



Reputation Competition Module Guide

Getting Started

Reputation Competition by SOCi helps you see how your online reputation stacks up against local competitors. Easily track your online review data across all your supported networks*, leverage competitive insights to tap into key trends and opportunities in your local markets, and compare all your ratings, reviews, and top keywords mentioned against your competitors on the fly. This guide will help you understand how to get started within the module and how to interpret the information provided.

*Facebook, ApartmentGuide, Apartments.com, Hotpads and Rent.com currently are not supported

Step 1

- Within a specific *Location*: begin by navigation over to the **Reputation** tab and selecting the **Competition** module.
- Click on the "Get Started" button

Step 2 - Selecting Competitors

- After clicking *Get Started* the **Location Competitors** dialog box will open
 - The top of the modal contains 4 competitor boxes.
 - If you filled out Address metadata for this Location the map will default to that area.
 - If you filled out Category metadata the map will provide default businesses in the area.

- To search, use a keyword or category of your choice and the city or zip code of your choice.

- Results will display on the right in a scrollable view and as pins on the map.

- To add a competitor click on the *checkbox icon* next to Rating. This removes it from the list and adds it to the first *Competitor box* up top.

- Click **Save** on the bottom right. You will be redirected to the main Competition page.

Locate Competitors

Raindrop Branding & Advertising 2311 Kettner Blvd San Diego, CA 92101 ☆☆☆☆ 3.8 miles	Firefly Marketing LLC 1855 1st Ave #102, San Diego ☆☆☆☆ 0.8 miles	Competitor 3 Not Selected	Competitor 4 Not Selected
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b. Search for Competitors: (i)

Keywords or Categories City Zip Code

Name	Distance	Rating	
401 W A St, San Diego	0.5 Miles	☆☆☆☆	<input type="checkbox"/>
iProspect 5334031000, San Diego	0.6 Miles	☆☆☆☆	<input type="checkbox"/>
Disruptive Marketing 1240 India St, San Diego	0.6 Miles	☆☆☆☆	<input type="checkbox"/>
the Agency San Diego 440 19th St, San Diego	0.8 Miles	☆☆☆☆	<input checked="" type="checkbox"/> d.

e. Save

*Note: To change your selected competitors simply click on the 'Edit Competitors' button found in the main dashboard overview within the Competition module.

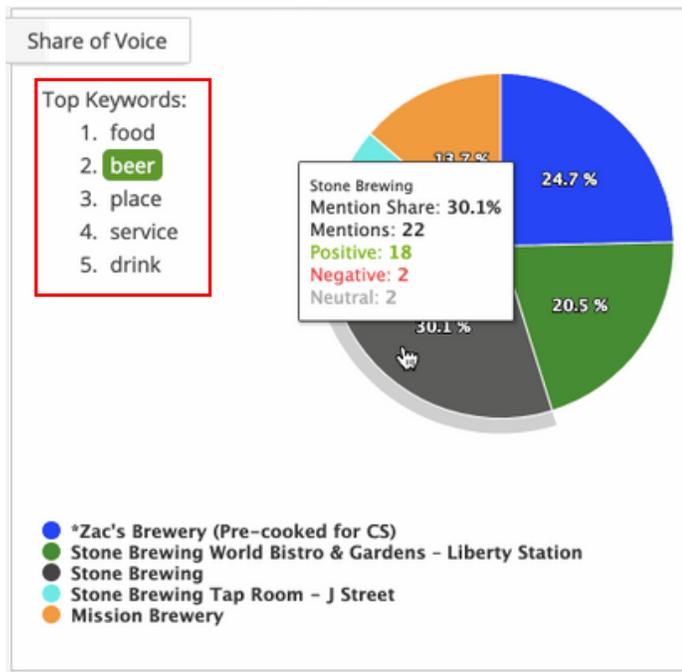
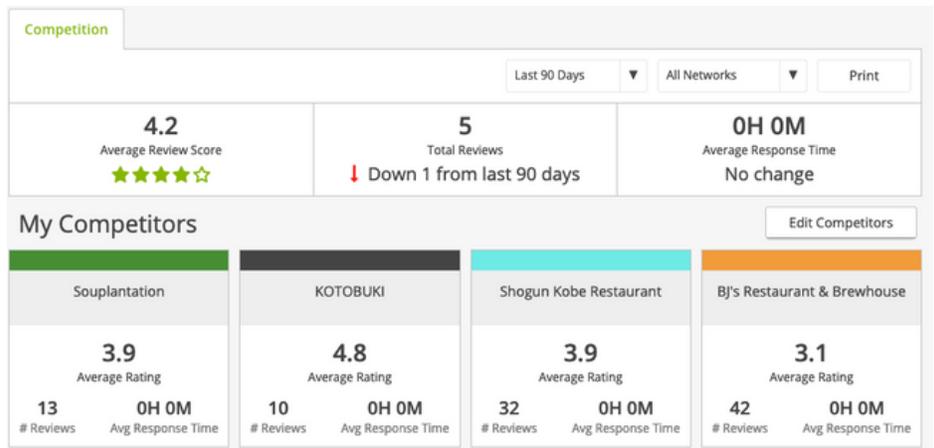
Dashboard Overview

My Competitors

This section includes the following:

- Up to 4 competitors
- Name of Competitor
- Average Review Score Rating
- Number of Reviews
- Average Review Response Time

It compares your information above to that of your chosen competitors for a selected period of time



Share of Voice

This section will house a pie chart which is filled in, based on whatever keyword you have selected

- On the left-side will be a list of the top 5 used keywords for that particular location
- Hovering over a particular % on the graph shows the number of mentions of the keyword, along with the number of positive, negative, and neutral mentions

What do the percentages mean?

The percentage metrics will represent either your location, or your competitors locations' use of a particular keyword. We take all mentions of that keyword, and then divide that by the sum of your and your competitors' mentions.

Competitor Data by Reputation Network

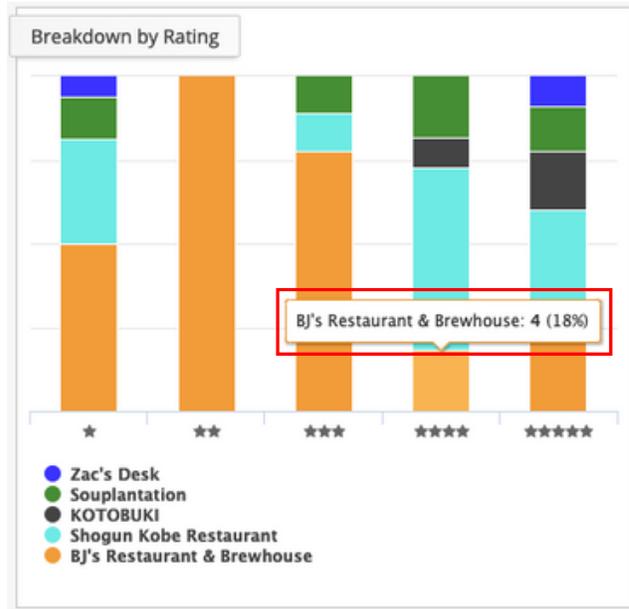
Network Breakdown	SOci Brewing		Mission Brewery		Stone Brewing Tap Room - J Street		Stone Brewing		Stone Brewing World Bistro & Gardens - Liberty Station	
Network	# of Reviews	Rating	# of Reviews	Rating	# of Reviews	Rating	# of Reviews	Rating	# of Reviews	Rating
Google My Business	8	3.9	67	4.7	39	4.7	325	4.7	261	4.5
Opentable	15	4.3	-	-	16	4.6	-	-	89	4.1
Tripadvisor	6	4.2	3	4.0	10	4.1	23	4.3	25	4.0
Yelp	142	3.9	28	4.7	7	3.7	217	4.0	98	3.6

- A breakdown of your competitors Rating and # of Reviews per reputation network
- The Rating value is the average rating of the number of reviews that are displayed in the row.
- Note that the networks shown here will match whatever networks you have connected to the platform

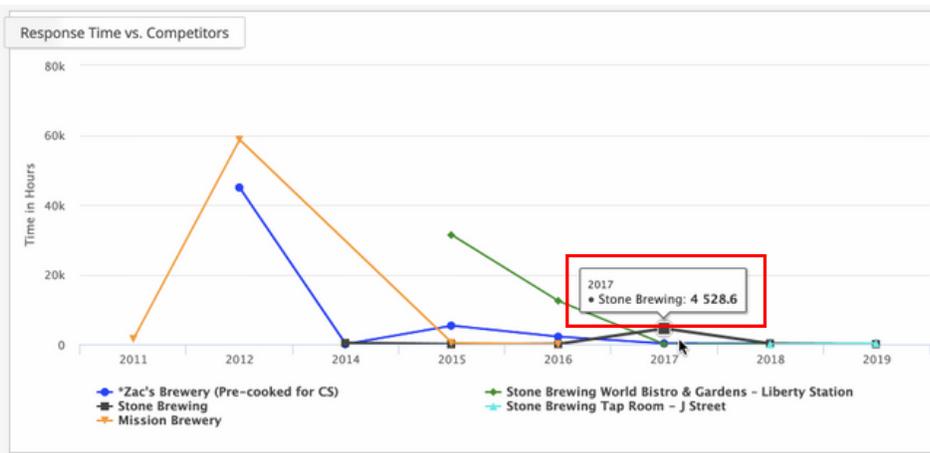
Dashboard Overview

Breakdown by Rating

- This section will contain a stacked bar chart, used to see how your overall star ratings compare with your competitors
- Each color represents a particular competitor
- You can hover over each colored bar to see a more detailed breakdown of the percentage of reviews received per star rating



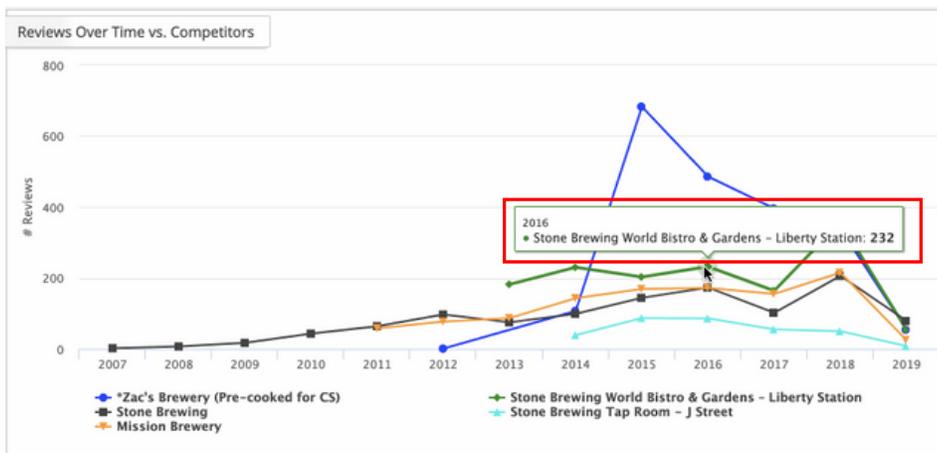
Response Time vs. Competitors



This graph shows how quickly are you responding to your customers reviews compared to your competitors

X Axis = Date
Y Axis = Length of Time

Reviews Over Time vs. Competitors



This graph shows how many reviews you have received over time compared to your competitors

X Axis = Date
Y Axis = Number of Reviews