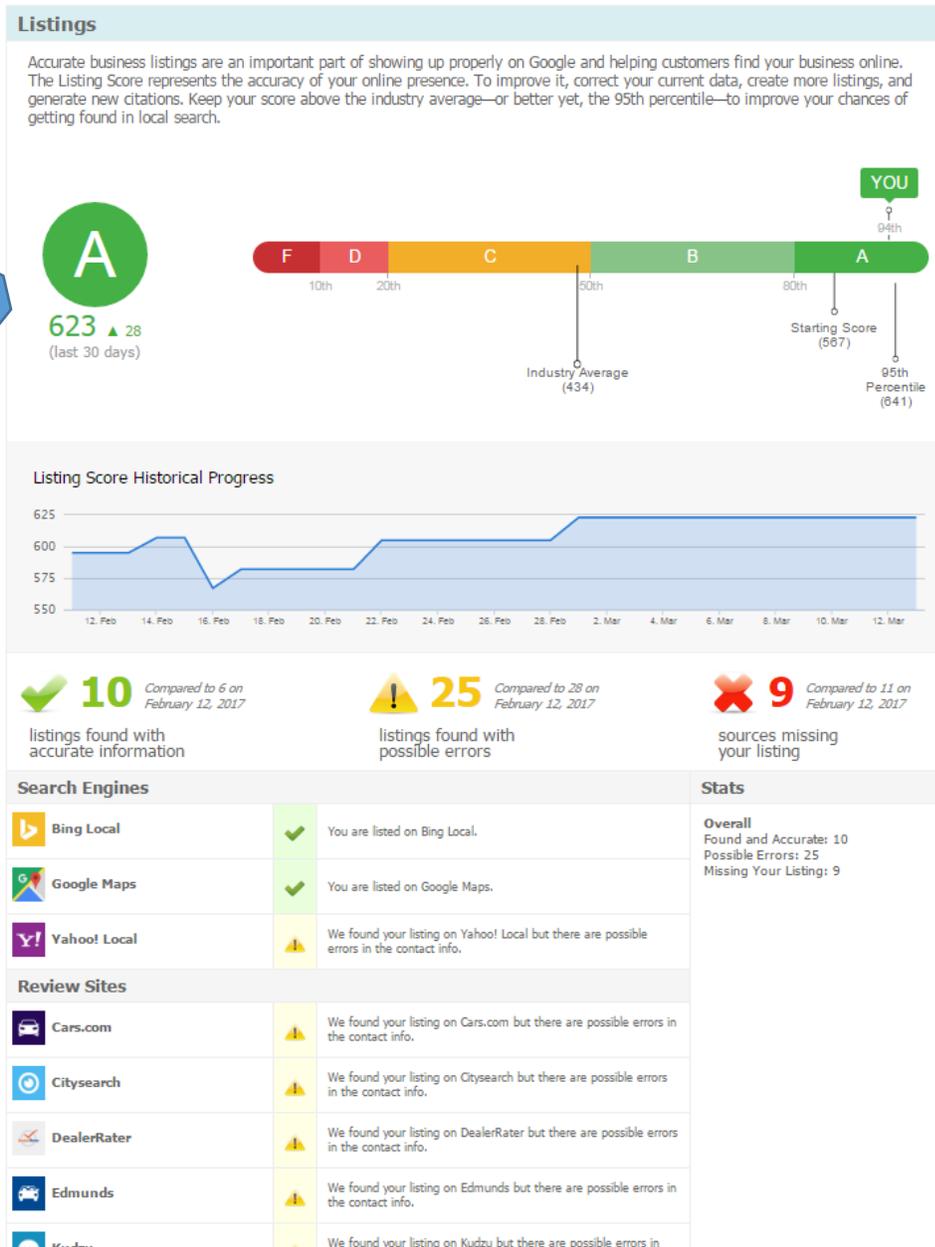


CLIENT REPORTING DASHBOARD

Executive Reports

Executive Reports roll up activity for all aspects of online presence and reputation management. This report is emailed out once a week, or once a month, depending on the customer's preference.



Reviews

While there are a relatively small number of major rating and review websites, they have large audiences and their reviews are syndicated to many other sites -- making them extremely important for marketing. These websites play a large part in forming your online reputation.

This report shows you new reviews that have been found, trending themes in reviewer comments, and whether or not customer sentiment is trending positively or negatively compared to past reviews.



Trending

2

bob tierney buying experience car buying cerame dealership cerame ford cerame kia chuck lawless customer service doug clever great deal great experience great job

highly recommend james bertram kia soul **paul cerame** sales person sharon dash terry scales test drive

3

5.0 / 5 average review rating ↑ 5.28%

by Theodore Anderson via Google Maps



Did not get anything

New Reviews	1
Total Reviews	1325
Avg. Rating (this period)	5.0 / 5
Avg. Rating (all time)	4.7 / 5



Mentions

Mentions include unstructured citations of your business from everywhere on the web, except rating and review sites. Mentions can come from news sites, blogs, rich media sites, and social networks.

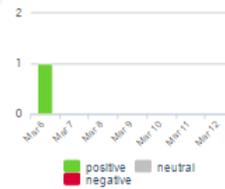
This report will show you the number of new mentions found and the average sentiment of the mentions.



4.0 / 5 average sentiment ↑ 8.40%

- #AlreadySpentMyRefundOn Fence ... Somewhat Positive
- Car repairs: \$400 to patch wir... Neutral
- Cheap Toyota Cars for sale in Florissant Missouri ... Somewhat Positive

New Mentions	1
Total Mentions	43
Avg. Sentiment (this period)	4.0 / 5
Avg. Sentiment (all time)	3.7 / 5



4

Listings Score

1. Show how accurate your business's online listings are across the web, as well as which ones are missing. We modify and correct these with reputation management. If customer has only purchased monitoring, they would correct these themselves. After updating listings it takes time for the search engines to register the information.

Trending

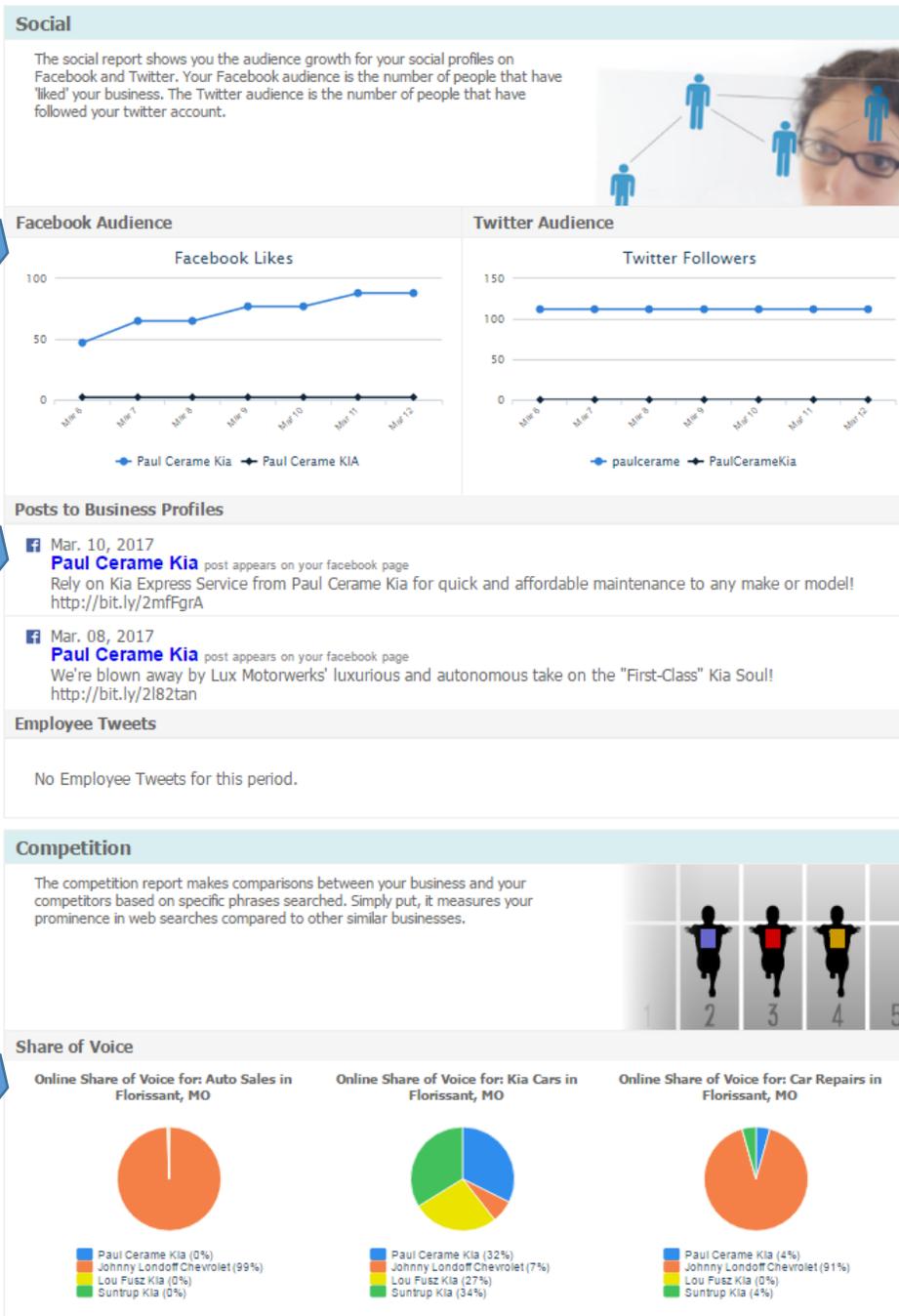
2. These are trending key words that are commonly written within reviews across the web. This provides a quick glance at what words are being used most by reviewers.

Reviews

3. Within the dashboard online reviews and comments are retrieved from all of the biggest review sites, as well as dozens of industry-specific sources. Here the weekly reviews are posted and a rating is given for reviews; positive, neutral, negative and no rating.

Mentions

4. The dashboard aggregates any mentions of the business that has been posted by the public across the web from news sites, blogs, social networks, and search engines. It provides a summary on new vs. total mentions as well as average sentiment of the review. All of these reports will help your business make positive changes to any negative feedback or to elaborate on those business practices that people comment on positively.



Social

5. This piece of the report shows a business their audience growth in social media. Facebook shows number of people who like your business, Twitter shows number of people that have followed your business, foursquare shows the number of people that have checked in to your business on their mobile device.
6. The dashboard aggregates posts made to your social media account. This allows a quick glance of everything being posted and an opportunity to respond in a timely fashion.

Competition

7. The dashboard will allow you to compare and measure yourself to three competitors. The comparison is based on specific searches (such as restaurant in Anytown, USA) and measures your business's share of voice in web searches compared to the chosen competitors.