

**directwest\_**

# Getting the most out of Reputation Spy

Your How To Guide



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## What is Reputation Spy?

A Reputation Spy account provides you with valuable insight into the virtual doorway of your top competitors!

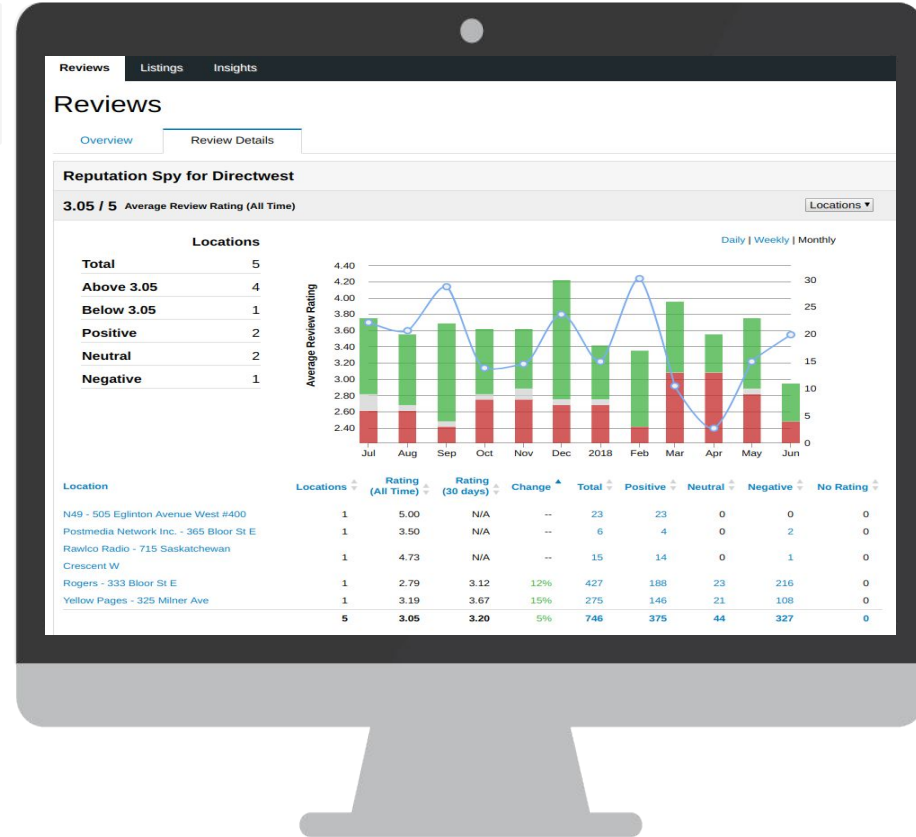


Reputation  
Spy

## The Why?

How would you like to have access to a competitive review analysis on all of your competitors? Number of reviews, review ratings, what they're doing well on and as a benchmark - how your business compares?

All of this is available with Reputation Spy!



# Getting Started



Access your account at [www.directwest.com](http://www.directwest.com) using your established username and password

The screenshot shows the top navigation bar of the Directwest website. It includes the Directwest logo on the left, a search bar, and a "Login" button on the right. Below the navigation bar is a large pink banner with the word "Login" in bold black text. Underneath the banner is a dark grey area with the text "Select a link below:" followed by four blue links: "Business Centre", "Reputation and Social Dashboard" (highlighted with a red box), "eFlyer Login", and "National Customers".

The screenshot shows the "Reputation and Social Dashboard" sign-in page. At the top, it says "Welcome to Reputation and Social Dashboard" and "Sign In". There are two input fields for "Email" and "Password". A "Reset Password" link is located below the password field. A blue "Sign In" button is positioned below the input fields. Below the button, there is an "or" separator and a "Sign in with Google" button.

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The screenshot displays the Directwest Reputation and Social Dashboard. On the left is a dark sidebar with the Directwest logo and navigation menu items: 'Recent Activity', 'Executive Report', and 'My Products' (highlighted with a red border). The main content area is titled 'My Products' and features a horizontal row of four product icons: 'Reputation Spy(RepSpy)' (magnifying glass), 'Reputation Management' (yellow star), 'Customer Voice' (orange heart), and 'Social Marketing' (blue speech bubble). A red callout box points to the 'Reputation Spy' icon with the text: 'Click on the icons to access the active products within your account'. The top right corner shows 'DEMO SALES' and a 'What's this?' help link.

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REPUTATION AND SOCIAL  
DASHBOARD

Directwest  
17 2220 Northridge Dr, Saskatoon, SK

Recent Activity

Executive Report

My Products

My Products

DEMO SALES

What's this?



Reputation Spy(RepSpy)



Reputation Management



Customer Voice



Social Marketing

Click on the icons to  
access the active  
products within your  
account

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Reviews Listings Insights

## Reviews

Overview [Review Details](#)

**Reputation Spy for Directwest** 5 Locations 0 Regions

**Average Review Rating** May 16, 2018 - Jun 15, 2018 [Average Review Rating](#) ▼

No map data available. Try selecting another date range. Only US locations currently supported.

**Review Rating**  
Note: Results with no new reviews in the past 30 days have been omitted.

Location	Rating (30 Days)	Change ▲
<a href="#">Rogers - 333 Bloor St E</a>	3.12	12%
<a href="#">Yellow Pages - 325 Milner Ave</a>	3.67	15%

Monitor up to 5 businesses. Either competitors or favorite businesses that you want to emulate.

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Questions?

[www.directwest.com](http://www.directwest.com)

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

[dw@directwest.com](mailto:dw@directwest.com)

Please remember to include your name, business  
name, & phone number. Thanks!

Regina:

Saskatoon:

Toll Free:

(306) 777-0333

(306) 653-6010

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