Getting the most out of Reputation Management

Your How To Guide
Getting Started

Access your account at www.directwest.com using your established username and password.
Getting Started

Recent activity allows you to keep up to date at a glance.
Click on the Launch button to access the active products within your account.
What is Reputation Management?

A tool that measures and monitors your online reputation and alerts you every time your business is reviewed or mentioned online.

It gives you the ability to:

- Confirm that you are listed online correctly.
- Request new reviews.
- See how you compare to your competition.
- Monitor and manage all your reviews.
- Receive email notifications to keep you up to date.
The Reviews tab gathers your most recent reviews from prominent sites and displays these reviews on a single page.

If you're not seeing any reviews here it may be because:

- You don't have any reviews on the sources we monitor
- Your listing was not found in the Listings tab

71% of consumers say they trust online reviews as much as personal referrals
Reviews

These are the words that appear most frequently in your reviews to date. Over time you may notice positive or negative themes.

Clicking on a keyword pair will show you all of the reviews that were found with that particular theme.
Customer Voice

- Request reviews via email
- Publish positive reviews automatically
- Receive instant email notifications
- Share positive reviews on major and industry-specific sites

On average, customer ratings are proven to increase sales by 18%
Sending Requests

If a review is positive, customers are asked to share that out on public sites.

These sites can be customized by you.

If you receive a negative review, it is solely kept in the dashboard, giving you a chance to take the conversation offline. This review will not be publicly published.

90% of people claim positive reviews influence their purchasing decisions
Review Widget

Embed the Review Generation Widget anywhere on your website to conveniently collect reviews from customers. Simply customize the widget below, then copy and paste the code into the HTML of your desired website.
Correct and consistent listings across directories, review sites and social networks are fundamental to create a strong online reputation.
Listings gives you an idea of how easily people can find you online, and when they do find you, how accurate your information is.

We recommend your business be included on as many listing sites as possible in order to reach a larger number of customers.

85% of consumers searched for a business online in the past year.
Listings

It is important for search engine optimization that your contact information be consistent on all of your listings.

Select Show Details beside each site to view your listing. Lines in red show information that varies from your Directwest Listing.

73% of people lose trust in a brand when their listings are incorrect.
Search Engine Share of Voice shows you how often your business is turning up in local searches compared to competitors.

How does it work? Say you run Harry’s Hardware. Your main competitors are Hank’s Hardware and Hilda’s Hardware. When a customer in Houston searches for hardware, out of all the results containing the words Harry’s, Hank’s, or Hilda’s:

- Harry’s appears in 50% of the pages.
- Hank’s appears in 30% of the pages.
- Hilda’s appears in 20% of the pages.
Competition & Search Engine Share of Voice

Service Categories are common search terms that a potential customer might use to find you.

You can enter in up to three of your most relevant Competitors.
Mentions

A mention is any place on the web where your business (or employee) appears – tweets, news articles, blogs – we find them all.

These are keyword search-based and can be updated at anytime.
Optimizing Mentions

Searching for a business called “John’s Steaks” may bring in many irrelevant results since those are common words.

The city can be added as a “Must Include” search term to all of the searches. You may add other “Must Includes” and “Must not includes” that will optimize the search results.

In this instance, adding that the search must include “Restaurant” or “downtown” may help refine the search.

If searches are not optimized, you may find a lot of results that do not apply to your business.
Reports

The Dashboard will communicate with you in two ways:

- Under the **Executive Report** tab in the Reputation and Social Dashboard.
- Every week you'll be emailed an **Executive Report** that breaks down how your business is faring in online conversations.
Add extra emails for everyone that needs to be kept informed.

Edit what information you wish to receive via Daily Alerts.
Questions?
www.directwest.com

Contacting us has never been easier.
Choose from one of the following options:

dw@directwest.com
Please remember to include your name, business name, & phone number. Thanks!

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