



Berkeley Web Services, Inc.

Reputation Management

\$45 per month

- Manage your online reputation from 1 place
- Accurate listings
- Get your business found
- See how you compare to the competition
- Monitor and manage all your reviews
- See what's being said about you online
- Engage in online conversation
- It's a software solution!
- Client will login and manage their reputation themselves

Who is this for?

- If you are happy with rankings & website but are unsure of online reputation
- Local businesses who have had problems with reputation

FAQ's

What is reputation management?

The reputation of a business is both what they say about themselves and what others say about them. Managing reputation is nothing new; what's new is how the internet and social media have changed the way businesses are being defined and how fast their reputations spread.

What is presence management and how does it help local businesses?

Presence management is making sure that customers can find the right information about a business online. Correct and consistent listings across directories, review sites and social networks is crucial.

Why is online review monitoring important?

With over 33 million local reviews on Yelp alone, it's clear that customers are sharing their opinions online. Seventy-two percent of consumers say they trust online reviews as much as personal referrals, so whether it's a testimonial, a detailed article on

someone's blog, or an offhand comment on Twitter, people are now chatting 24/7—and local business owners need to be paying attention

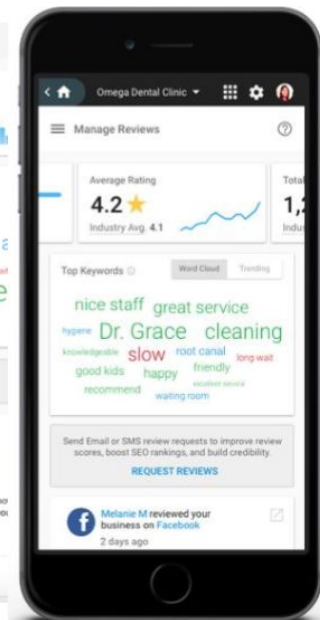
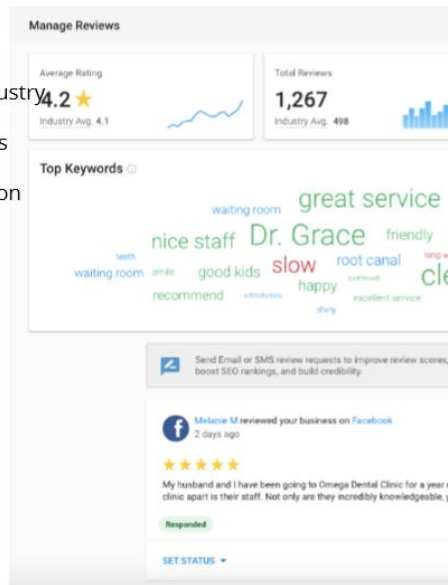
A tool that allows you to:

- Monitor and manage all your reviews
- See how you compare to the competition
- Confirm you are listed correctly online
- See what's being said about your business online



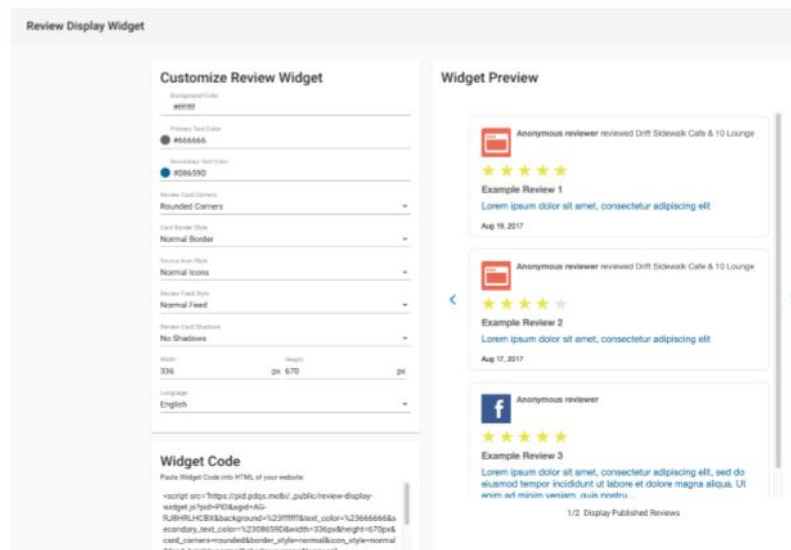
Manage Reviews

- See reviews from all top review sites in your industry
- Respond in-line to Facebook and Google reviews
- Keep on top of trending keywords in conversation
- Sort reviews by keyword sentiment to drill in



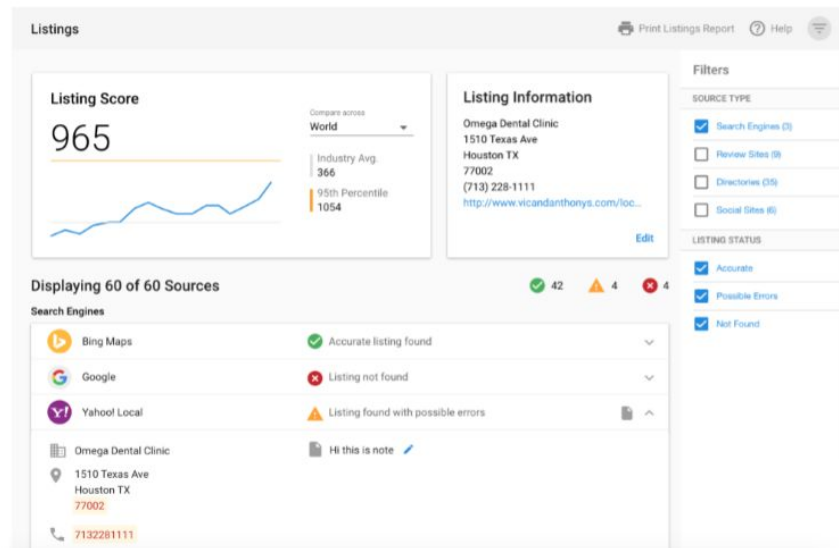
Review Display Widget

Embed the Widget Code on your site to show off your best reviews



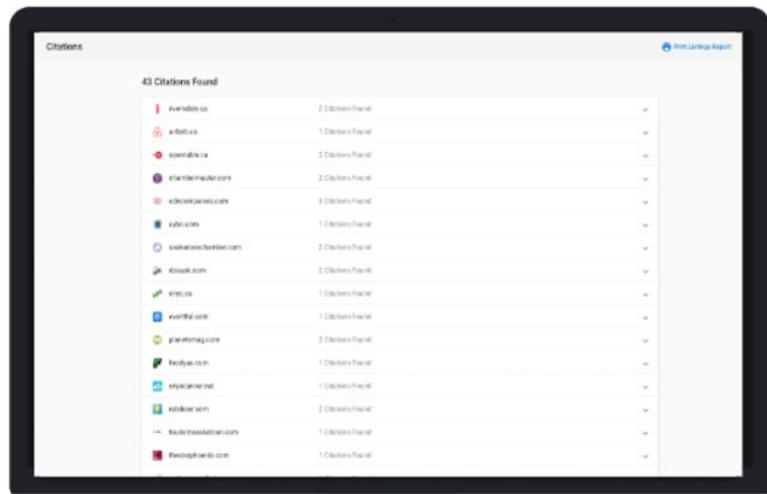
Primary Listings

- Find inaccurate listings
- Correct them easily
- Compare your listings to industry average



Citations

- Spot all instances that your business is mentioned across the web
 - Blogs
 - News articles
 - Lists
- Keep on top of the online conversation



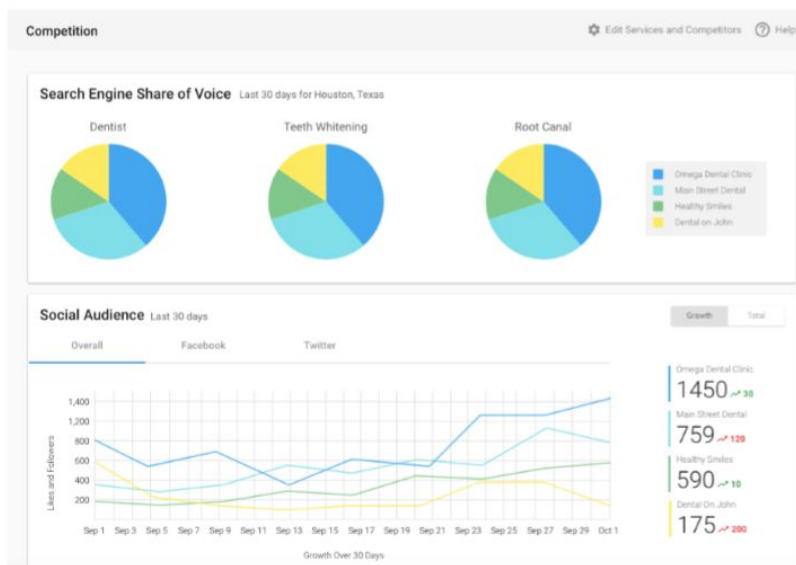
The screenshot shows a 'Citations' tool interface with a list of 43 citations found. Each citation includes a website icon, the website name, and the number of citations found. The citations are as follows:

Website	Citations Found
everdine.co	2 Citations Found
endboca	1 Citations Found
eventalicia	2 Citations Found
emartinsmaulder.com	2 Citations Found
elchocorajones.com	3 Citations Found
sublatica	1 Citations Found
insulationcenter.com	2 Citations Found
alaska.com	2 Citations Found
emecce	1 Citations Found
everthall.co.uk	1 Citations Found
granthorpe.com	2 Citations Found
findyay.com	1 Citations Found
myplaceand.net	1 Citations Found
kolibri.com	2 Citations Found
bookermaxwell.com	1 Citations Found
theosophy.com	1 Citations Found

Competition

Keep an eye on up to three chosen competitors to:

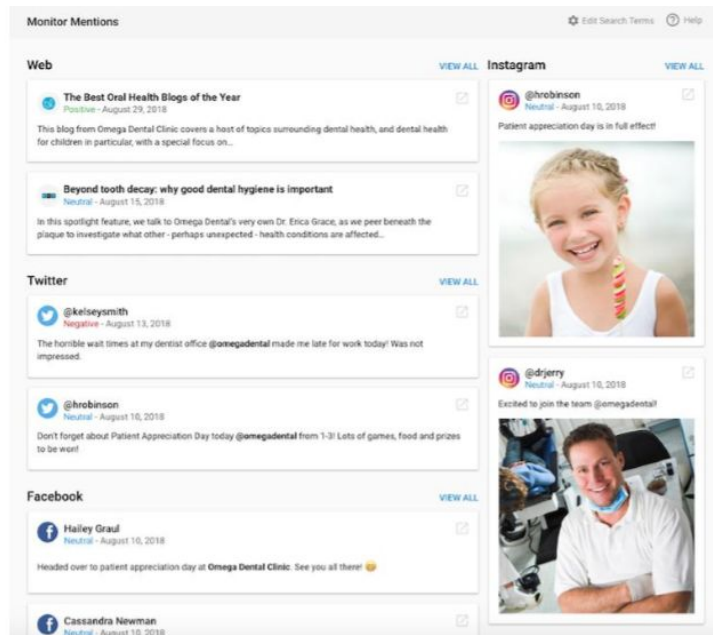
- Determine Search Engine Share of Voice
- Track social audience growth on Facebook and Twitter



Monitor Mentions

- See who is mentioning your business name
- Scan the web for selected search terms
- Mentions are tracked from:

Social media
News articles
Blogs, etc.



Monitor Social

- Connect your social accounts to monitor Likes and followers over time
- Keep up with customer conversations
- Monitor employee Twitter accounts to stay in the know

