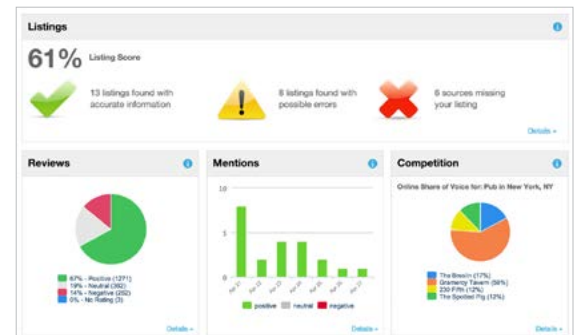# Reputation Management
Product Overview

Reputation Management is a comprehensive online reputation solution that allows your clients to:

- Manage their online **Listings**.
- Check **Reviews** and get directions to respond to them.
- Monitor the **Mentions** their business is receiving.
- Monitor their social media activity and social audience.
- Compare themselves to competitors in terms of volume of search results and social audiences.
- Receive Executive Reports and daily alerts.

Listings

Listings ensures your client is present on all necessary listing sites and that those listings are accurate and consistent. This improves SEO and the likelihood that customers find your client online. Bring the Listing Score to 100% by completing the following:

Not found (red X): Select **make mine** on any relevant listings in the **view possible listings** section, or manually enter listing URLs if they were not found.

Found with errors (yellow caution sign): Select **edit** to go to the source to update listings, **not mine** on irrelevant listings to remove them from the list, or **ignore errors** if you don't want to make any changes (use with caution).

Reviews

Reviews allows your client to monitor reviews of their business from numerous sources. This will display reviews from the sites that are marked as **accurate** or **found with errors** in the **Listings** tab. Therefore, if you see reviews for an irrelevant business, go back to the **Listings** tab and follow the steps outlined previously. Go to the source of the review to respond.

Great seafood and a cool atmosphere

★★★★★

Apr 23, 2015 djbarnes-ny via urbanspoon.com

I had a great time on the weekend here with friends.The oysters with dill pickle juice really are a one of a kind treat. Always excellent.As an entree, I recommend the wild striped bass.
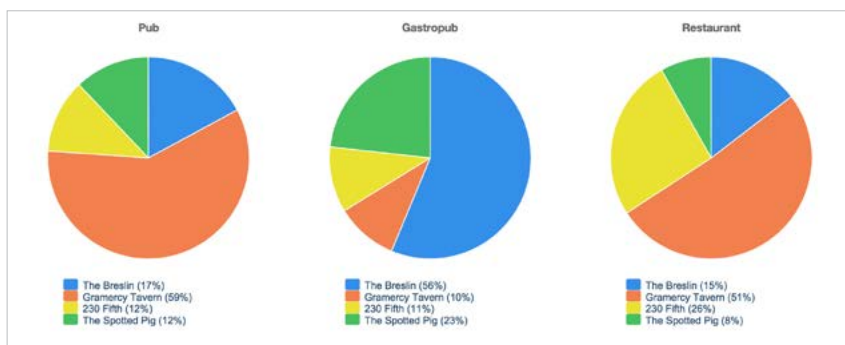
view details | share

Mentions

Within the **Mentions** tab, your client can view unstructured chatter about their business and key people. Mention searches are broken up into six different categories. Click on a section to view all mentions in that category. For repeated irrelevant mentions, hit **view details** to see which keywords retrieved that mention and then click **edit searches** to go improve the search.

Social

In the Social tab, your client can monitor their social media likes, followers and check-ins over time. The monitor social activity tab automatically pulls in recent posts on the Social sites that were found under the **Listings** tab. This tab is strictly designed to monitor social accounts, whereas the Social Marketing product is designed to manage/ post to these accounts.

Competition

Within the **Competition** tab, businesses can see how they measure up against their competitors in terms of volume of search results for particular Service Categories, as well as the growth of their social media audiences.

Reports

In **Reports**, your client can view a list of weekly and monthly Executive Reports, dating back to when the account was created. Click **edit report settings** to enter email addresses that must receive alerts and reports, change the frequency of Executive Report emails, and customize which daily email alerts are received.