu	Aug 15, 2016 Jul 26, 2016
lookipa.com	Who's been using this number 703-665-2222 - Lookipa	Jul 29, 2016
zoominfo.com	Hide Results Tom Foster   Foster Web Marketing   Zoominfo.com Chris Abbott   Foster Web Marketing   Zoominfo.com Foster Web Marketing Company Profile   Zoominfo.com Tom Foster   Foster Web Marketing   Zoominfo.com Lindsey Daher   Foster Web Marketing   Zoominfo.com Chad Foster   Foster Web Marketing   Zoominfo.com Lindsey Daher   Foster Web Marketing   Zoominfo.com Danielle Ruderman   Foster Web Marketing   Zoominfo.com Chad Foster   Foster Web Marketing   Zoominfo.com Tom Foster   Foster Web Marketing   Zoominfo.com	Oct 24, 2016 Oct 18, 2016 Oct 11, 2016 Sep 26, 2016 Sep 19, 2016 Sep 19, 2016 Aug 1, 2016 Aug 1, 2016 Jul 29, 2016 Jul 26, 2016
thelondondentalexperts.com	Hide Results News - The London Dental Experts News - The London Dental Experts News - The London Dental Experts	Oct 4, 2016 Sep 19, 2016 Jul 26, 2016
cylex-usa.com	Hide Results Systems Integration in Fairfax Foster Web Marketing, Fairfax, 10555 Main Street, (703 ... Information Technology in Fairfax - Cylex USA Information Technology in Fairfax - Cylex USA	Oct 26, 2016 Oct 11, 2016 Oct 4, 2016 Sep 19, 2016

## The Statistics Sub-Tab

The options under the “Statistics” sub-tab provide a way for you to track your listing stats over time. You can see your Listing Score from the date you started using the tool, as well as the total number of citations found from the “Other Citations” sub-tab. Here is an example of the information you might see listed under the Statistics sub-tab:

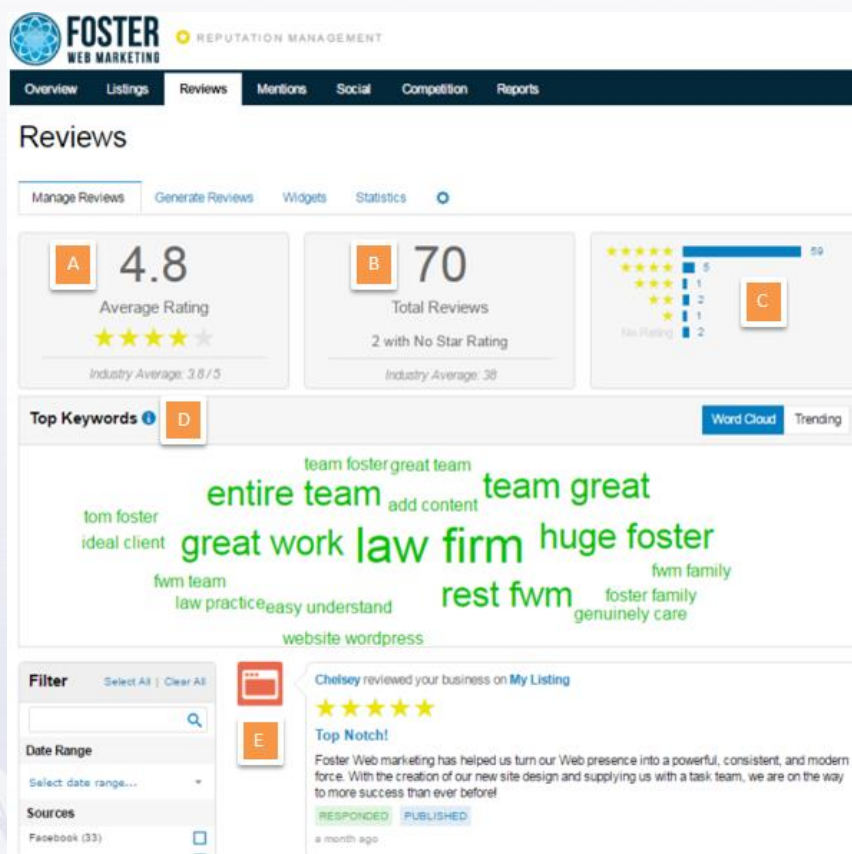



# Manage and Monitor Your Online Reputation



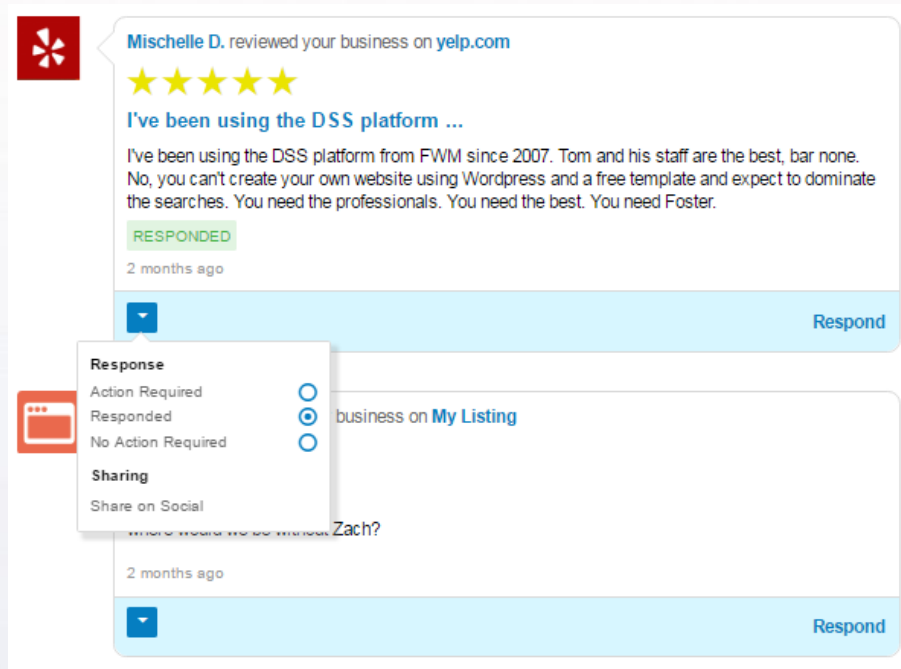
## The Reviews Tab

The options under the “Reviews” tab allow you to monitor and respond to your business reviews on websites such as Yelp, Google+, Facebook, and Avvo. There is also a section to help generate new reviews over time. Here is an example of the information available under the “Reviews” tab. Notice that there are five areas highlighted with letters A – E. These are the main sections for discussion.



- A. The “Average Rating” section gives the average rating of your business across all of the review sites the Reputation Management tool is tracking, with benchmarks for your business’ industry.
- B. The “Total Reviews” section gives the total number of reviews found compared to the industry average.
- C. This section gives the distribution of reviews by stars for all of your reviews.
- D. The “Top Keywords” section displays a keyword cloud based on your reviews. The bigger the word, the more often people are using it in their reviews of your business. If the keyword is green, it is associated with positive reviews; if it is red, that topic is brought up often in negative reviews. You can use the cloud to find trends and make improvements.
- E. The Review Section, designated by the  icon, allows you to review, respond, and publish your reviews. For reviews left on Google and your feedback generation page, you can respond to them directly from the tool. If the review is on Yelp or another site and you click “Responded,” you are sent to that website to respond to the reviewer. You can mark reviews as responded to, or you can share them on social media by clicking the down arrow next to each response, as shown in the following example:

# Manage and Monitor Your Online Reputation



## The Generate Review Sub-Tab

The options under the “Generate Review” sub-tab allow you to set up a conditional feedback path. If a client has a positive experience, he is prompted to leave a review on the review sites you choose. If he had a negative experience, he is prompted to leave feedback, and you’re notified of the issue.

Here is an example of the information available under the Generate Review sub-tab. Notice that there are four areas highlighted with letters A – D. These are the main sections for discussion.

- A. The “Request Reviews” section allows you to request a single review or bulk reviews.
- B. The “Review Requests Sent” section provides the total number of reviews found compared to the industry average.
- C. The “Email Open Rate” section provides the open rate for the review request emails. If you have a low open rate, you may need to update the subject line of the email, or tell clients to expect an email prior to sending it.
- D. The “Unique Clicks” section provides information about client recommendations. By default, your review generation is set to ask whether past clients would recommend the business to family or friends. If they click “yes,” they are prompted to leave a review, and that positive click is reported here. If they click “no,” that would be a negative response, and they are prompted to leave feedback on the “My listing” page, so you can review it after they submit.



# Manage and Monitor Your Online Reputation



**FOSTER WEB MARKETING** REPUTATION MANAGEMENT

Overview Listings **Reviews** Mentions Social Competition Reports

**Reviews**

Manage Reviews Generate Reviews Widgets Statistics

**Request Reviews**

Customer reviews are an excellent way to improve your position in Google search results, establish credibility and enhance customer service. Request reviews to boost your review score and get positive reviews that you can promote. And the rest is history.

[Request Single Review](#) [Request Bulk Reviews](#)

**Customer Requesting Status**

<b>16</b> Review Requests Sent 8 (Last 30 Days)	<b>68.8%</b> Email Open Rate 62.5% (Last 30 Days)	<b>2</b> Unique Clicks 2 Positive / 0 Negative
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## Sending Review Requests

It's important to mention how to request reviews (in section A above.). If you choose to request reviews, you do so following these steps:

Step 1: Click “Request Single Review.” You can also do bulk reviews if you have a larger business. The following dialog box displays:

**Single Review Request**

ADD SINGLE CONTACT

First Name: Zach

Last Name:

Email: zach@fosterwebmarketing.com

[Add Contact](#) \*Required Fields

Step 2. In the dialog box, enter the client's first name. Typically, you don't include the last name to make it more personal, but you can decide how to address past clients.

Step 3. Confirm that the language of the email matches what the client would expect, and then click Add Contact. The following message displays:

Thanks for choosing us!

Hello (Customer),

Thank you for being a loyal Foster Web Marketing client; we genuinely appreciate having you on board. We want to make sure you're just as happy with us—we'd love to get your feedback!

Dedicated to your success,

The Foster Web Marketing Team

Would you recommend us to a friend?

[YES](#) [NO](#)

**FOSTER WEB MARKETING**

1000 Main Street #100, Fairfax, VA 22030

https://www.fosterwebmarketing.com

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[Previous](#) [Send](#) or send request later [Click here to customize email](#)

# Manage and Monitor Your Online Reputation



Step 4. At the bottom of the screen, click “Send” if you want to immediately send the client your review request. Or, click “send request later” if you want to schedule it for a specific time.



Step 5. To edit the email or sequence, click the Settings sub-tab designated by the Tools icon . The following dialog box displays allowing you to update the information based on your preferences:

## The Widgets Sub-Tab

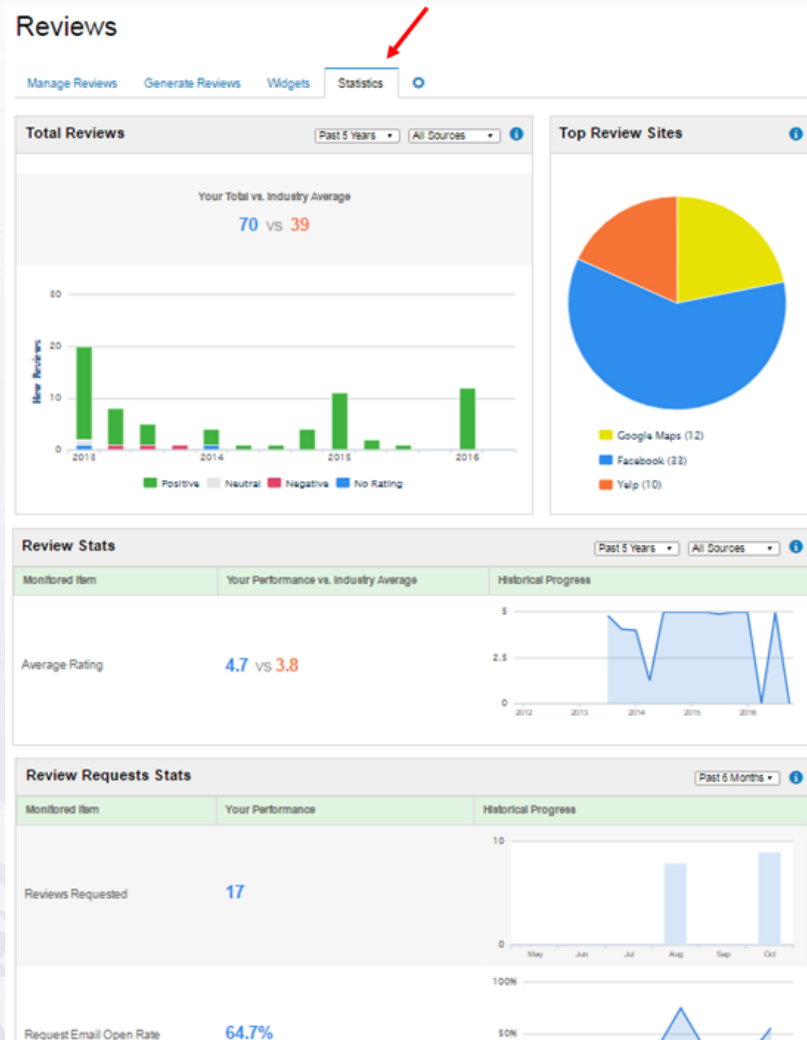
The options under the “Widgets” sub-tab allow you to get review generation widget code to place on your website. You can also get “My Listing” feedback embedded code to apply to your website. This is a type of testimonial module that you get without having to write a complete testimonial through DSS. When you click the Widgets sub-tab, the following Review Generation Widget dialog box displays:

# Manage and Monitor Your Online Reputation



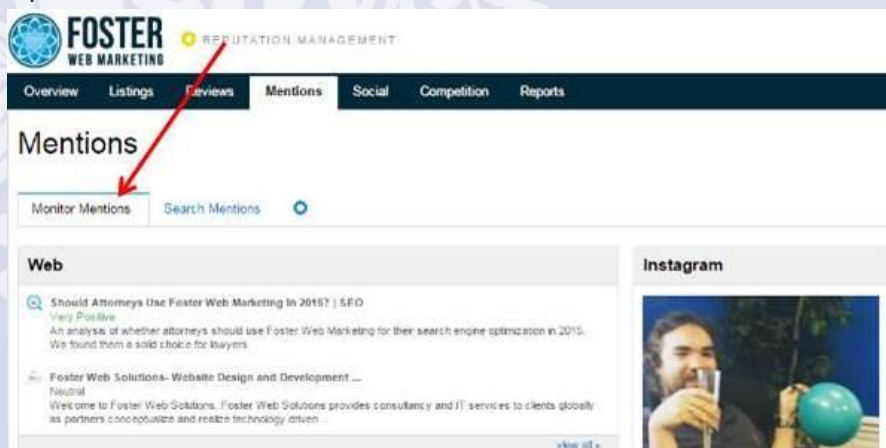
## The Statistics Sub-Tab

The options under the “Statistics” sub-tab provide a bit more information about how many reviews you are generating over time, along with your average rating and information on your review generation statistics. When you click the Statistics sub-tab, the following dialog box displays:



## The Mentions Tab

The options under the main “Mentions” tab provide you with a way to monitor mentions of your business, competitors, or other practitioners on the web.



# Manage and Monitor Your Online Reputation



## The Search Mentions Sub-Tab

The “Search Mentions” sub-tab allows you to filter the results based on tags, sentiment, sources, searches, dates, and keywords. If you click the Search Mentions sub-tab, the following dialog box displays:

Under the main Mentions tab, the “Monitor Mentions” sub-tab allows you to audit news sites, blogs, social media, and all of the Internet for mentions of your company. You can also track mentions of other businesses to learn what’s being said about them. When you click the Monitor Mentions sub-tab, the following dialog box displays:

The screenshot shows the Foster Web Marketing Reputation Management dashboard. The top navigation bar includes tabs for Overview, Listings, Reviews, Mentions, Social, Competition, and Reports. The Mentions tab is active, and the Search Mentions sub-tab is selected, indicated by a red arrow. The interface displays a list of mentions for fosterwebmarketing.com, each with a sentiment score (Somewhat Positive) and a date. A filter sidebar on the left allows users to refine results by Date Range, Tags, Sentiment, and Sources.

## The Settings Sub-Tab

The “Settings” sub-tab, designated by the Tools icon, allows you to customize the specific mentions you want the tool to search for. The following example shows the type of input you can include using this tab:

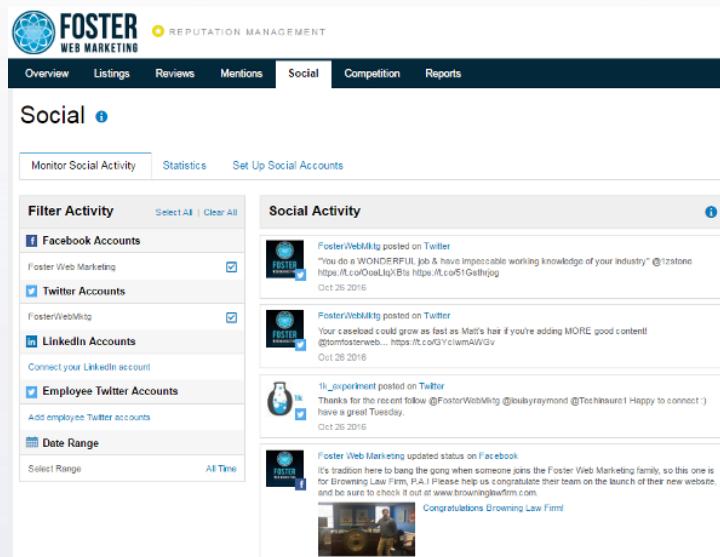
The screenshot shows the Foster Web Marketing Reputation Management dashboard with the Settings sub-tab selected, indicated by a red arrow. The interface displays a list of searches for foster web marketing. Below the list, there are input fields for Keyword(s), Must Include, Must Not Include, and Exclude Domain(s), each with an Add More button. The Save and Cancel buttons are at the bottom.



# Manage and Monitor Your Online Reputation

## The Social Tab

The options under the “Social” tab provide you with a way to monitor your business’ social media activity. This basic tool gives you a way to see the status of your social media presence. If you want or need a more robust social media tool that allows you to schedule posts and more, you can use the DSS Social Media Management tool. However, if you just need a way to monitor your presence and see statistics over time, this tab provides that information at a glance. When you click the Social tab, the following dialog box displays:



## The Competition Tab

The options under the “Competition” tab allow you to gain insight into how you rate against your competitors. If you click the Competition tab, the following dialog box displays:



# Manage and Monitor Your Online Reputation

In the upper right corner of the dialog box, there's an edit services and competitors link as shown in the following example:



When you click this link, you can tweak information for your services and competitors to get more useful results. You do this by entering three service categories that are related to your business in the dialog box that displays:

**FOSTER WEB MARKETING** REPUTATION MANAGEMENT

Overview Listings Reviews Mentions Social **Competition** Reports

**Competition** ⓘ

[close services and competitors](#)

**Search Engine Share of Voice**

Business \* Foster Web Marketing

City

State

**My Social Accounts**

Facebook Foster Web Marketing

Twitter FosterWebMktg

**Service Categories** (Max. 3) ⓘ

Services \*

- Attorney Website Design X
- Attorney SEO X
- Law Firm Internet Marketing X

Save

In the “Service Categories” section, you can provide specific information (i.e., personal injury lawyer) to broad information (i.e., lawyer). Each service category will create a separate pie chart. Also, when entering competitors, be sure to use the full business name.

You can also edit the “share of voice” and competitors in the Business Listings Settings section. Online share of voice shows you how often your business is turning up in local searches compared to competitors. It works this way:

If, for example, you run Smith Law Firm in Houston, your main competitors are Henry Law Firm and Sky Law. When a potential client in Houston searches for “law firm,” out of all the results containing the words Smith Law Firm, Henry Law Firm, or Sky Law, that client will see that:

Smith Law Firm appears in 50 percent of the pages.

Henry Law firm appears in 30 percent of the pages.

Sky Law appears in 20 percent of the pages.

# Manage and Monitor Your Online Reputation



## The Reports Tab

The options under the “Reports” tab allow you to keep people in your business up-to-date with important stats and findings. You can find your weekly or monthly executive reports for historical records. When you click the Reports tab, the following dialog box displays:

The screenshot shows the Foster Web Marketing Reputation Management interface. The top navigation bar includes links for Overview, Listings, Reviews, Mentions, Social, Competition, and Reports. The Reports tab is active, displaying a list of Executive Reports with date ranges: Oct 17, 16 - Oct 23, 16; Oct 10, 16 - Oct 16, 16; Oct 03, 16 - Oct 09, 16; Sep 26, 16 - Oct 02, 16; and Sep 01, 16 - Sep 30, 16. To the right, the Report Settings section explains that the information determines how you receive your executive reports. It shows the Frequency set to Weekly and the Send to email addresses: zach@fosterwebmarketin... and sales@fosterwebmarketi... An 'edit report settings' link is visible in the top right corner of the Reports section.

You can specify up to six emails to receive your weekly or monthly executive reports. In the upper right corner of the dialog box, there is an “edit reports settings” link, as shown in the following example:

This close-up shows the Report Settings dialog box. It includes a red arrow pointing to the 'edit report settings' link in the top right corner. The dialog box title is 'Report Settings'. Below the title, it states: 'This information determines how you receive your executive reports.' The Frequency is set to Weekly. The Send to field lists two email addresses: zach@fosterwebmarketin... and sales@fosterwebmarketi....

Use this link to update who gets these reports and how often. When you click “edit report settings,” the following dialog box displays:

The 'edit report settings' dialog box is shown. It has a 'Send to:' section with a 'Preferred Email Address' field containing zach@fosterwebmarketing.com and an 'Additional Email Addresses' section with a field containing sales@fosterwebmarketing.com and three empty fields below it. The 'Executive Reports' section has an 'Email Frequency' section with radio buttons for Weekly (selected), Monthly, and Never. At the bottom, there is a 'Daily Alerts' section with a link to 'Manage your daily notification settings'. The dialog box has 'Save Settings' and 'Cancel Changes' buttons at the bottom.

# Manage and Monitor Your Online Reputation



At the bottom of the dialog box, there is a “manage your daily notification settings” link, as shown in the following example:

**Daily Alerts**

Daily notification settings for all products can be found by clicking the link below.

[Manage your daily notification settings](#)

**Save Settings** Cancel Changes

Click this link, and the following dialog box displays:

**Notification Settings for Foster Web Marketing** [Manage Recipients](#)

Select Recipient zach@fosterwebmarketing.com

**Instant Email (When Available)** ☒

**Social Media Management**

Customer Post ☒

Lead ☐

**Reputation Management**

Review ☒

**Daily Digest** ☒

There are daily notifications at the bottom of the report settings where you can update your daily notifications, as well. Make sure you are adjusting the settings for the correct recipients.

This provides a brief overview of the Reputation Management tool. As always, Foster Web Marketing is dedicated to your success. If you need any help, please contact us using the DSS Need Help button, emailing [tickets@fosterwebmarketing.com](mailto:tickets@fosterwebmarketing.com), or calling 888-886-0939. We will be happy to assist you!



# Notes

