

## INTRODUCTION

Studies have shown your reputation can have a 5-9% revenue impact\* to your business, which is why what people believe about your business is so important. Below are the 7 pillars to the Reputation.com process and recommended best practices on how to get the most out our platform. Following these best practices will ensure that best efforts are put forth in reaching success - an improvement in the volume and review ratings of your business.

Pillars	Description	Best Practices	What We Need From You
Presence	Your reputation only matters if people can find you, and increasingly the first step in any consumer decision is an online search—whether at the computer or on a mobile device.	Claim and Optimize: <ul style="list-style-type: none"> <li>- Review Sites</li> <li>- Social Sites</li> <li>- Business Listings Sites</li> </ul>	Send Reputation.com: <ul style="list-style-type: none"> <li>- Login credentials to social, review, and business listing sites</li> <li>- Business Logos</li> <li>- Photos</li> <li>- Business name/address</li> <li>- Hours of operation</li> <li>- Contact Information</li> </ul>
Online Reviews	People are reading your online reviews, so a strong reputation on review sites is one of the most powerful influencers available to acquire potential customers.	<ul style="list-style-type: none"> <li>- Monitor and Manage Reviews</li> <li>- Reach out to happy customers for reviews</li> <li>- Respond to customer reviews (both positive and negative)</li> <li>- Amplify your presence by publishing across multiple reviews sites</li> </ul>	<ul style="list-style-type: none"> <li>- Integrate Reputation.com with back-end customer management system</li> <li>- Send Reputation.com customer e-mail lists so that we can get a constant stream of review requests going</li> <li>- Set up kiosk prominently (near register, receptionist, use scripted office manager language) and use to collect more e-mail addresses and testimonials that can be published to landing page</li> </ul>
Social Media	Your social presence should serve as a testament to why customers trust you. It's an opportunity to show the human face of your operation.	<ul style="list-style-type: none"> <li>- Claim and optimize your business' social media pages</li> <li>- Develop a content publication plan</li> <li>- Monitor and engage in social conversations</li> </ul>	Send Reputation.com: <ul style="list-style-type: none"> <li>- Login credentials or social OAuth for social media sites</li> <li>- Favorite sources of content (e.g., RSS feeds)</li> </ul>
Surveying	Asking customers what they think tends to increase feelings of loyalty and goodwill. Use survey tools to learn what people most like and dislike about your business, and also to reduce the number of unhappy customers who vent their frustrations in more public forums.	<ul style="list-style-type: none"> <li>- Make it easy for customers to leave feedback</li> <li>- Reach out to unhappy customers immediately</li> <li>- Learn from both negative and positive feedback</li> </ul>	

Pillars	Description	Best Practices	What We Need From You
<b>Benchmarking &amp; Scoring</b>	To know if you are improving, you need to know where you have been and to stay ahead of the competition, you need to know your relative strengths and developmental areas	<ul style="list-style-type: none"> <li>-Assess local competitors</li> <li>-Set benchmarks</li> <li>-Monitor industry trends</li> </ul>	
<b>Location &amp; Alignment</b>	If you have more than one business location, you need to coordinate efforts between them. Online reputations can spill over from one location to the other, and your overall brand reputation affects each of your locations.	<ul style="list-style-type: none"> <li>-Track your business holistically and also assess the reputations of individual locations.</li> <li>-Reporting and alerting tools should be configured to send the relevant data to the appropriate team member.</li> <li>-Make sure everyone knows how to use your tools and is familiar with best practices for reputation management.</li> </ul>	

For additional information or questions:  
 Call us at 1-844-RDC-4-WSI (844-732-4974) or email [wsi@reputation.com](mailto:wsi@reputation.com)