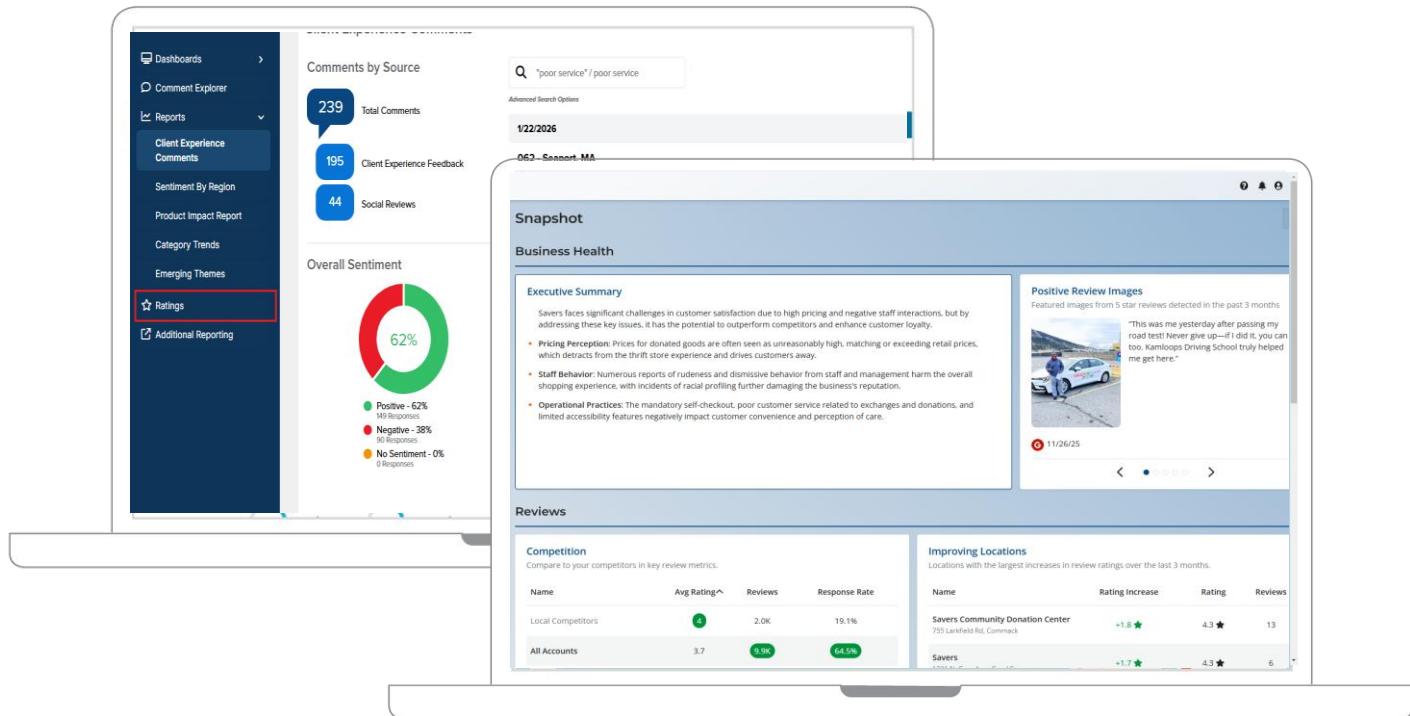


SMG RatingsTrack: Listen and respond to location-level ratings + reviews



The screenshot displays the SMG RatingsTrack platform. On the left, a sidebar menu includes 'Dashboards', 'Comment Explorer', 'Reports' (selected), 'Client Experience Comments', 'Sentiment By Region', 'Product Impact Report', 'Category Trends', 'Emerging Themes', 'Ratings' (selected), and 'Additional Reporting'. The main content area shows a 'Comments by Source' section with 239 total comments, 195 Client Experience Feedback, and 44 Social Reviews. Below this is an 'Overall Sentiment' pie chart showing 62% Positive, 38% Negative, and 0% No Sentiment. The right side features a 'Snapshot' for '062 - Saugerties, NY' with a 'Business Health' section containing an 'Executive Summary' and 'Positive Review Images'. The 'Reviews' section includes a 'Competition' table comparing local competitors and all accounts, and an 'Improving Locations' table for Savers and Savers Community Donation Center. A large, semi-transparent callout box highlights the 'Ratings' section of the sidebar.

Key features

- 1 **Snapshot overview** effortlessly monitor and manage your business listings.
- 2 Executive summary of your business. **AI-Powered.**
- 3 Location-specific **review summary reports**
- 4 **Location-level competitive benchmarks**
- 5 **In-platform response capabilities** with advanced filtering + search functionality
- 6 Management of **social media sites, location listings, + search rankings**



service
management
group®

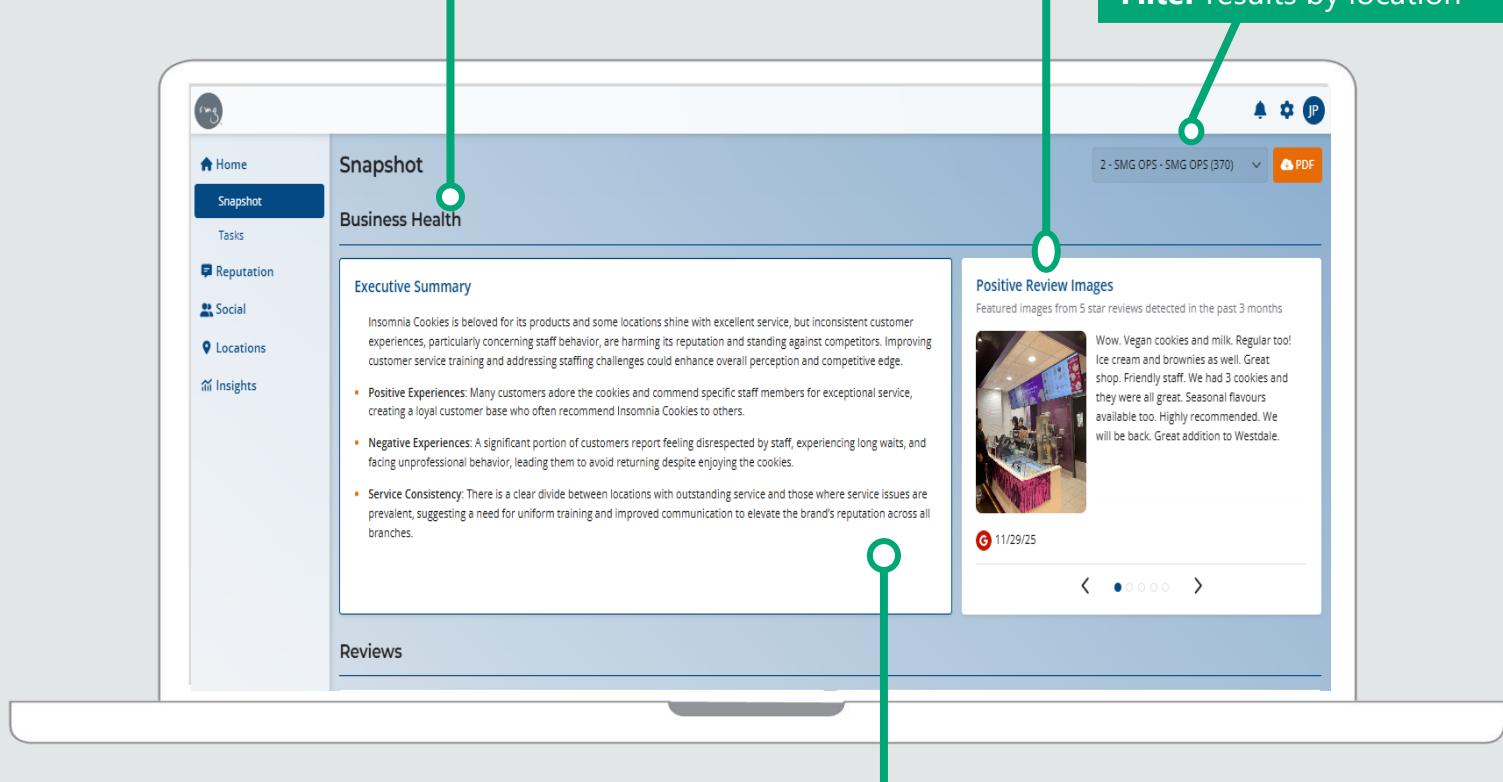
Snapshot overview – Business Health

Get a high-level view of how locations are performing. The page is separated into 3 sections (Business Health, Reviews, and Search)

Summarizes activity related to your business activity including your risk profile, positive and risky reviews with images, etc.

Displays up to 5 reviews with **images from 5-star reviews** that have been detected in the last 3 months

Filter results by location



AI-powered overview of your business performance. Cuts through the noise and summarizes important data across:

Risk Profile
Listings Presence and Accuracy
Competitor Benchmarking

Snapshot overview – Reviews

Get a high-level view of how locations are performing. The page is separated into 3 sections (Business Health, Reviews, and Search)

The Competition pane compares you to your competitors across key review metrics (Review Rating, Number of Reviews, and Response Percentage).

Improving Locations display the 5 locations that have improved based on star rating over the last 3 months.

Competition
Compare to your competitors in key review metrics.

Name	Avg Rating	Reviews	Response Rate
Local Competitors	4.6	1.4K	37.2%
All Accounts	4.5	9.4K	64.2%

Improving Locations
Locations with the largest increases in review ratings over the last 3 months.

Name	Rating Increase	Rating	Reviews
Insomnia Cookies	+3.2★	5★	54
Insomnia Cookies	+1.7★	5★	10
Insomnia Cookies	+1.7★	4.9★	50
Insomnia Cookies	+1.7★	4.2★	5
Insomnia Cookies	+1.6★	4.6★	10

Declining Locations
Locations with the largest decreases in review ratings over the last 3 months.

Name	Rating Decrease	Rating	Reviews
Insomnia Cookies	-2.4★	2.6★	5
Insomnia Cookies	-2.1★	2.3★	18
Insomnia Cookies	-2.1★	2.6★	5
Insomnia Cookies	-2★	2.4★	29

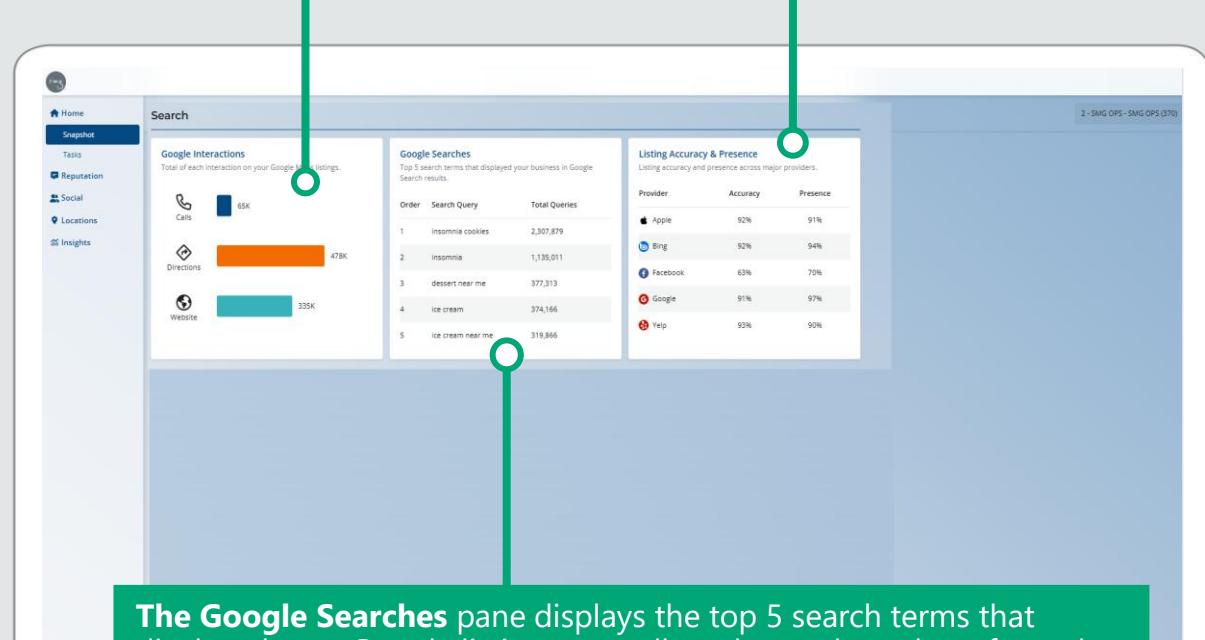
Declining Locations display the 5 locations that have declined based on star rating over the last 3 months.

Snapshot overview – Search

Get a high-level view of how locations are performing. The page is separated into 3 sections (Business Health, Reviews, and Search)

The Google Interactions pane displays the number of clicks or taps on the Call, Direction, and Website buttons within your Google listings over the last 3 months

The Listing Accuracy & Presence pane displays your listing's presence and listing accuracy across the largest providers.



The Google Searches pane displays the top 5 search terms that displayed your Google listings, as well as, the total number of searches for each term over the last 3 months.

Task overview

Organize and improve productivity with task management

View total number of tasks across statuses

Tasks can be automatically or manually generated and assigned to specific users in your account based on their responsibilities, with the desired priority and due date associated to each

Filter results by:
Location
Status
Due Date
Provider

View a detailed Task list for a more granular look into tasks

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5

Reputation summary report

View performance trends, competitive details, review sentiment, + more

The following data is shown:

- 1. Review Counts and Average Ratings** - Number of total reviews your business has received
- 2. Overall Details** – Overall Rating, Number of Reviews, number of Reviews Responded To, Review Response Rate,
- 3. Review Sentiment** –Proportion of your business reviews that are negative, positive, or neutral.
- 4. Provider Details** – Number of reviews and ratings by listing provider

Filter by overall star-rating sentiment:

- **Positive:** 4-5 stars
- **Neutral:** 3 stars
- **Negative:** 1-2 stars

Apply filters to analyze by different metrics

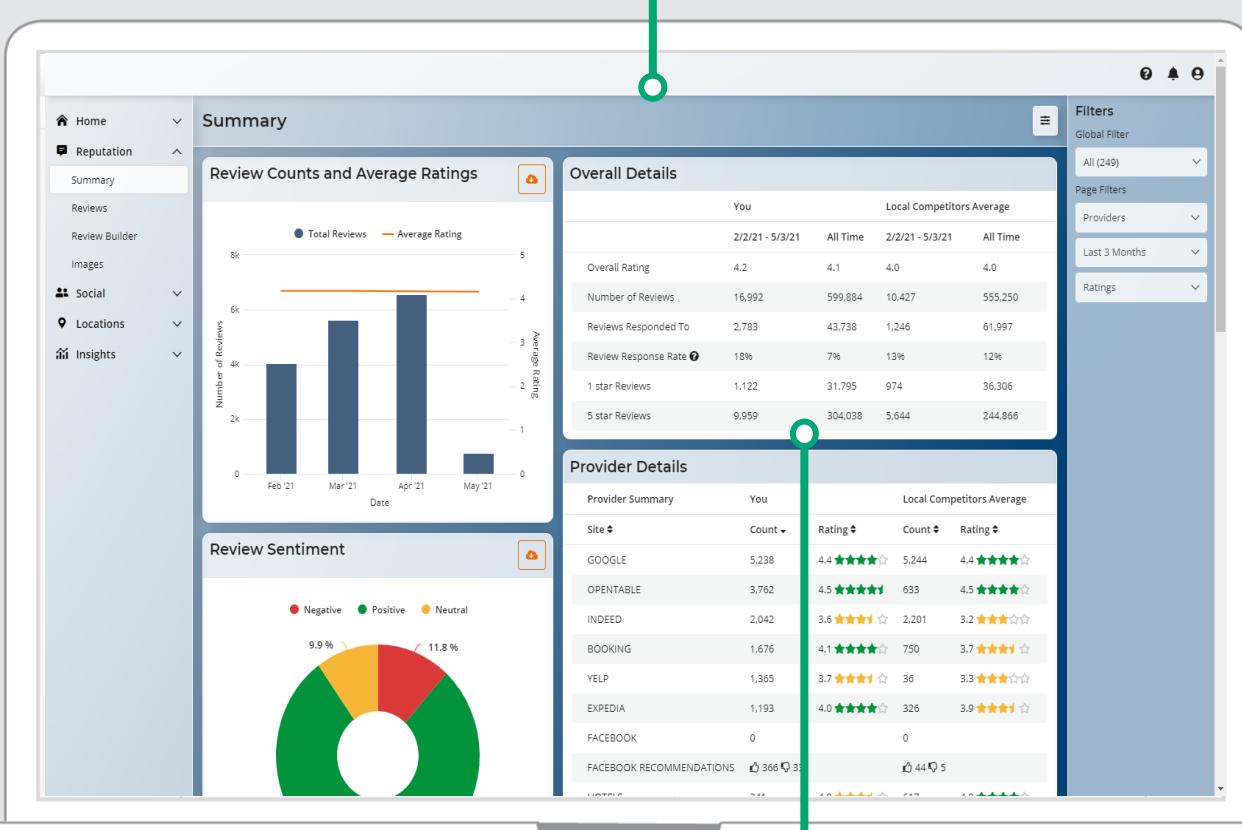
- 1. Date range:** Select a predefined quickdate or configure the date range you want to explore
- 2. Provider:** Choose the rating and review platform you'd like to sort by (i.e., Facebook, Yelp, Google)
- 3. Rating:** Investigate reviews tied to specific star ratings
- 4. Location:** Filter by location or group of locations

Reputation summary report

How to compare a location to local competitors

To compare one of your business locations to its competitors, follow these steps:

- Go to **Reputation > Summary**
- Use the **Global Filter** to find the **location** you want. You can start to type the name of the location to find it quickly



- On the **Overall Details** table, you'll find the numbers for your location compared to the local competitors' average.
- You can select a **specific competitor** to compare against in the Local Competitor Average selector.

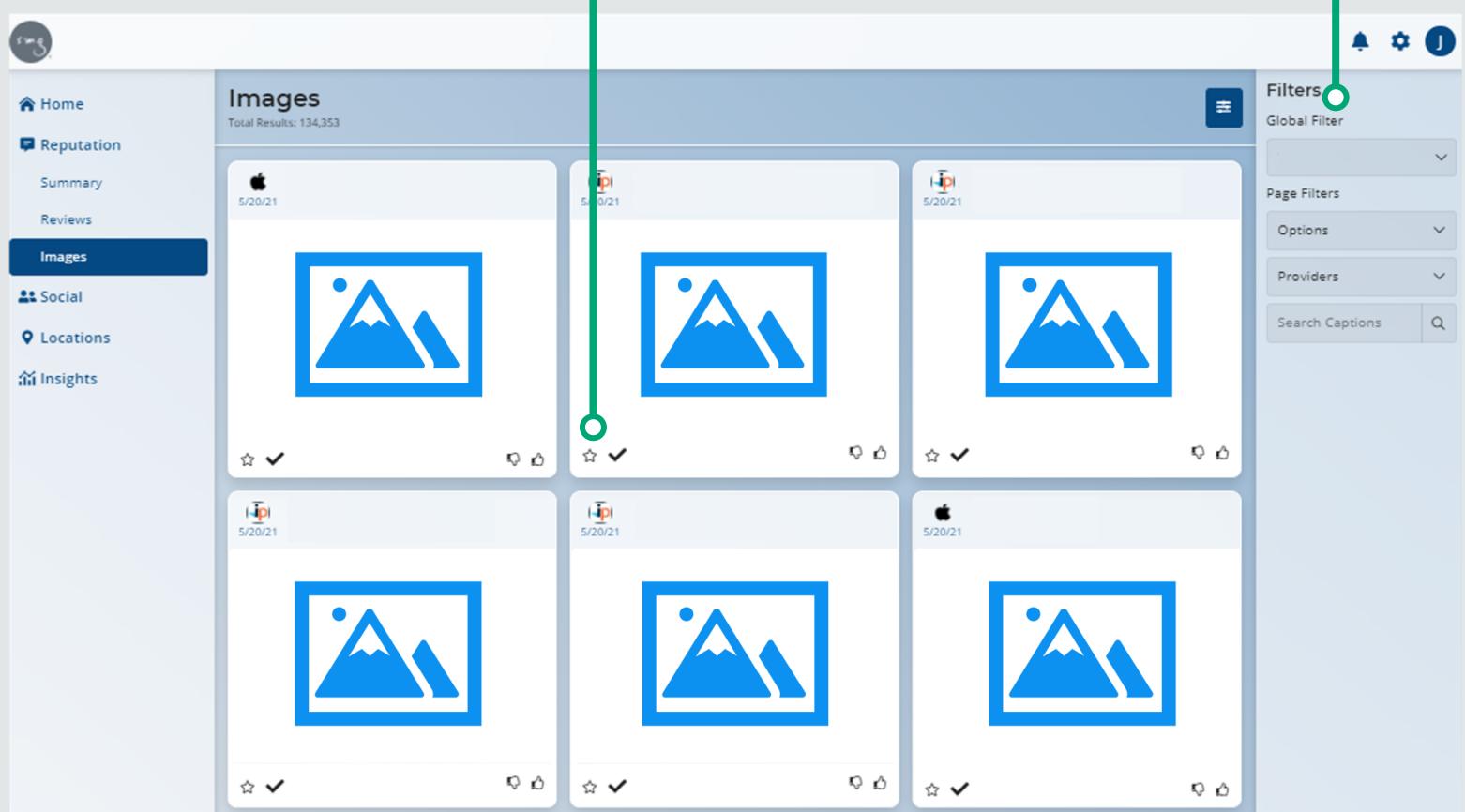
Images

View photos + videos from across the web

Mark an item as a favorite or click thumbs up or down if you'd like to highlight/flag it for later use

Filter results by:

- Location
- Provider
- Captions
- Additional options: starred, positive, negative, has caption, user posted, or business posted

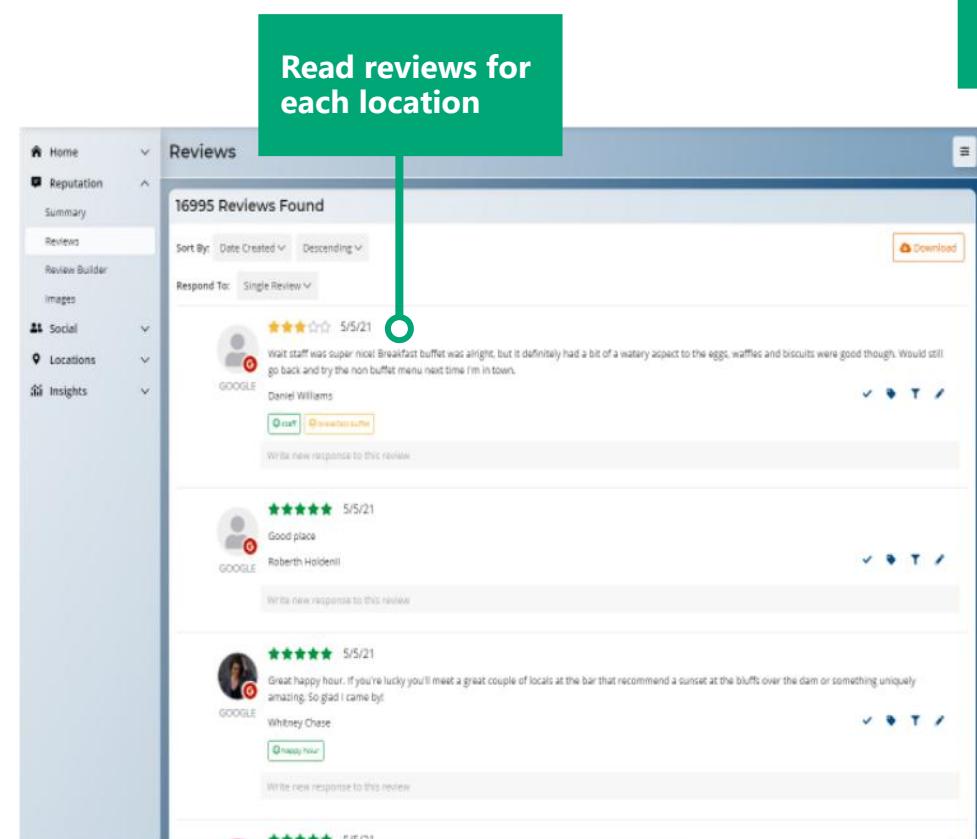


In-platform response capabilities

Read + respond to reviews within the platform.

Go to Reputation > Reviews

Read reviews for each location



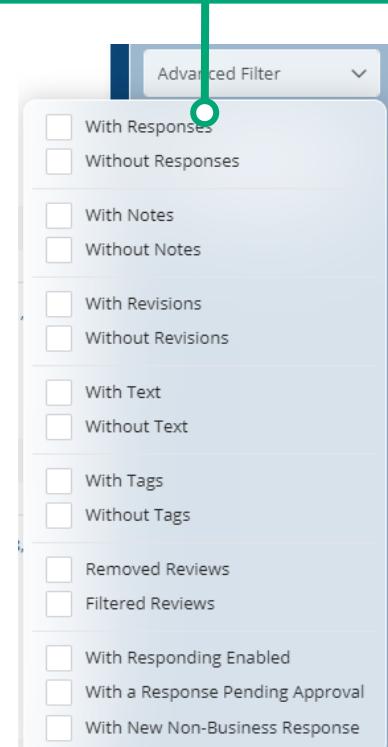
16995 Reviews Found

Sort By: Date Created Descending

Respond To: Single Review

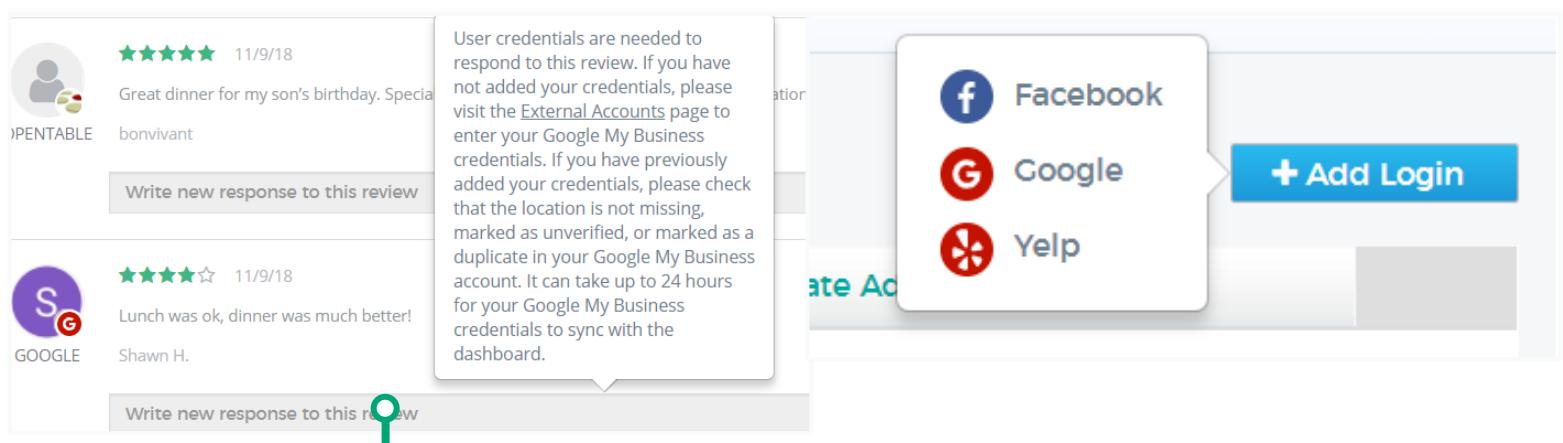
Write new response to this review

Advanced Filter to easily find reviews with no text, reviews that have been changed, reviews that have been removed, reviews that have been filtered by Yelp, and more.



Advanced Filter

- With Responses
- Without Responses
- With Notes
- Without Notes
- With Revisions
- Without Revisions
- With Text
- Without Text
- With Tags
- Without Tags
- Removed Reviews
- Filtered Reviews
- With Responding Enabled
- With a Response Pending Approval
- With New Non-Business Response



★★★★★ 11/9/18

Great dinner for my son's birthday. Special bonvivant

Write new response to this review

★★★★☆ 11/9/18

Lunch was ok, dinner was much better!

Shawn H.

Write new response to this review

User credentials are needed to respond to this review. If you have not added your credentials, please visit the [External Accounts](#) page to enter your Google My Business credentials. If you have previously added your credentials, please check that the location is not missing, marked as unverified, or marked as a duplicate in your Google My Business account. It can take up to 24 hours for your Google My Business credentials to sync with the dashboard.

Facebook

Google

Yelp

+ Add Login

Log in to Facebook, Google, or Yelp to respond to reviews within the platform. Select "External Login" to be taken to the page + enter your credentials for each site.

External login credentials

In order to respond to Google, Facebook, and Yelp reviews, you must enter your external credentials for each of these sites:

Provider requirements

1 Google

- You must have owner or admin access to the locations in your GMB account.
- You will not be able to respond to reviews for locations that you do not have access to.

2 Facebook

- You must have business manager or admin access to the locations in your Facebook manager account.
- You will not be able to respond to reviews for locations that you do not have access to.

3 Yelp

- You must have access to your locations in your Yelp Business account.
- You will not be able to respond to reviews for locations that you don't have access to.
- Yelp requires that you have a picture associated with your account. This can be a picture of your logo.
- Yelp requires that you have a name on your business account. This must be a person's name and cannot just be the business name.

External login credentials *continued*

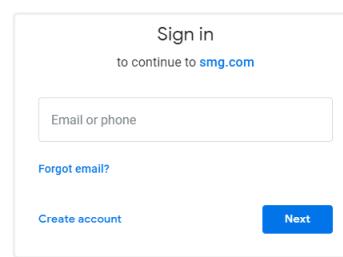
Log in to respond to Google, Facebook, and Yelp reviews

How to enter your external credentials

Go to **My Account > External Logins > Select Add Logins > Choose Provider** (Google, Facebook, or Yelp) for the credentials you will be entering.

1 Google

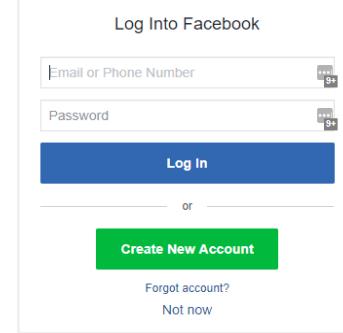
Once you have been directed to sign into your Google account, opt to allow SMG to access your account.



The image shows the Google sign-in interface. It features a 'Sign in' button at the top, followed by a note that says 'to continue to smg.com'. Below this is a text input field for 'Email or phone'. Underneath the input field are 'Forgot email?' and 'Create account' buttons. To the right of the input field is a 'Next' button. To the right of the main interface is a sidebar with the following text:
"smg.com wants to access your Google Account".
"This will allow smg.com to:" followed by a single bullet point: "View and manage your business listing on Google".
"Make sure you trust smg.com" with a link to "Learn about the risks".
At the bottom are 'Cancel' and 'Allow' buttons.

2 Facebook

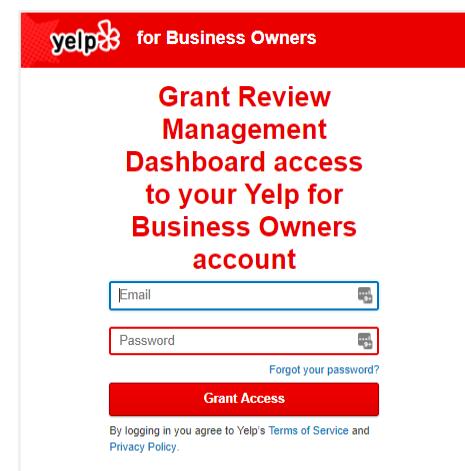
You will be directed to log in to Facebook (if you are already logged in, you will still need to enter in your Facebook password). The next screen will show that you are providing access to your public profile. Click Continue.



The image shows the Facebook log in screen. It has fields for 'Email or Phone Number' and 'Password', and a 'Log In' button. Below these are 'Create New Account' and 'Forgot account?' buttons. To the right of the log in form is a sidebar:
"Reputation Management Dashboard will receive: your public profile." with a link to "Review the info you provide".
A 'Continue as Suzie' button.
A 'Cancel' button.
A note: "This doesn't let the app post to Facebook".
A link to "Privacy Policy".

3 Yelp

Yelp will have you log in and grant access all in one step.



The image shows the Yelp for Business Owners log in screen. It features the Yelp logo and the text "for Business Owners". Below this is a large red box containing the text "Grant Review Management Dashboard access to your Yelp for Business Owners account". Below the text are fields for 'Email' and 'Password', and a 'Forgot your password?' link. At the bottom is a large red 'Grant Access' button. At the very bottom of the screen is a note: "By logging in you agree to Yelp's Terms of Service and Privacy Policy."

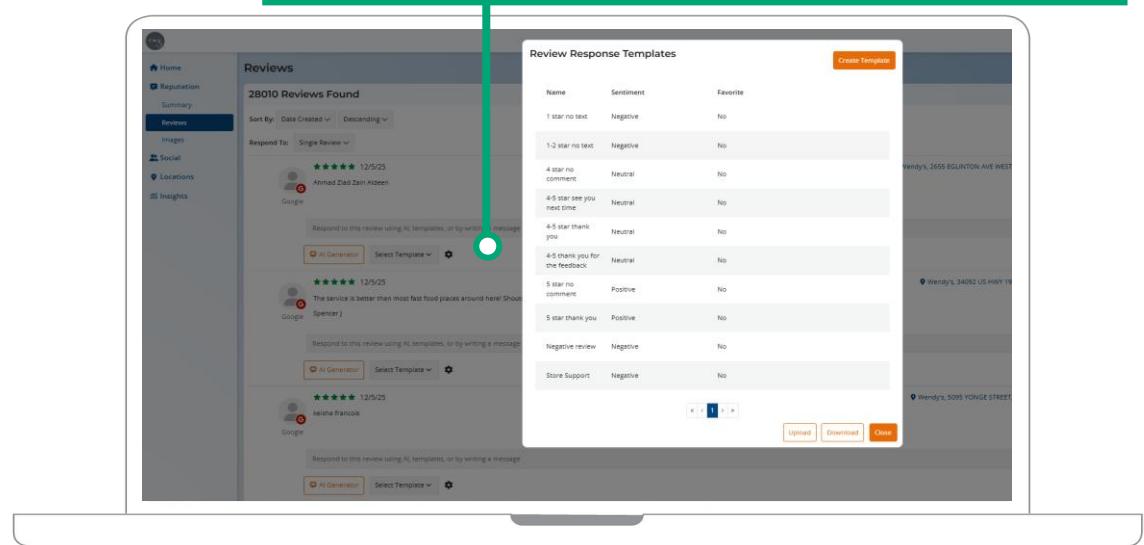
In-platform response capabilities

Creating Review Response Templates

- You can set up response templates to help simplify and encourage consistency in responding to reviews

To create a review response template:

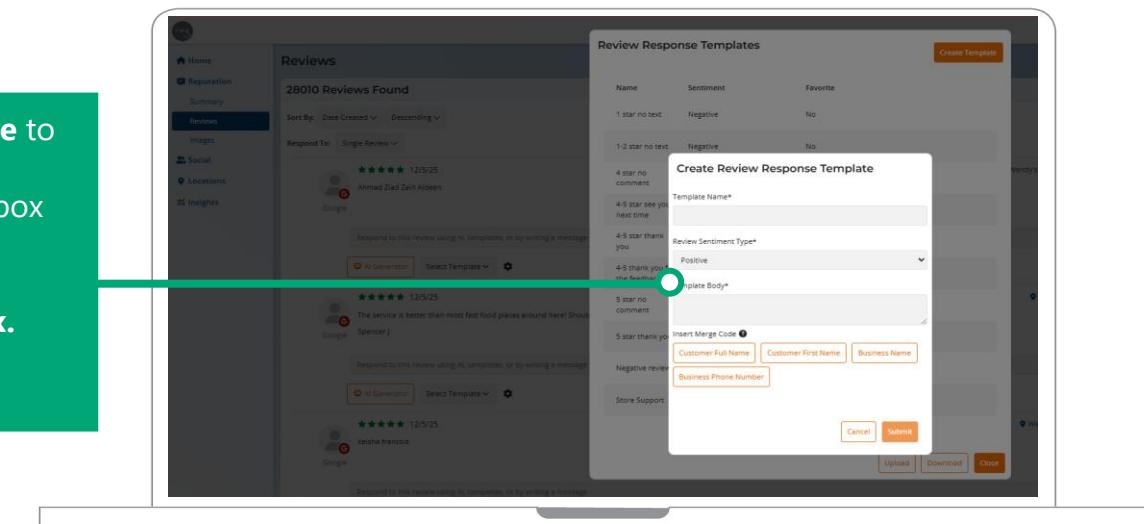
On the **Reputation > Reviews** page, select the **gear icon** to display the Review Response Templates dialog box



Select **+Add New Template** to display the Add Review Response Template dialog box

Enter the information required in the dialog box.

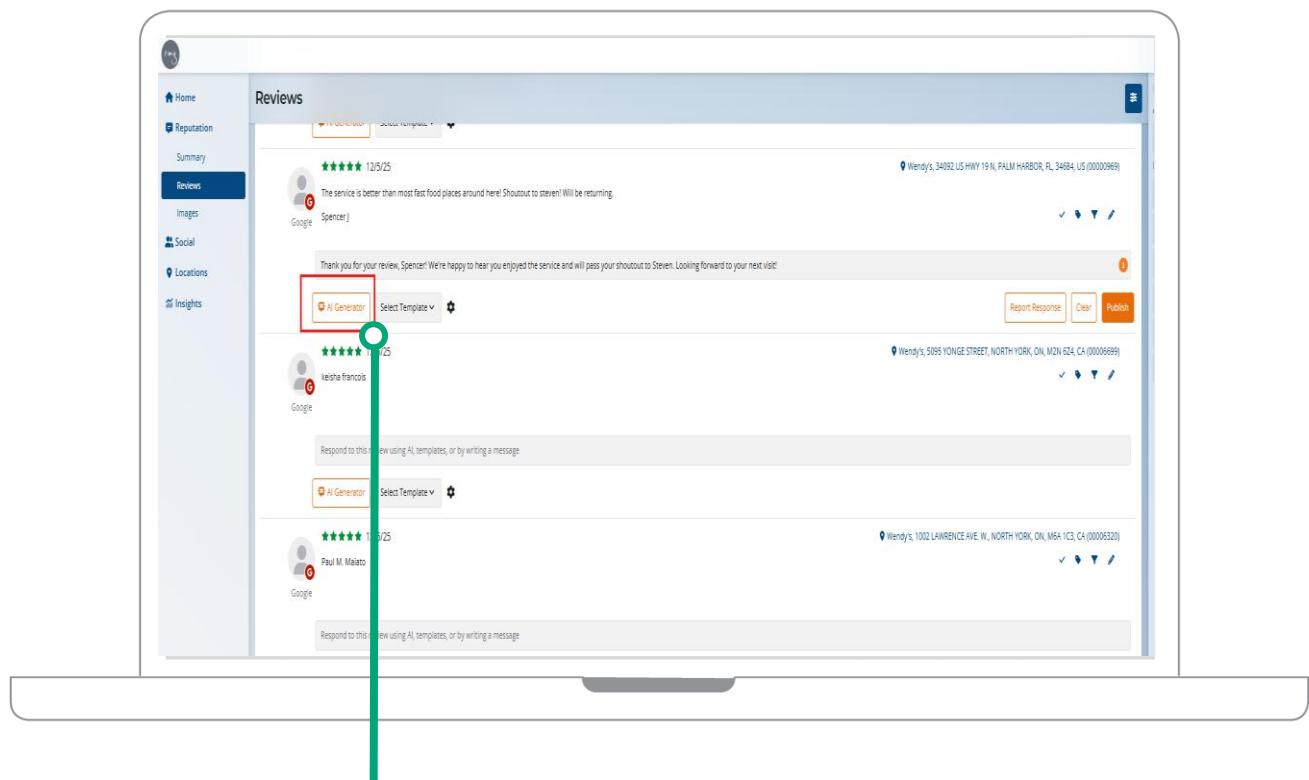
Click **SAVE**



In-platform response capabilities

Using AI Generator for Review Responses

- You can respond to individual reviews using the AI Generator.
- Select AI Generator to see the generated response in the response field. The response appears automatically in the field.
- You can click AI Generator as many times as you'd like to see more potential responses
- When you decide on a response, proofread carefully to ensure all customer concerns are addressed. You can edit the generated response if needed
- Select Publish once you're ready to publish the response (3)



Select the **AI Generator** to draft responses that resonate with your customer's sentiments, concerns, and compliments. **Cycle through the responses** until you find a match and tweak it to perfection. You can respond to only one review at a time.

Social

Monitor + manage your social media accounts and presence from one location

See total Follower and Post Counts, and Increase in Counts during selected date range

Filter by:

- Provider: Facebook, Instagram, Twitter
- Location
- Date range

The dashboard is divided into several sections:

- Summary:** Includes a chart for "Total Page Followers" (128K, 239↑) from April '21 to May '21, a chart for "Total Posts Published by Business" (407) from April '21 to May '21, and a "LBV Score" card (60, 6%↑ in the last week) showing 61 Posts, 84 Fans, 0 Tags.
- Engagement:** Includes a chart for "Total Impressions" (241K) from April '21 to May '21, a chart for "Total Engagements" (17K) from April '21 to May '21, and a "Engagement Rate" card (7%) from April '21 to May '21.
- Google:** Includes "Questions" and "Answers" cards, both stating "No Timeline Data Available".
- Filters:** A sidebar on the right contains "Global Filter" (All (122)), "Page Filters" (All Providers, Last Week), and "Clear Filters".
- Local Brand Visibility Score:** A callout box highlights the LBV Score card, stating: "Local Brand Visibility Score: Shows current Social LBV score, score trends, and score breakdown".

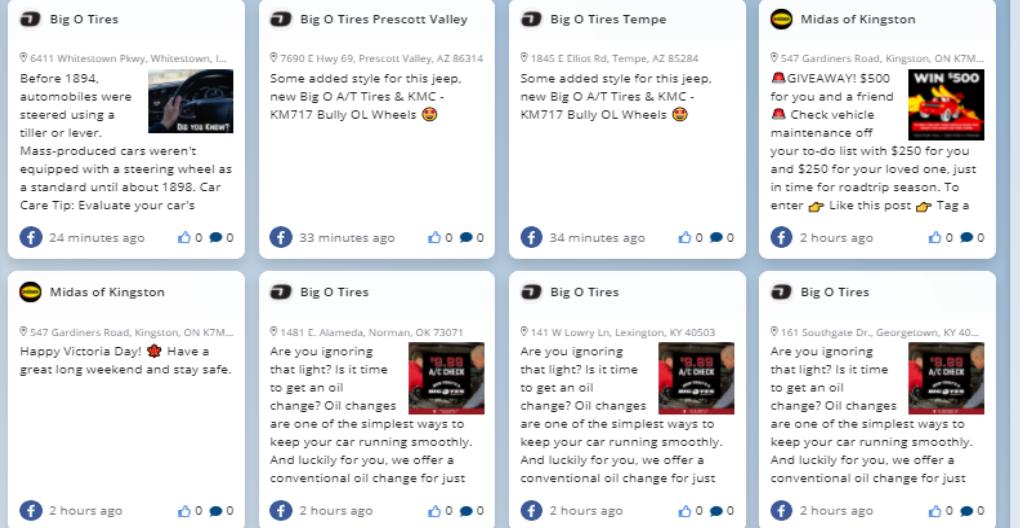
Social continued

View hashtag trends

Toggle between top hashtags and trending hashtags views

Feed

Posts and Comments Hashtag Metrics



Filter by:

- Provider: Facebook, Instagram, Twitter
- Sentiment: Negative, Neutral, Positive
- Search common keywords or hashtags
- Advanced Filters: With Replies, Without Replies

Filters

Global Filter

TBC (2321)

Page Filters

Saved Filters

All Providers

Sentiment

Advanced Filters

Last Week

e.g. #hashtag, @men

Clear Filters

Publish content to social sites + pages

Select sites and pages to post to

Create new post + add photo or article

Create a Post

Facebook

Enter your post here ...

Attachments:



Add Photo or Video Add Link

Publish Now

Select sites and pages to post to

+ Create New Post

Month Day Agenda

Sat 01 1 Posted

08

Filters

Global Filter

All (249)

Page Filters

All Providers

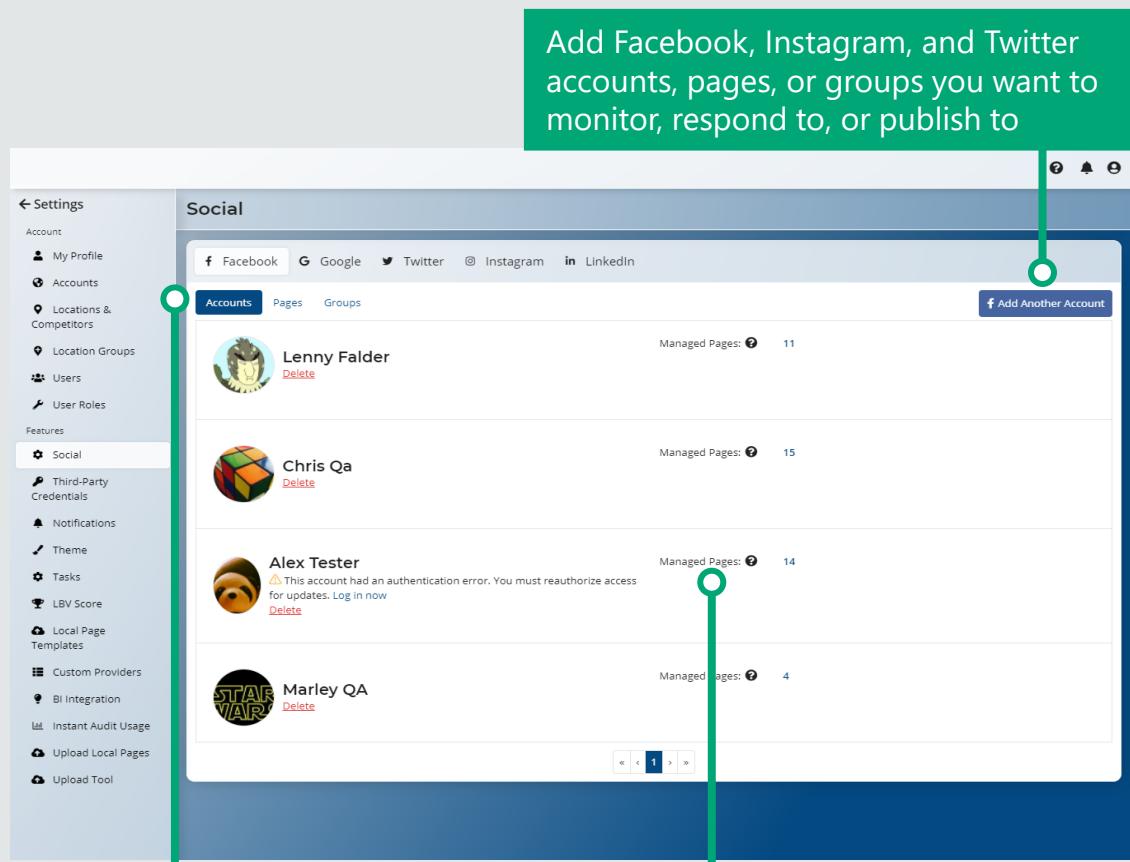
All Media Types

All Statuses

Clear Filters

Social media *continued*

Manage monitored accounts, pages, + groups



Add Facebook, Instagram, and Twitter accounts, pages, or groups you want to monitor, respond to, or publish to

View list of your accounts, pages, or groups being monitored

Add custom page URL(s) to track (i.e., competitors)

Location listings

View a summary of locations with missing, incorrect, or duplicate listings on providers' sites

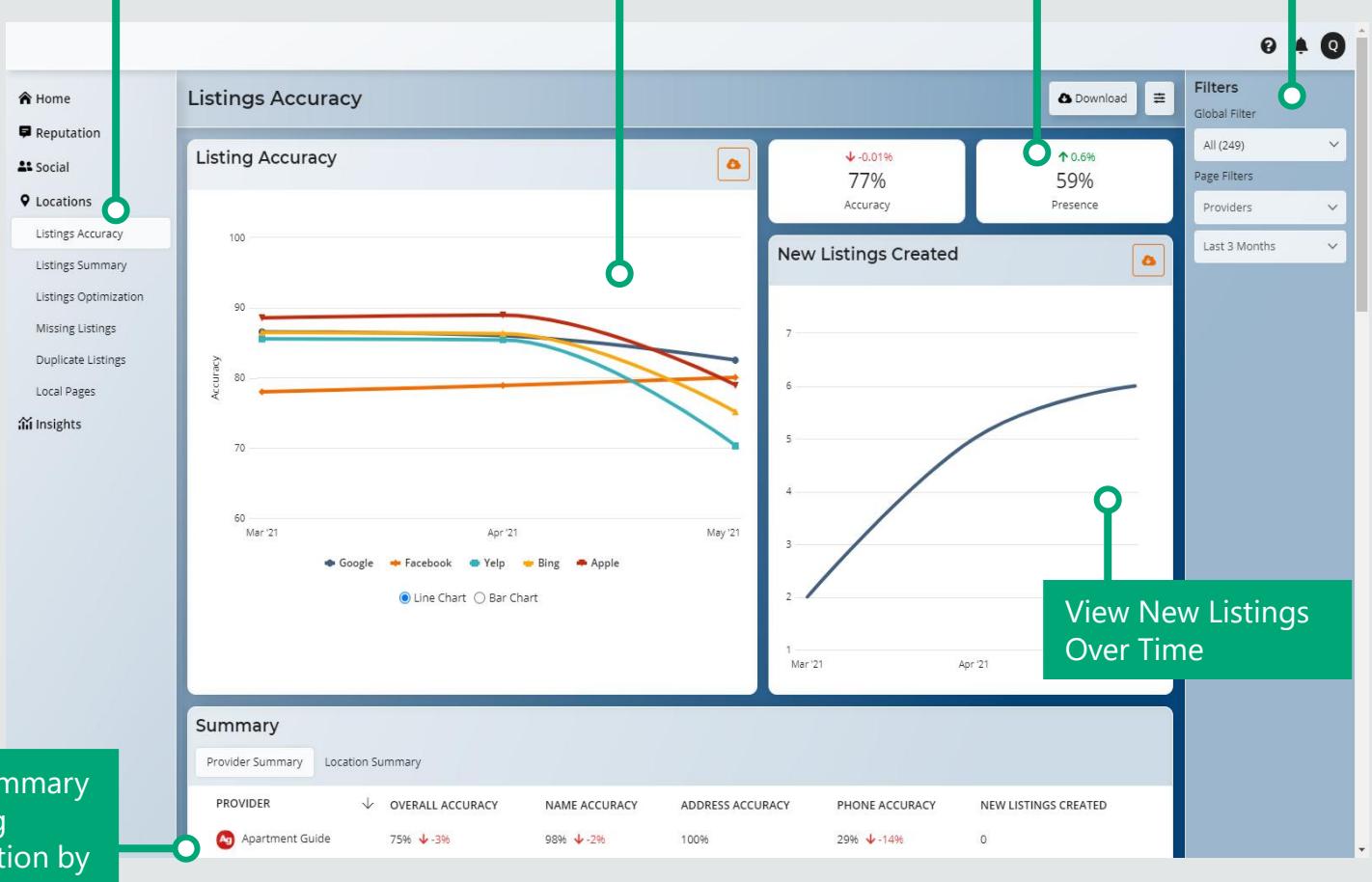
Click Report drop-down for access to:

- Listing Accuracy
- Summary
- Listing Optimization
- Missing Listings
- Duplicate Listings reports

View Listing Accuracy by Provider over time in a line or bar chart

Quick Summary of Listing Accuracy and Presence

Filter by provider



View summary of listing information by provider

Location listings *continued*

View all listings with incorrect/missing data or poor user participation

Click Report drop-down to access the Missing Listings Report to view locations that are unlisted or could not be matched to an existing listing using name, address, and phone number

Provider	Expected Listing	Edit Location
Bing	Carl's Jr MCAS YUMA BUILDING 965 MARINE AIR STATION YUMA, AZ 85365	Edit Location
	7603412992	

Location listings *continued*

Identify + correct duplicate listings for your locations

Click Report drop-down to access the Duplicate Listings Report

Click boxes underneath the Locations with Duplicates column and scroll down to see detailed results

Duplicate Listings

Report

Provider	Locations with Duplicates
Apple	88
Bing	1,118
Citysearch	1,184
Facebook	8,599
Foursquare	346
Google	453

Provider

Apple

Last Updated: 1/21/21

Notes Tasks

Primary Listing

LOCATION
1211 s main st
bladenboro, nc 28320

19108634030
<https://www.location.com>

Hours:

Sunday:	6:00AM - 10:00PM
Monday:	5:00AM - 10:00PM
Tuesday:	5:00AM - 10:00PM
Wednesday:	5:00AM - 10:00PM
Thursday:	5:00AM - 10:00PM
Friday:	5:00AM - 10:00PM
Saturday:	5:00AM - 10:00PM

Listing Url: <https://maps.apple.com/place?aid=16542922579637049799>

Expected Listing

LOCATION
1211 N MAIN STREET
BLADENBORO, NC 28320-7768

(910) 863-4030
<https://www.location.com>

Hours:

Sunday:	None Specified
Monday:	None Specified
Tuesday:	None Specified
Wednesday:	None Specified
Thursday:	None Specified
Friday:	None Specified
Saturday:	None Specified

Insights: LBV Score Report

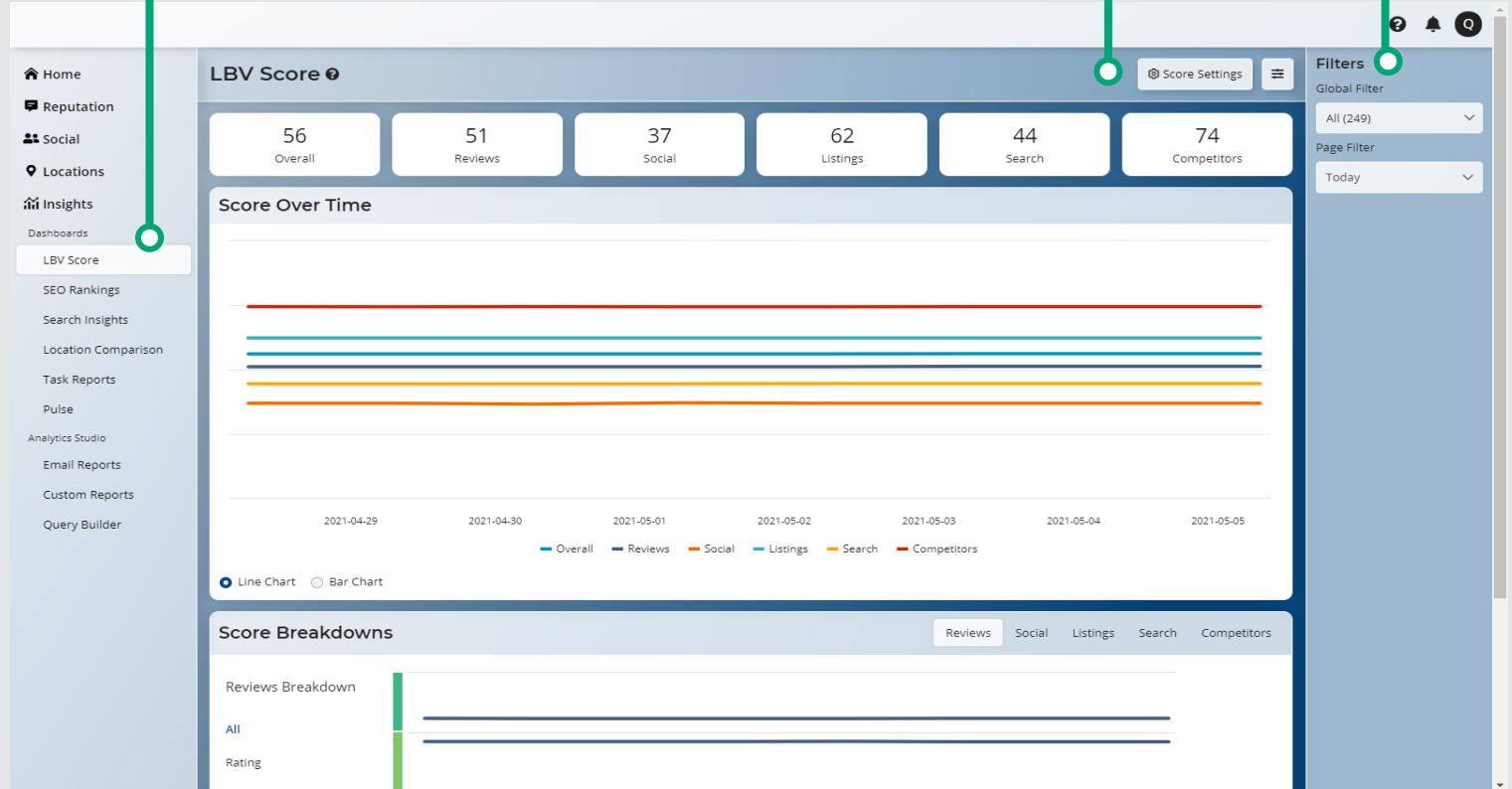
Track how you rank in search results

Choose between:

- LBV Score
- SEO Rankings
- Search Insights
- Location Comparison
- Task Reports

These LBV settings can be adjusted so that your LBV score is as relevant as possible

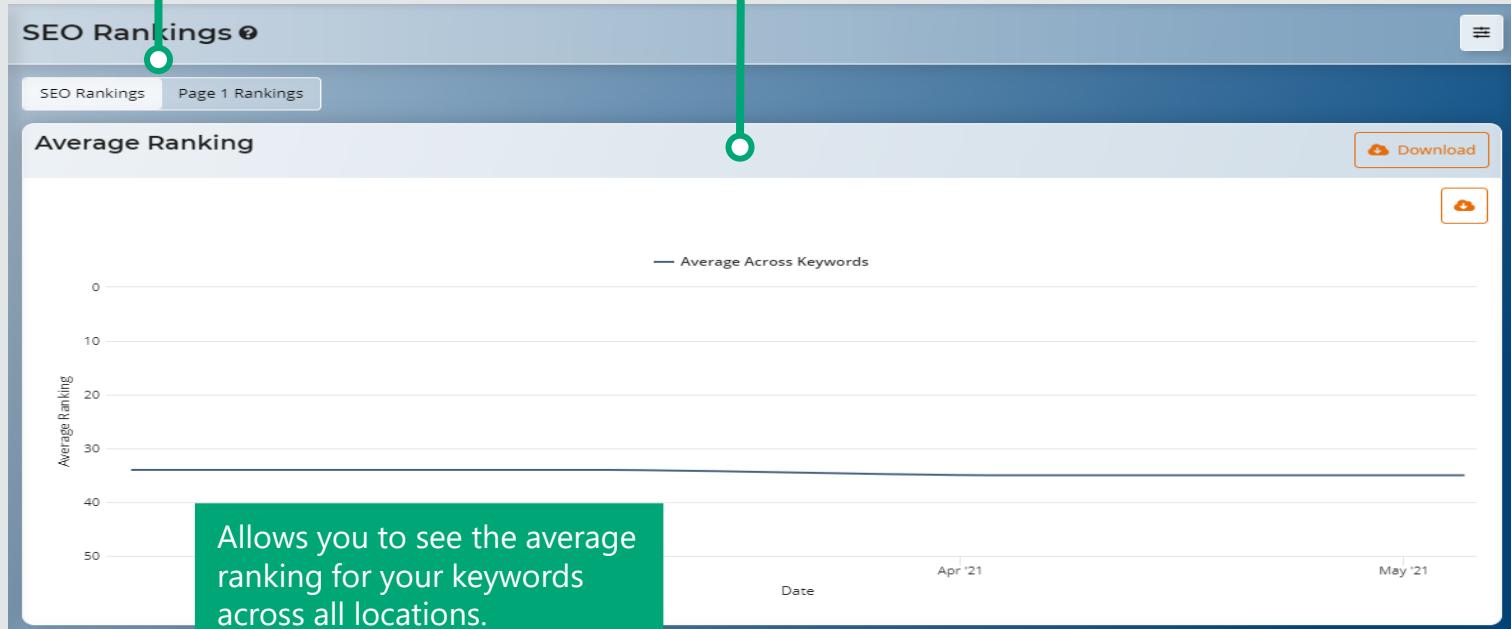
Filter results by Date Range and/or Location



Insights: SEO Ranking

Toggle between
SEO Rankings and
Page 1 Raking

View Keywords
across trends

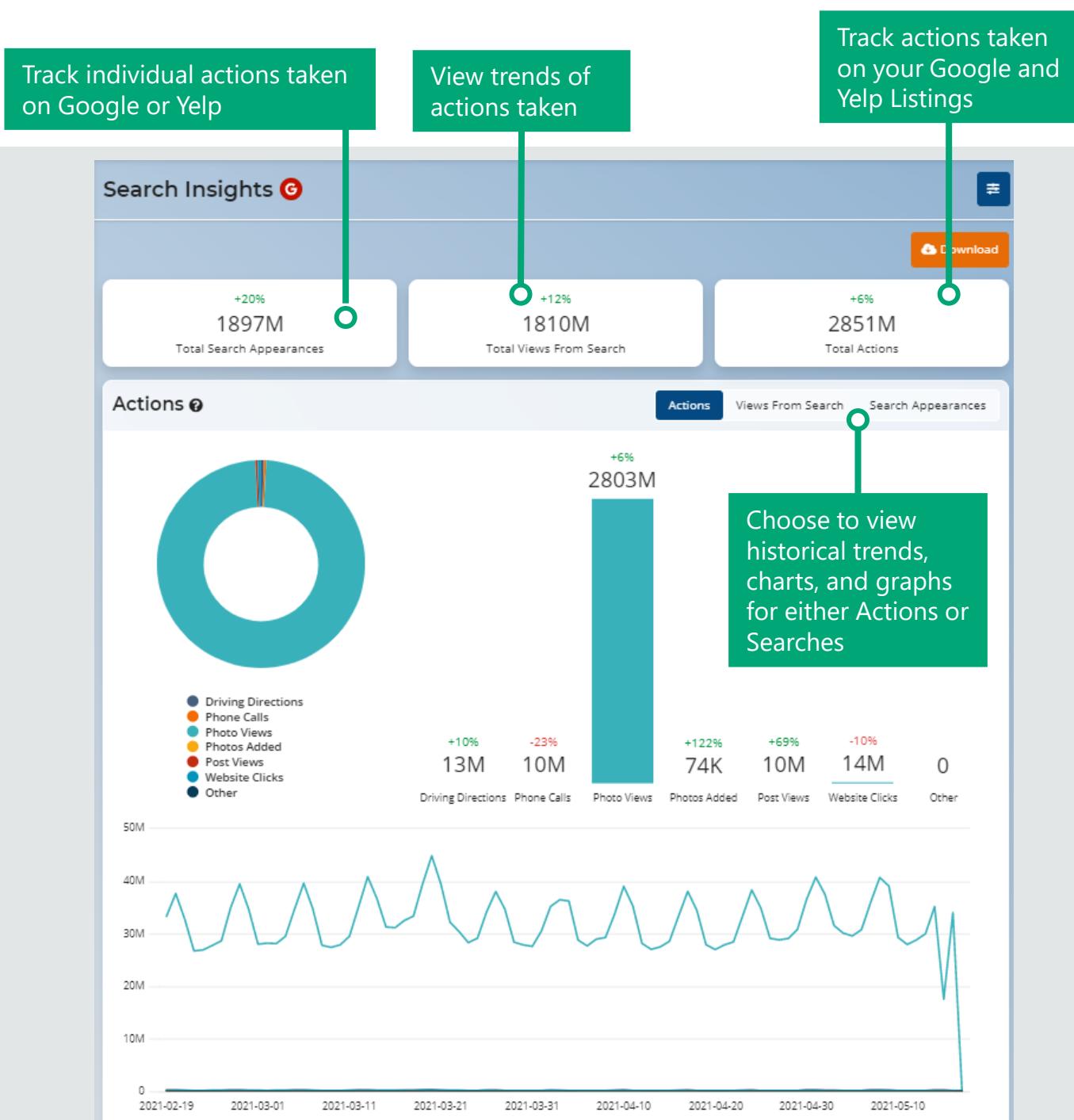


The screenshot shows a table of keyword data across six search engines: Bing, Google, Yahoo, Yellowpages, Yellowpagesca, and Yelp. The table includes columns for the keyword, the search engine, and its current ranking. A green line with a circular arrow points from the 'Bing' column header to the 'Bing' column data for the first row.

Keyword	Bing	Google	Yahoo	Yellowpages	Yellowpagesca	Yelp
5 Star Hotel (San Diego, CA)	>50	>50	>50	>50		27
Abbey (Atlas, CA)	>50	>50	>50	>50		>50
Accountant (10)	>50	>50	>50	>50	>50	>50
Accounting (Foo, FO)	>50	>50	>50	>50		>50
Acoustic Guitar (San Diego, CA)	>50	>50	>50	>50		>50
Acupuncture (2)	>50	>50	>50	>50		>50
Acupuncture School (Otay Ranch, San Diego, CA)	>50	>50		>50		>50
Air Conditioning Contractors System (Houston, TX)	>50 -1.567% ↓	>50	>50	26 -4% ↓		>50
American Restaurant (16)	30 -3% ↓	32 -7% ↓	28	27 4% ↑		35
Andaz (San Diego, CA)	1	>50 -4.900% ↓	1	1		7
Andy Richards Painting (Mesa, AZ)	1	>50 -4.900% ↓	>50	1		>50
Animal Shelter (El Cajon, CA)	1	2	3	>50		>50

Insights: Search Insights

Identify how often you appear in search results + what actions customers take



Location-level competitive benchmarks

See how you stack up to specific local competitors

View multiple reports to see which locations are your top performers across reviews, Social, Pulse, Search Insights, and LBV Scores

View your overall rating compared to each competitor

Drill down into comparisons by selecting specific competitors of interest

Location Comparison												
		Rating		Facebook Recommendations		Review Count		Responded		Review Type		
Location	You	Competitors	You	Competitors	You	Competitors	You	Competitors	Negative	Neutral	Positive	
Top of the Market 750 N Harbor Dr, San 92101 US	4.9	4.3	0 0	1 0	18	6	0/13	1/25	0 0%	0 0%	18 100%	
Vintana Wine and Dine 1205 Auto Park Way, Escondido, CA 92029 US	4.4	3.1	13 1	0 0	372	397	33 9%	31 8%	308 83%			
Apple Store 1-7 The Piazza, Covent London, GB WC2E 8HA GB	4	5	0 0	0 0	204	0	0/202	0/1	30 15%	29 14%	145 71%	

See competitors' performance across all platforms

Task Report

Project management

High-level overview of the status of all your tasks

Filter tasks by

- Date
- Assignee
- Task Type
- Provider

Task Type	Assigned	Completed	Overdue	Avg. Approval Time (Hours)	Avg. Resolution Time (Hours)
Add Listing	0	1	0	N/A	4.875
Delete Duplicate Listing	0	0	0	N/A	N/A
Optimize Listing	0	0	0	N/A	102.75