

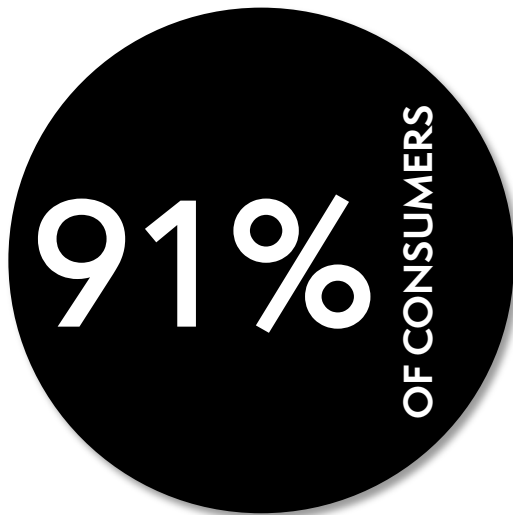


Driving Search to Sales™

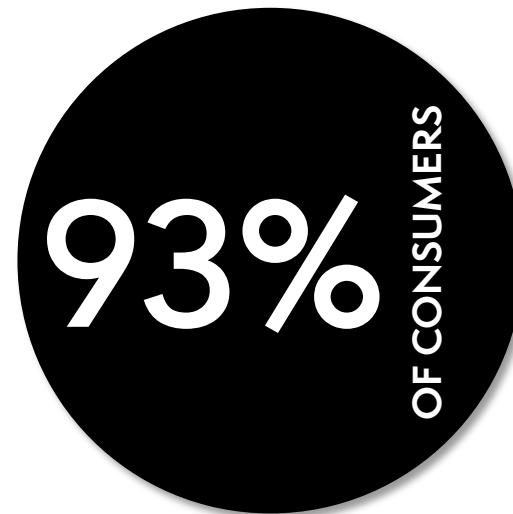
# TURN REVIEWS INTO REVENUE



**89%**  
OF CONSUMERS READ  
LOCAL BUSINESSES'  
RESPONSES TO REVIEWS



**18-34 YEARS OLD  
TRUST ONLINE REVIEWS  
AS MUCH AS PERSONAL  
RECOMMENDATIONS**



**SAY ONLINE  
REVIEWS HAVE AN  
IMPACT ON THEIR  
PURCHASE DECISION**

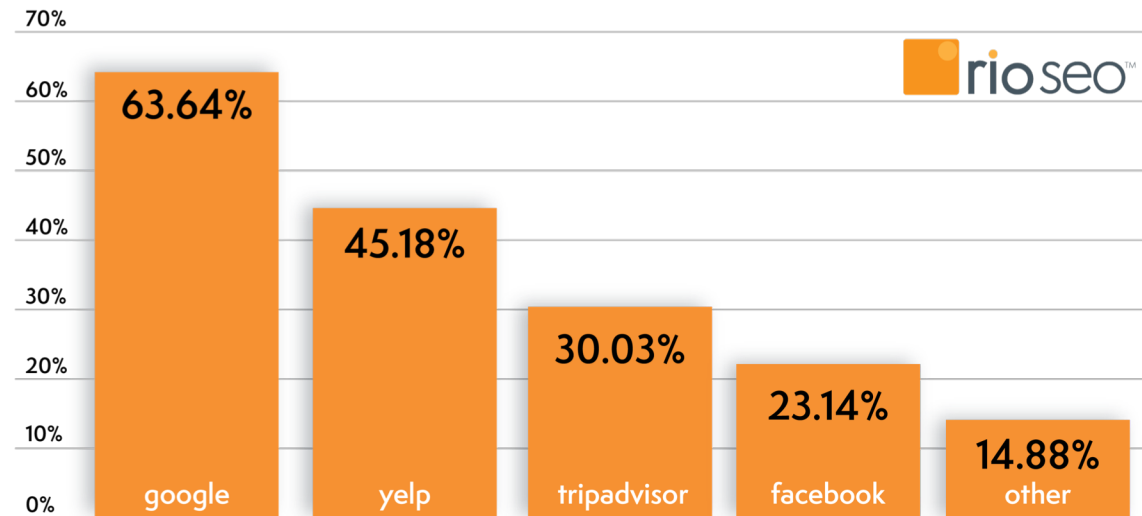
# DON'T OVER COMPLICATE IT

Managing reviews for hundreds or thousands of locations can be overwhelming.

Concentrate on the sources that matter most and make the biggest impact on the consumer journey



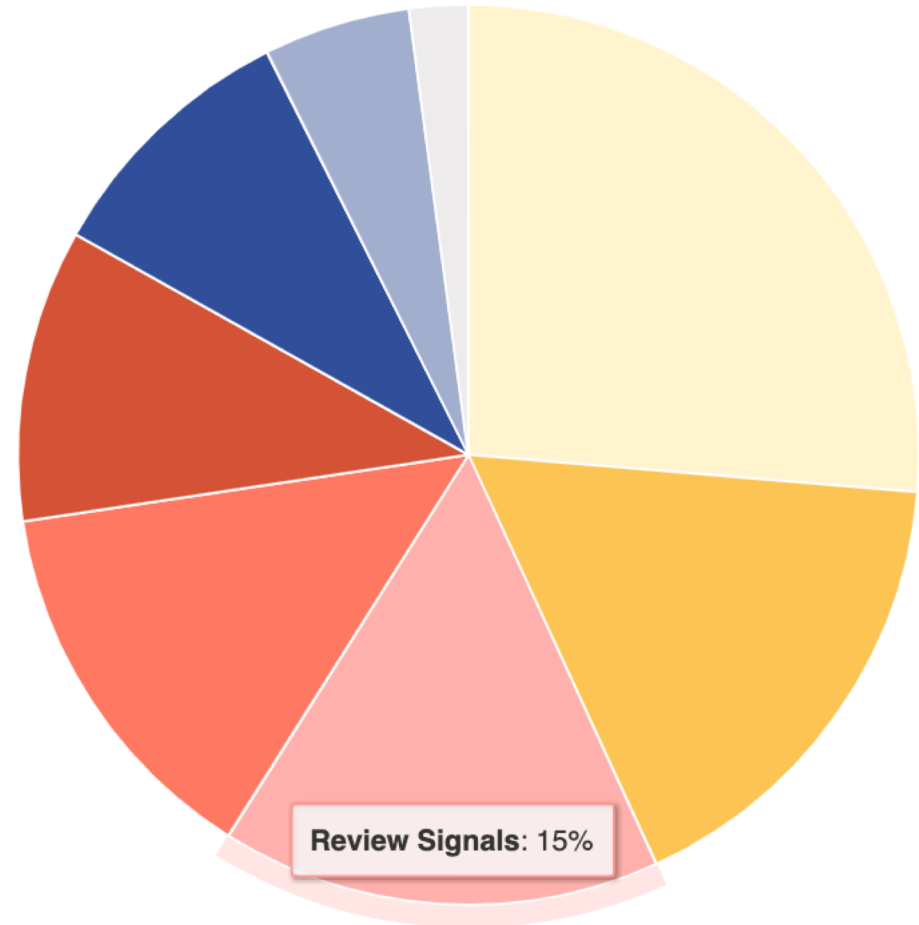
Which of the following review sites are you most likely to check before visiting a business?



Source: [ReviewTrackers](#)

# LOCAL PACK/FINDER RANKING FACTORS

- **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
- **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
- **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
- **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
- **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
- **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
- **Personalization** **5.88%**
- **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**

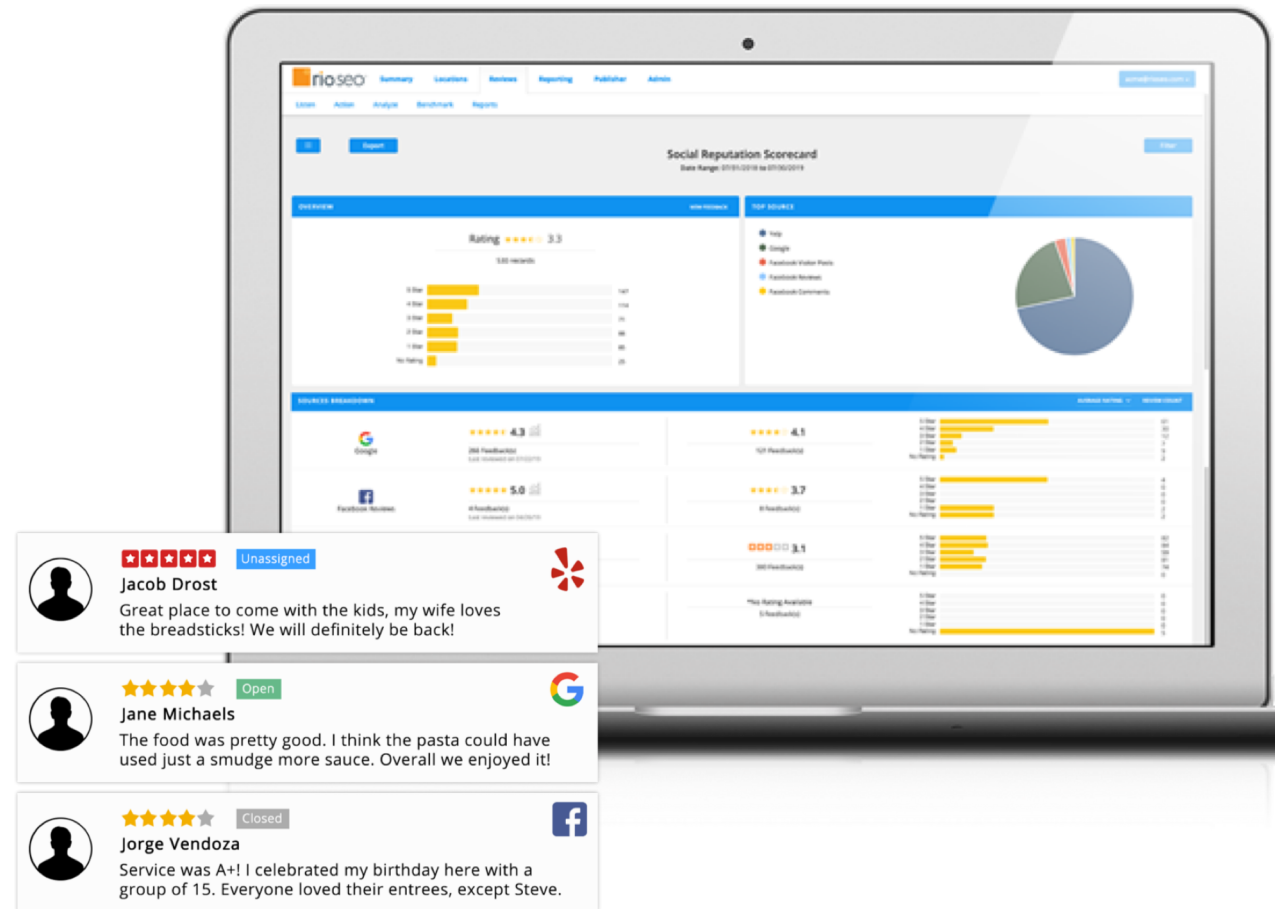


Source: [Moz](#)



# TACKLE REVIEWS AND IMPROVE USER SENTIMENT

- Segment locations by user or across the brand
- View “High” and “Low” performers by brand, region, channel, division, etc.
- Easily dig into review details with one click
- Respond to reviews directly from the platform
- Schedule automated reports for distribution
- Assign locations and sources within your team
- Built-in employee task reporting and workflow processes



# GOOGLE MY BUSINESS Q&A

## Product Features:

- Monitor and respond to user questions on your google local listings
- Track unanswered questions
- Questions can be answered by the business but also users
- Monitor and flag answers

