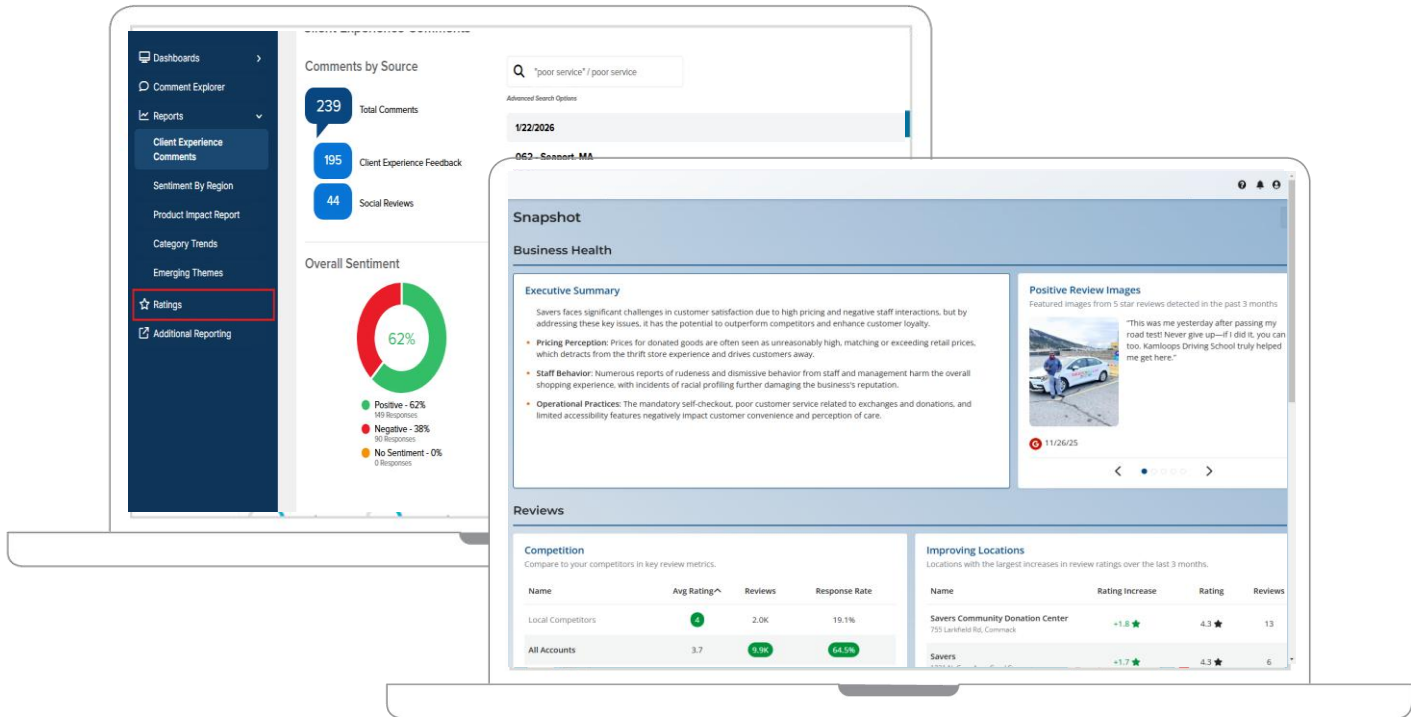


SMG RatingsTrack: Listen and respond to location-level ratings + reviews



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**

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)

The screenshot shows the 'Snapshot' page in the SMG RatingsTrack interface. The page is divided into three main sections: Business Health, Reviews, and Search. The Business Health section includes an Executive Summary and Positive Review Images. The Reviews section is partially visible at the bottom. The Search section is not shown. Callouts provide details about each section:

- Summarizes activity related to your business activity including your risk profile, positive and risky reviews with images, etc.** (Points to the Executive Summary)
- Displays up to 5 reviews with images from 5-star reviews that have been detected in the last 3 months** (Points to the Positive Review Images)
- Filter results by location** (Points to the location filter dropdown)

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

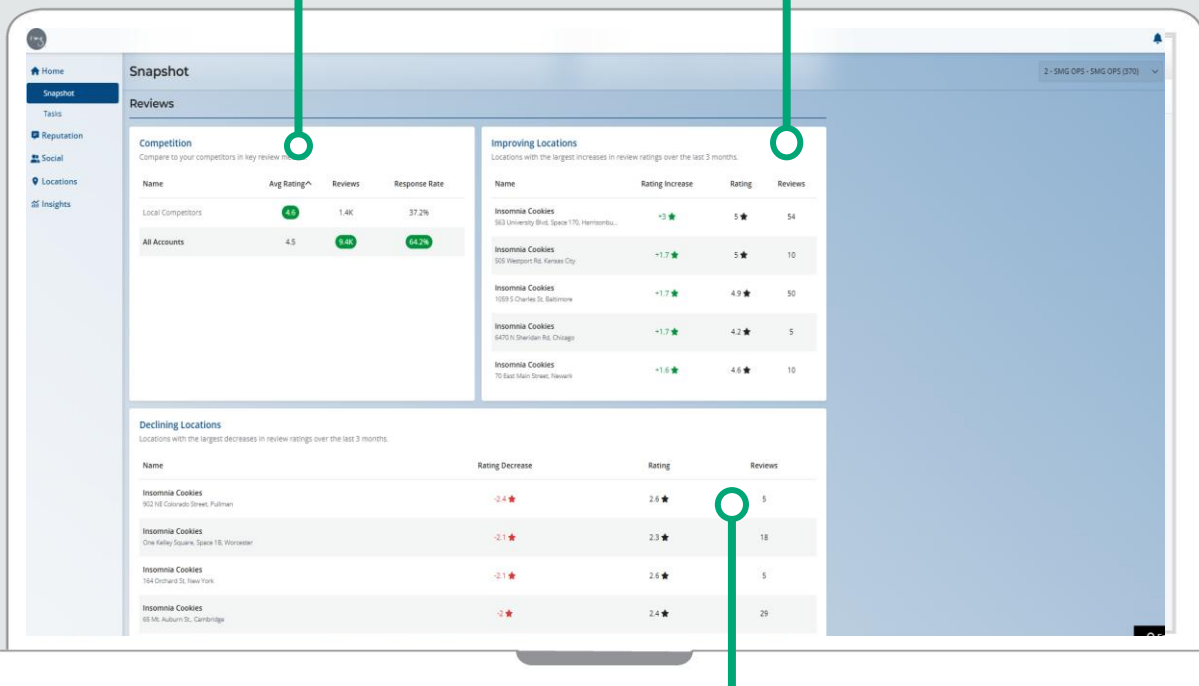
- Risk Profile
- Listings Presence and Accuracy
- Competitor Benchmarking

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.



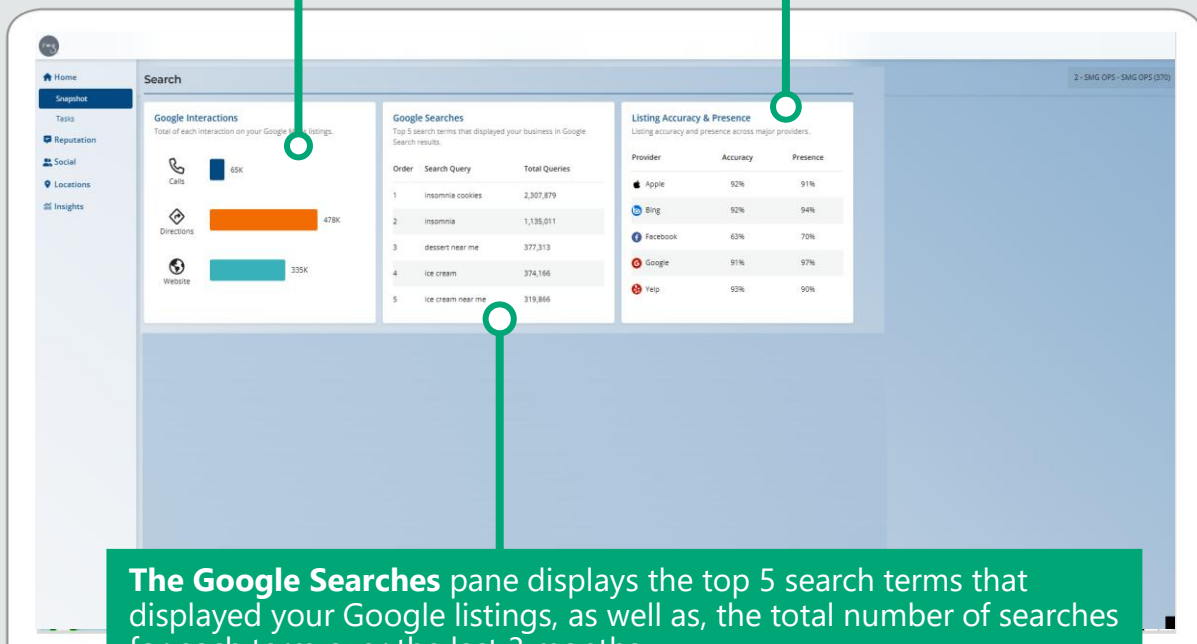
Declining Locations display the 5 locations that have declined based on star rating over the last 3 months.

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

Task Name	Status	Assignee	Priority	Created	Due
Respond to 5-star Yelp Review Respond to 5-star Yelp Review from Aimee G.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 5-star Yelp Review Respond to 5-star Yelp Review from Bill S.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 5-star Yelp Review Respond to 5-star Yelp Review from Lori Y.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 3-star Yelp Review Respond to 3-star Yelp Review from Ray L.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 5-star Yelp Review Respond to 5-star Yelp Review from Karina P.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 1-star Yelp Review Respond to 1-star Yelp Review from Alan J.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 5-star Yelp Review Respond to 5-star Yelp Review from Pamine D.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 2-star Yelp Review Respond to 2-star Yelp Review from Dave T.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 3-star Yelp Review Respond to 3-star Yelp Review from Mindy F.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 4-star Yelp Review Respond to 4-star Yelp Review from Amanda R.	Not Started	Unassigned	Medium	05/06/21	None
Respond to 5-star Yelp Review Respond to 5-star Yelp Review from Larry M.	Not Started	Unassigned	Medium	05/06/21	None

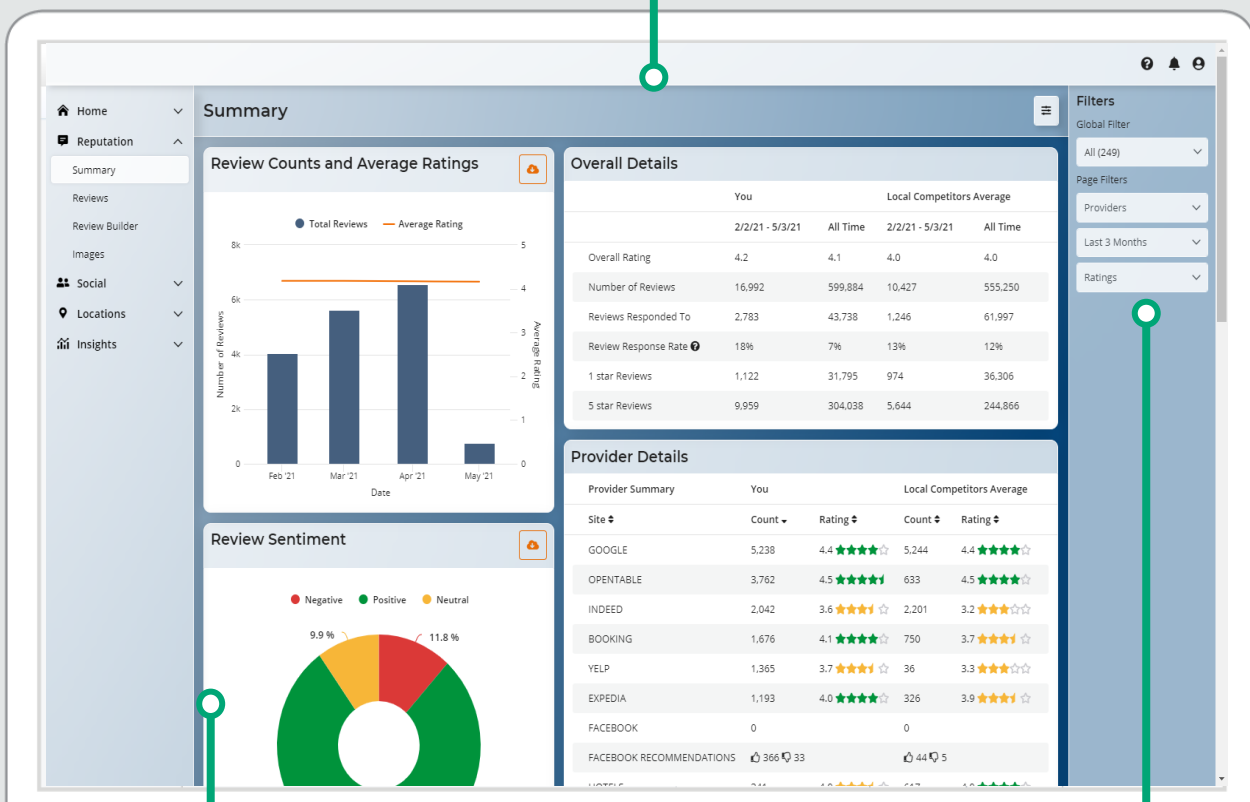
View a detailed Task list for a more granular look into tasks

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

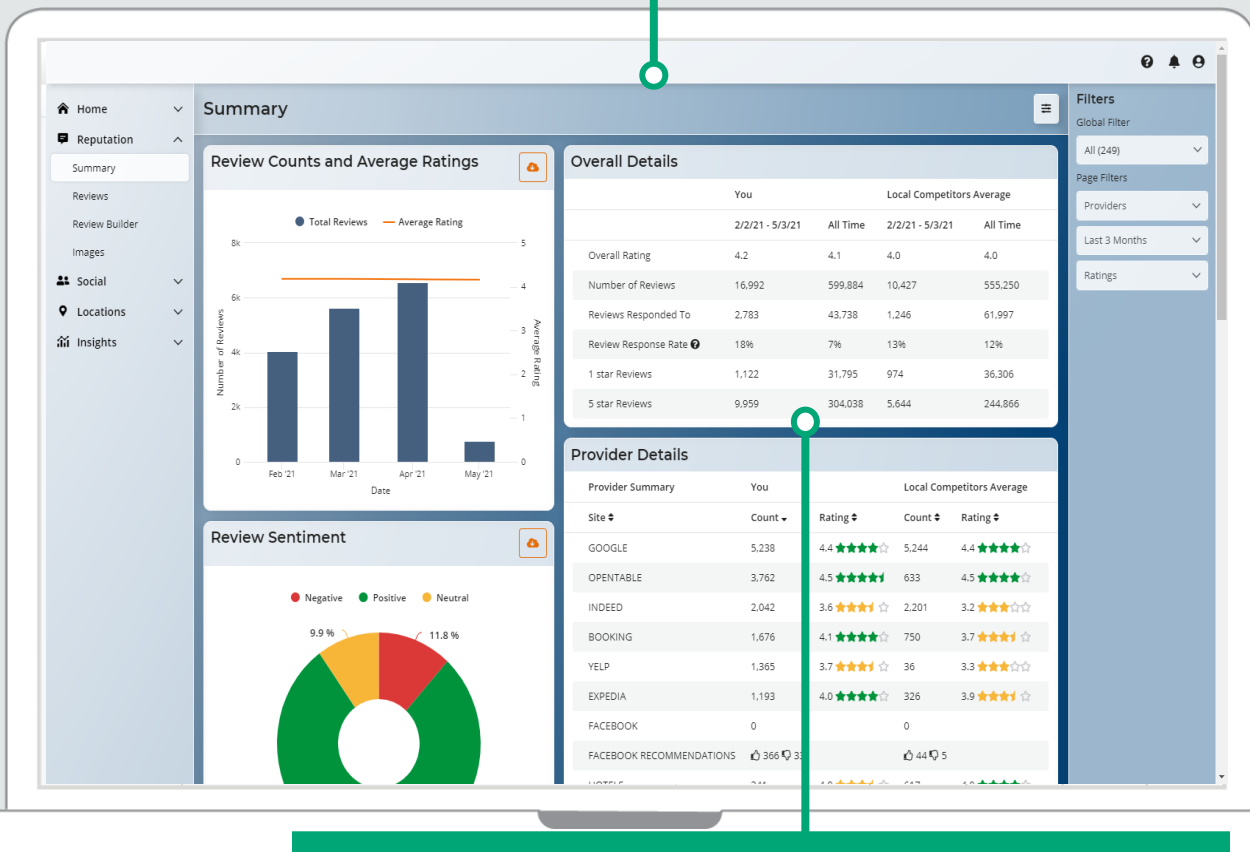
- 1. Date range:** Select a predefined quickdate or configure the date range you want to explore
- 2. Provider:** Choose the rating and review platform you'd like to sort by (i.e., Facebook, Yelp, Google)
- 3. Rating:** Investigate reviews tied to specific star ratings
- 4. Location:** Filter by location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

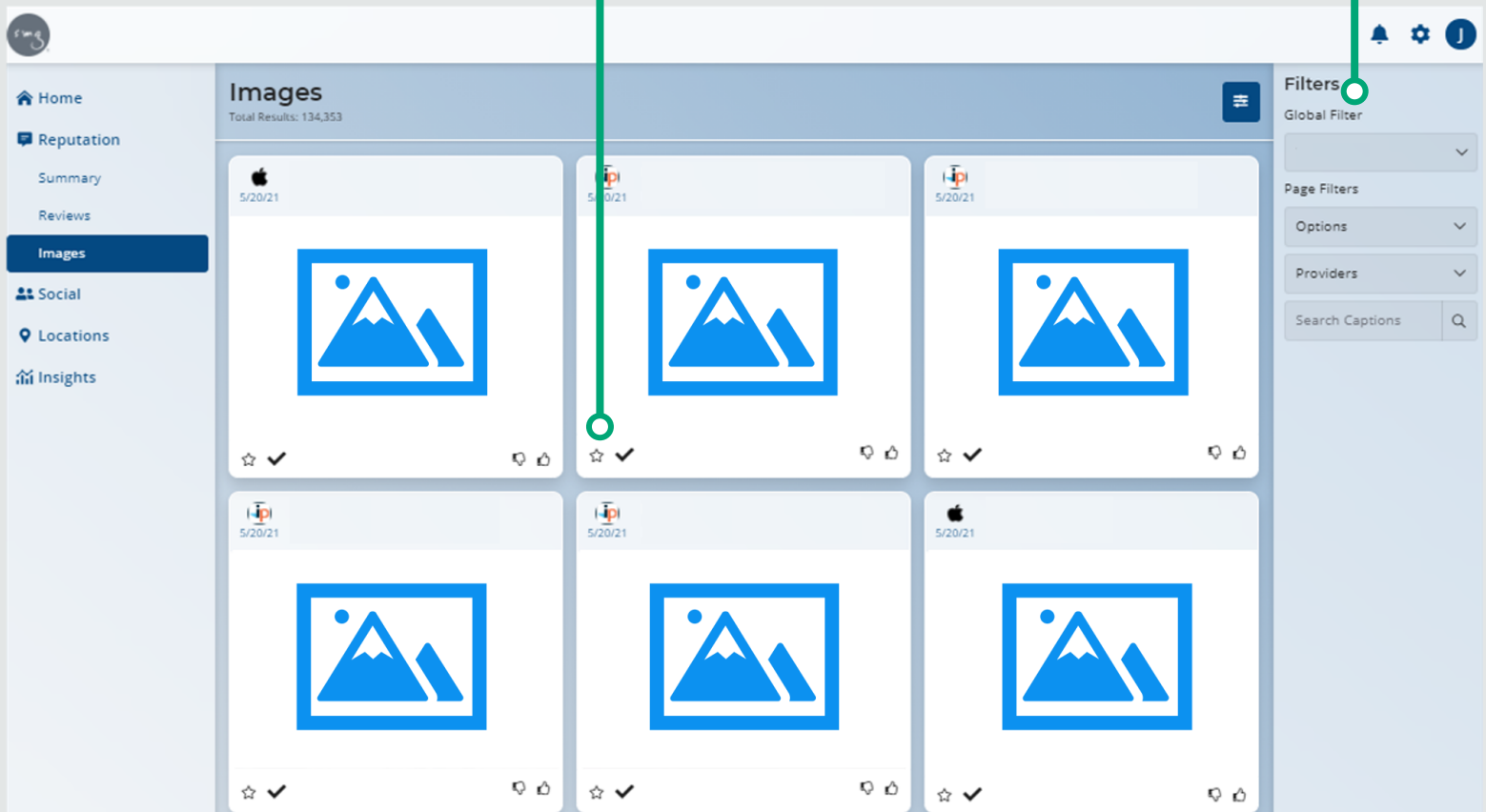
Images

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

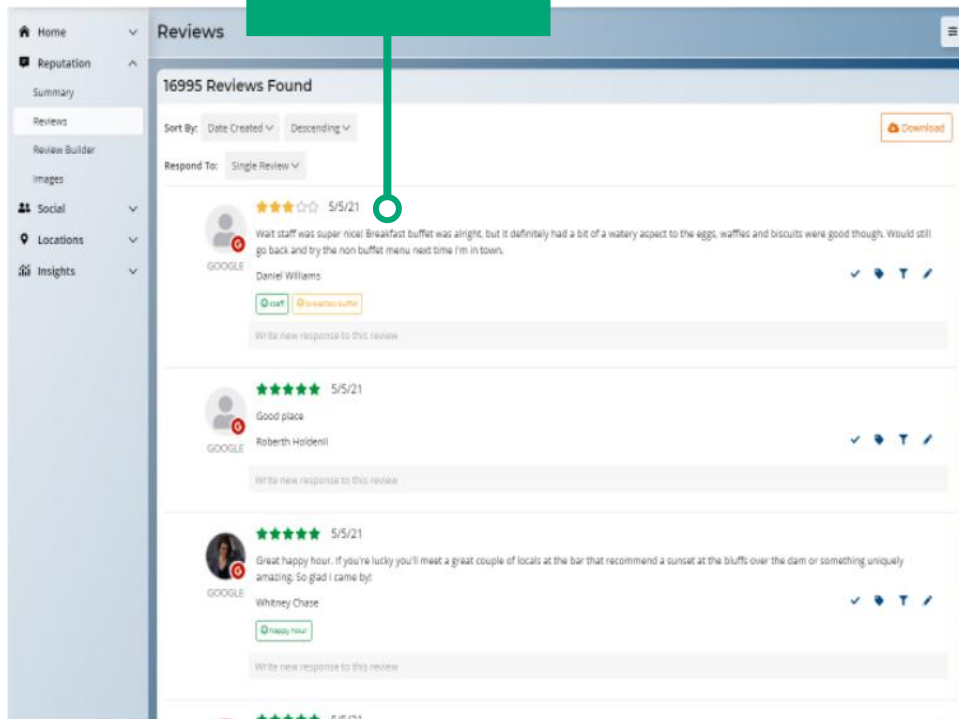


In-platform response capabilities

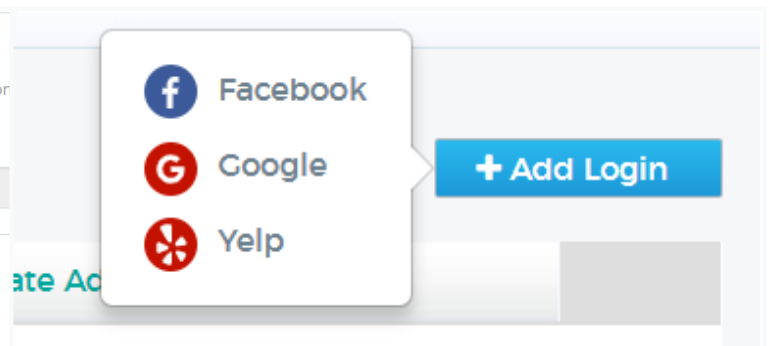
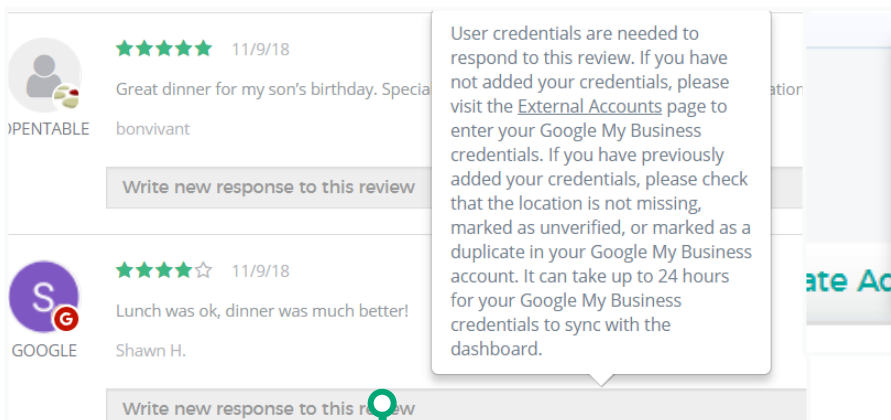
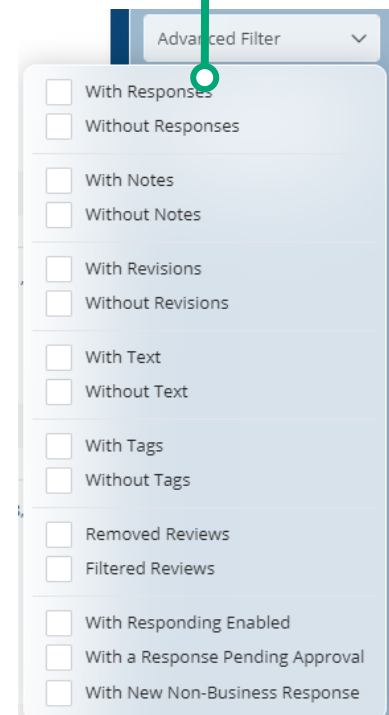
Read + respond to reviews within the platform.

Go to Reputation > Reviews

Read reviews for each location



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.



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 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*

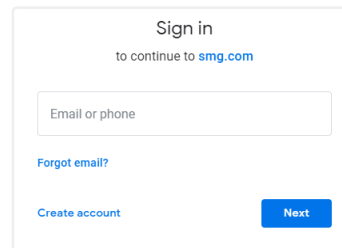
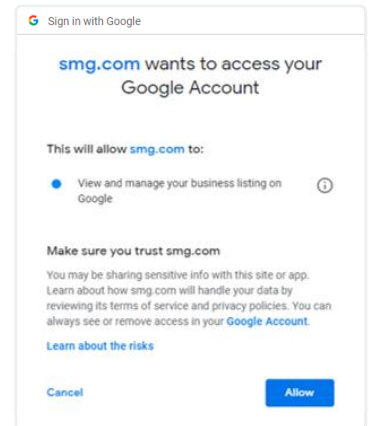
Log in to respond to Google, Facebook, and Yelp reviews

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.

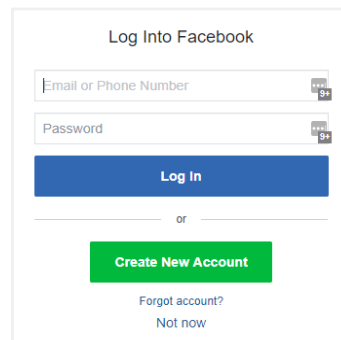
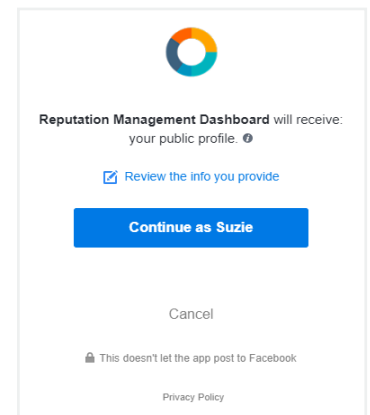
1 Google

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

A screenshot of the Google sign-in page. It says "Sign in to continue to smg.com". There is a text input field for "Email or phone", a link for "Forgot email?", a link for "Create account", and a blue "Next" button.A screenshot of the Google permission screen. It says "Sign in with Google" and "smg.com wants to access your Google Account". It lists permissions: "View and manage your business listing on Google". It includes a warning: "Make sure you trust smg.com. You may be sharing sensitive info with this site or app. Learn about how smg.com will handle your data by reviewing its terms of service and privacy policies. You can always see or remove access in your Google Account." There are links for "Learn about the risks", "Cancel", and an "Allow" button.

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.

A screenshot of the Facebook login page. It says "Log Into Facebook". There are input fields for "Email or Phone Number" and "Password", both with "See less" links. There is a blue "Log In" button, a link for "Forgot account?", a link for "Not now", and a green "Create New Account" button.A screenshot of the Facebook permission screen. It shows the Facebook logo and says "Reputation Management Dashboard will receive: your public profile." There is a checkbox for "Review the info you provide" which is checked. There is a blue "Continue as Suzie" button, a "Cancel" link, and a link for "Privacy Policy". A small warning says "This doesn't let the app post to Facebook".

3 Yelp

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

A screenshot of the Yelp "for Business Owners" login screen. It has a red header with the Yelp logo and "for Business Owners". The main text says "Grant Review Management Dashboard access to your Yelp for Business Owners account". There are input fields for "Email" and "Password", both with "See less" links. There is a link for "Forgot your password?", a red "Grant Access" button, and a footer that says "By logging in you agree to Yelp's Terms of Service and Privacy Policy."

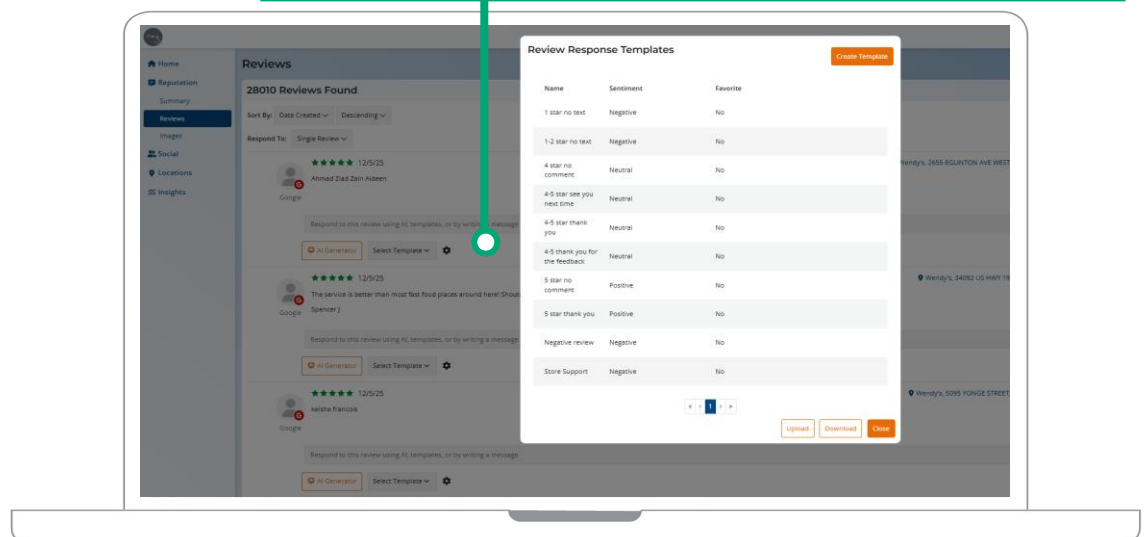
In-platform response capabilities

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:

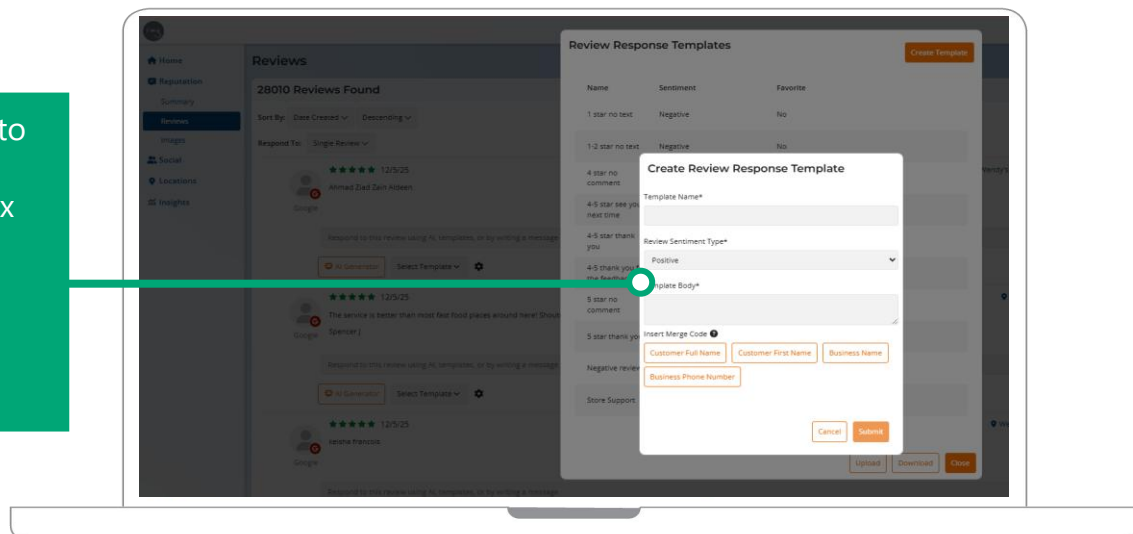
On the **Reputation > Reviews** page, select the **gear icon** to display the Review Response Templates dialog box



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

Enter the information required in the dialog box.

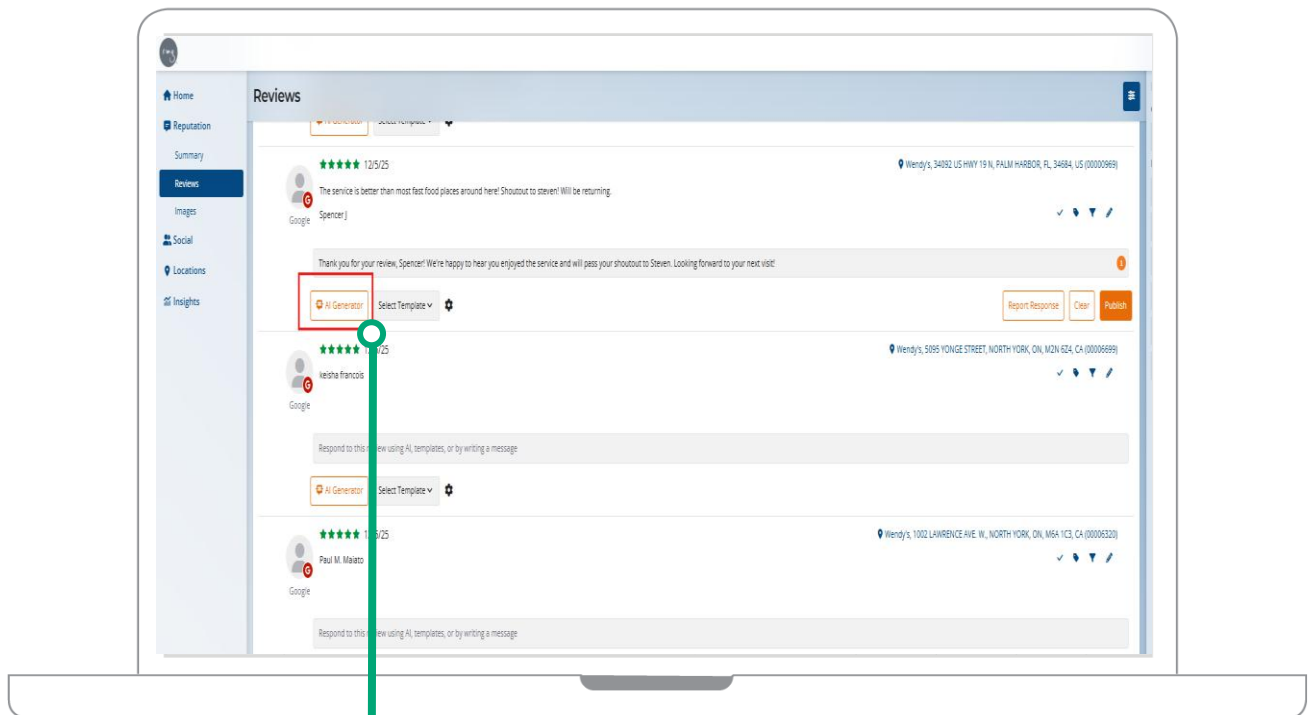
Click **SAVE**



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.

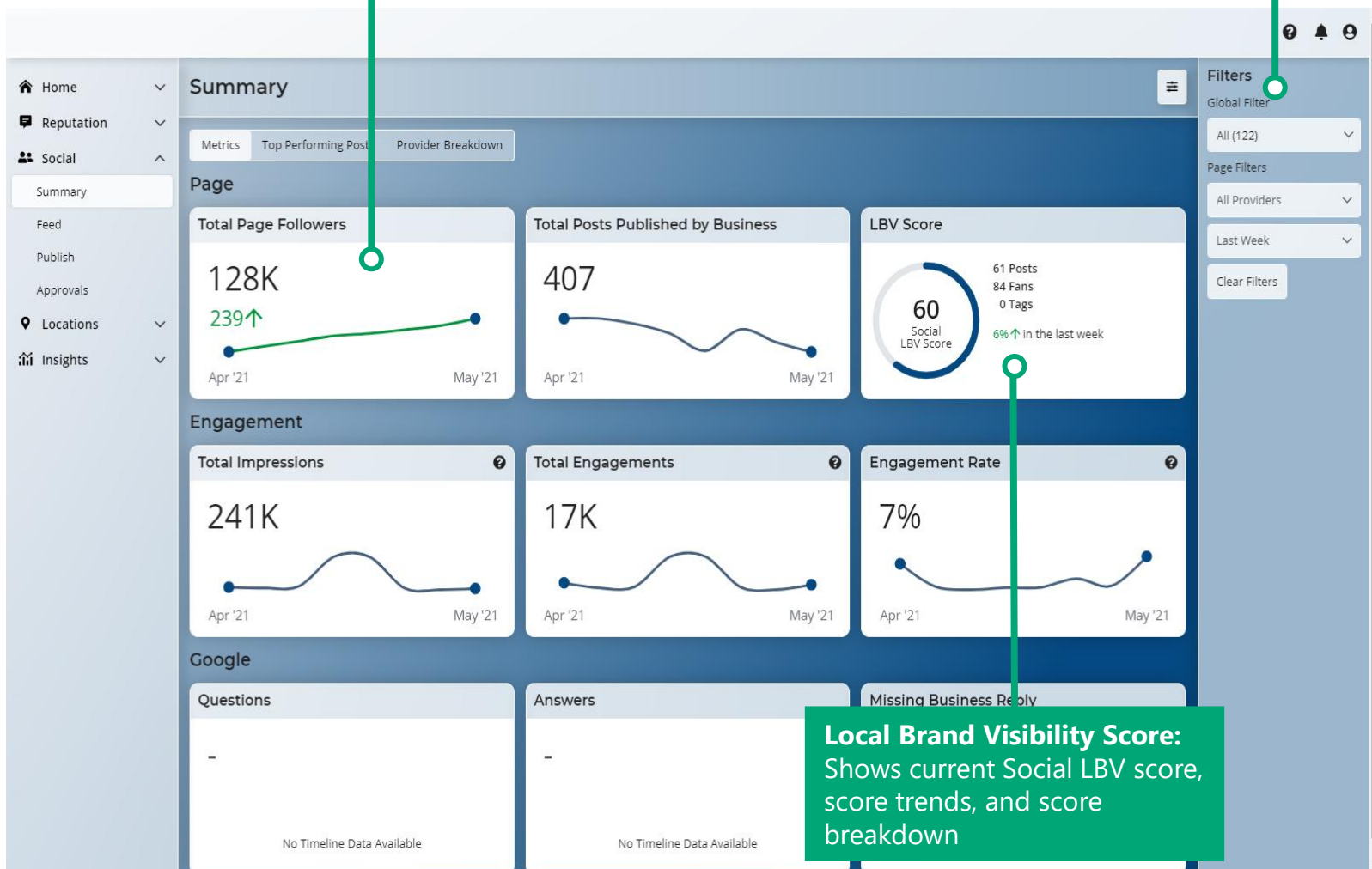
Social

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



Local Brand Visibility Score:
Shows current Social LBV score, score trends, and score breakdown

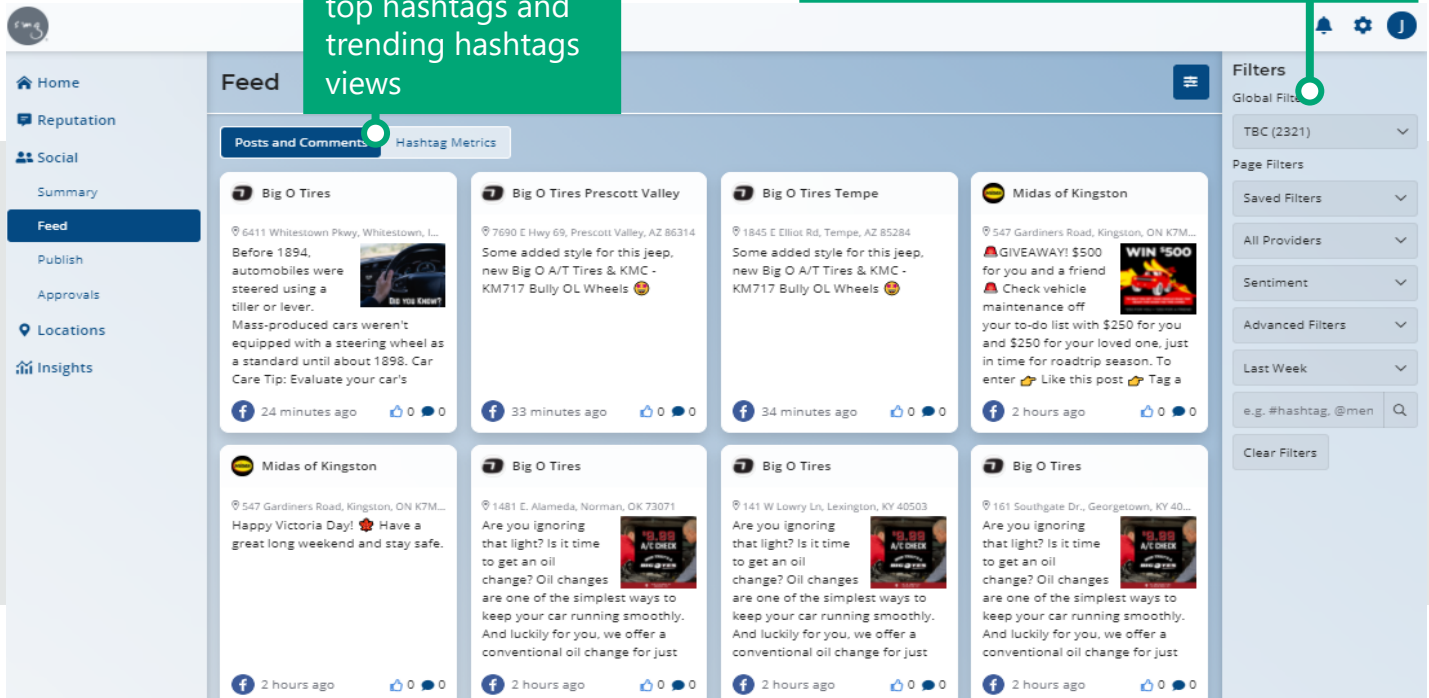
Social *continued*

View hashtag trends

Filter by:

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

Toggle between top hashtags and trending hashtags views

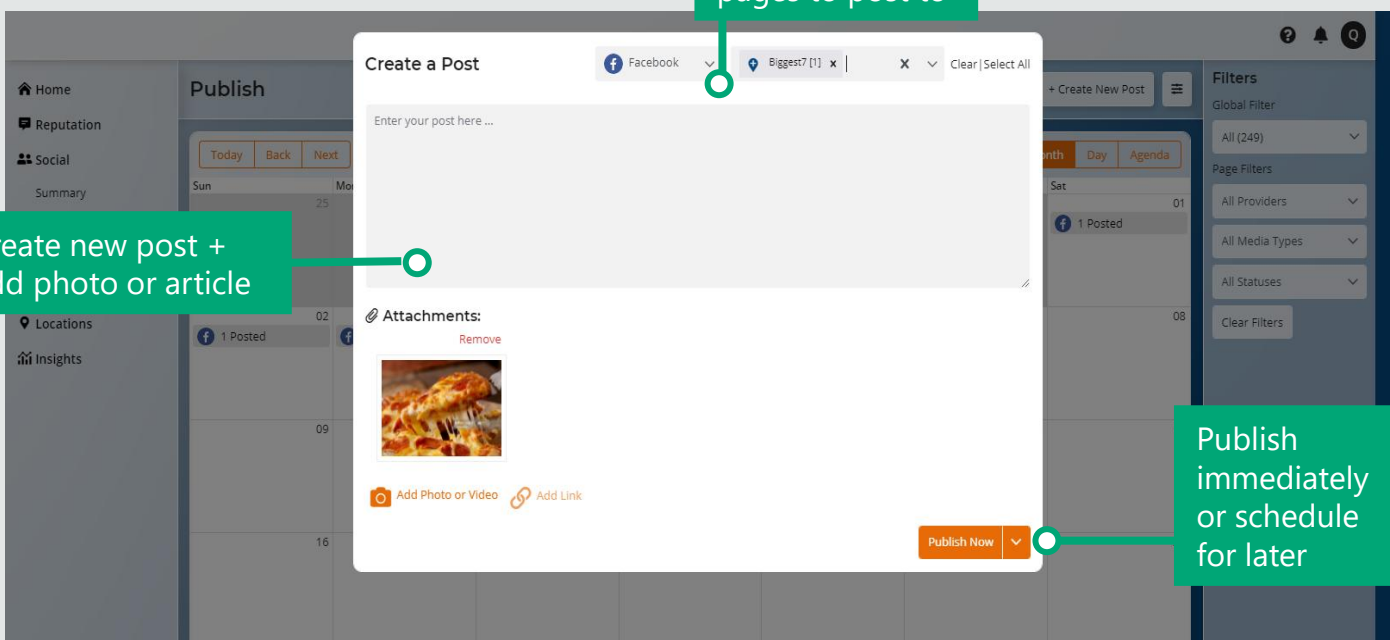


Publish content to social sites + pages

Select sites and pages to post to

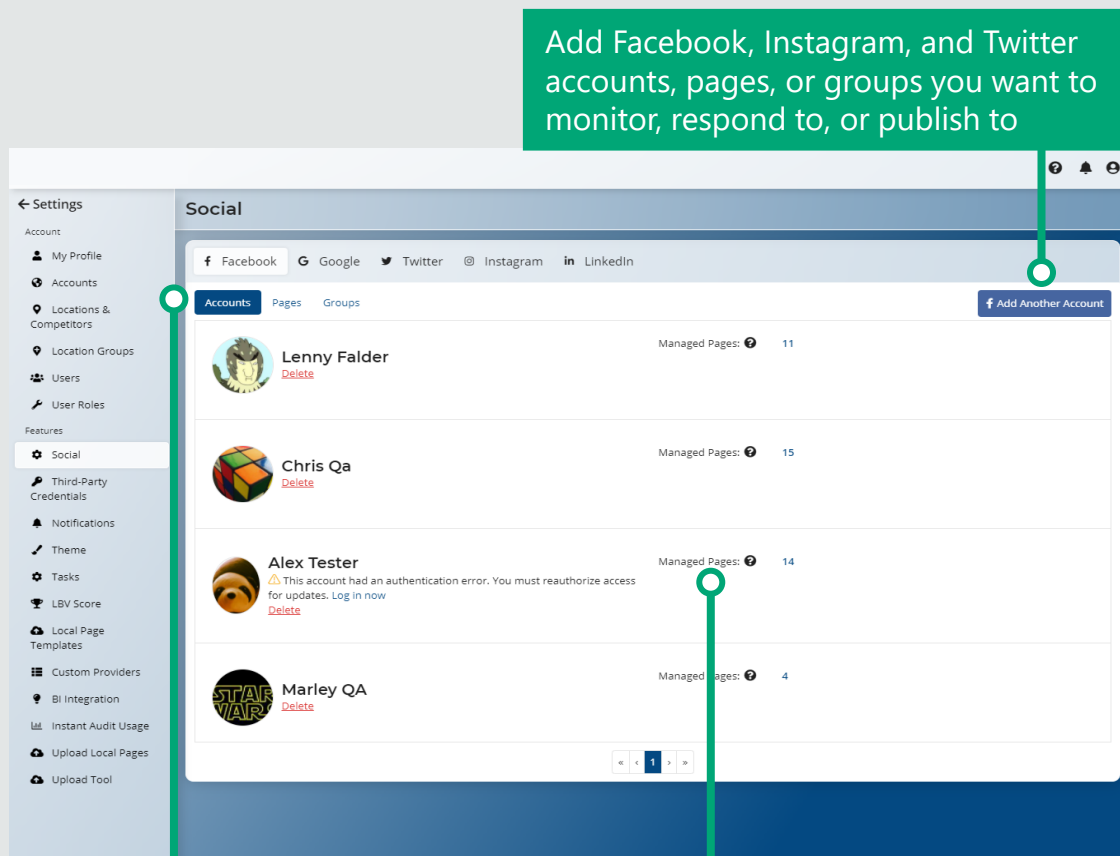
Create new post + add photo or article

Publish immediately or schedule for later



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

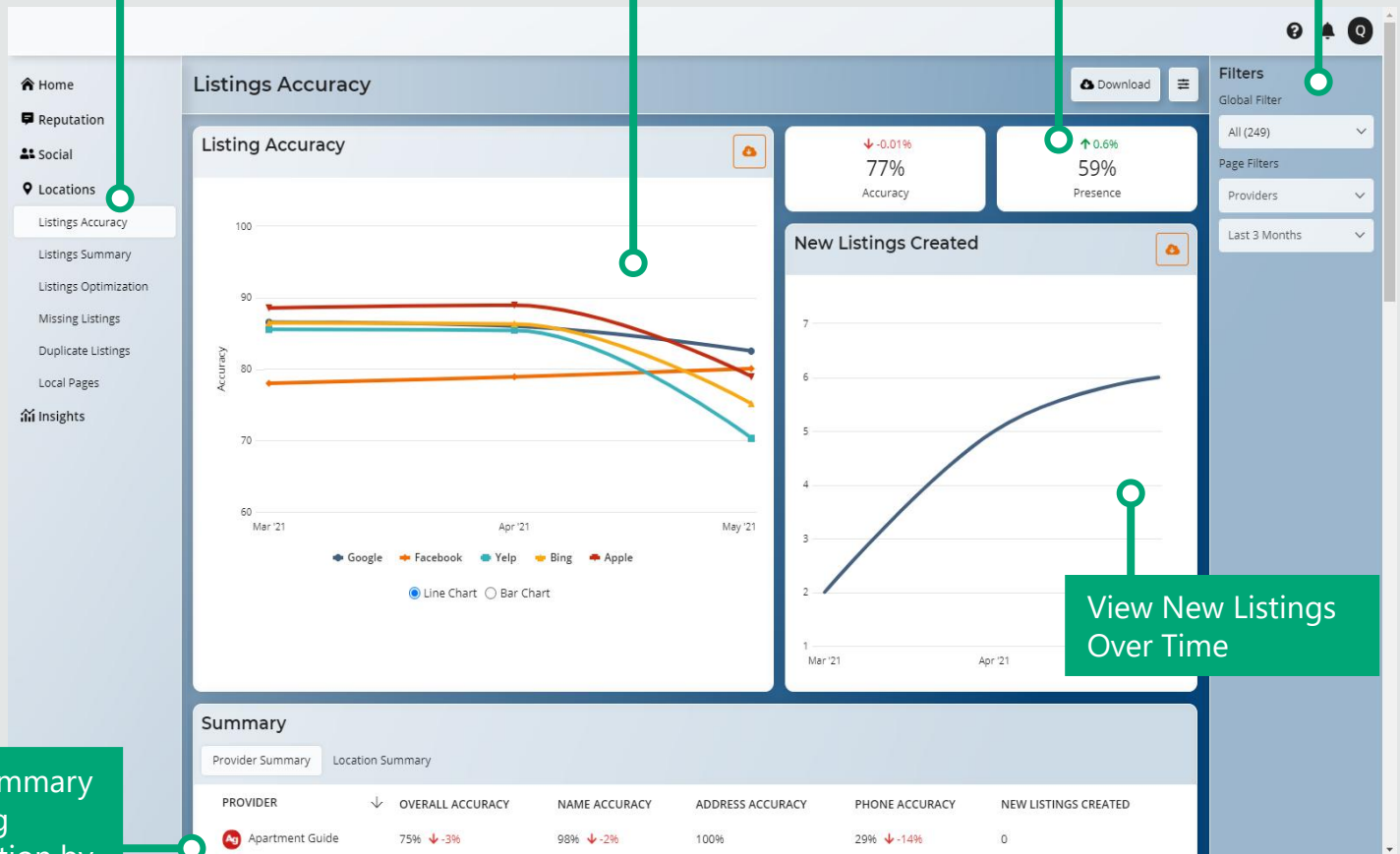
Click Report drop-down for access to:

- 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

Missing Listings

Either these locations are not listed on the corresponding sites, or the platform was unable to match the location. If not listed on the site, please contact the site directly to add your location to their database. If not matched, you can submit an existing listing/page url by selecting Edit/Add URL. It may take up to 24 hours for it to be reflected in all your reports.

Report [Download](#)

Provider ^	No Listing Found ^
Apple	10,328
Bing	2,004
Booking	17
Cargurus	28

Click boxes underneath the No Listing Found column and scroll down to see detailed results

31 Missing Listings

Provider ^

Bing
No Listing Found
[Notes](#) [Tasks](#) [Add URL](#)

Expected Listing [Edit Location](#)

Carl's Jr
MCAS YUMA BUILDING 965 MARINE AIR STATION
YUMA, AZ 85365
7603412992

Click the Add URL button to add provider URL(s) manually

View detailed results showing the expected listing

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

Click the Edit/Add URL link to edit/add provider URLs manually. Make the duplicate listing your primary listing for the provider or mark it "not mine"

View detailed results showing primary and duplicate listings for provider

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	Edit/Add URL	Expected 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		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

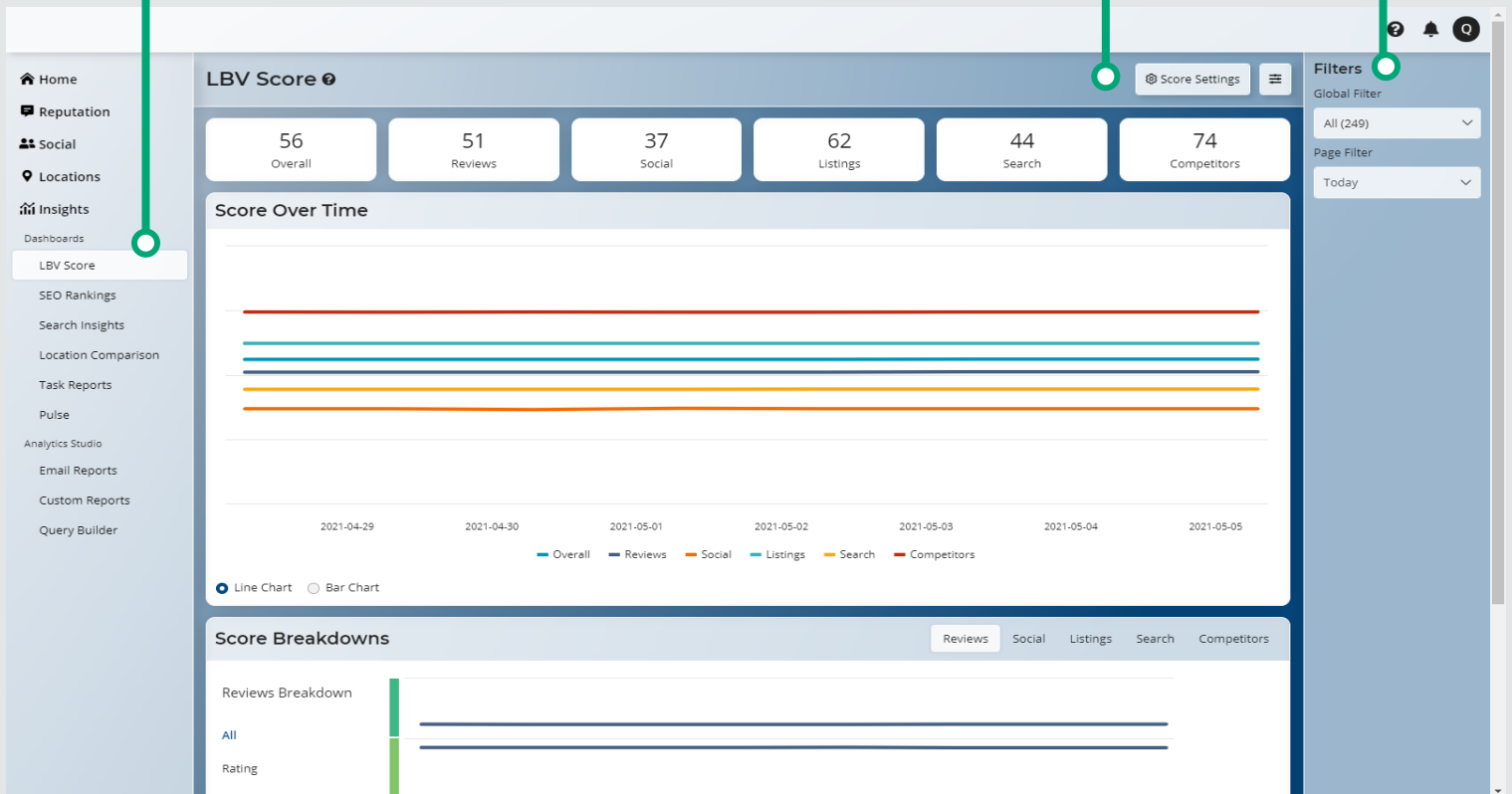
Track how you rank in search results

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

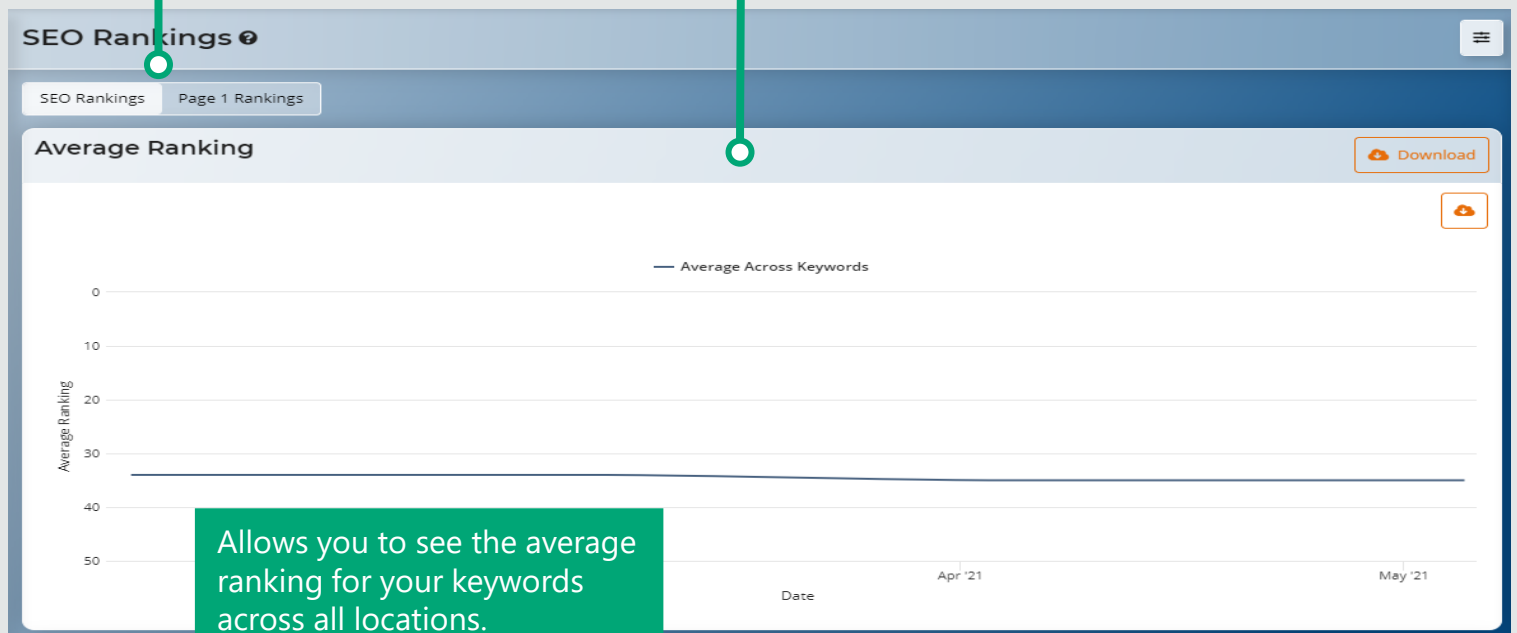
Filter results by Date Range and/or Location



Insights: SEO Ranking

Toggle between
SEO Rankings and
Page 1 Raking

View Keywords
across trends



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

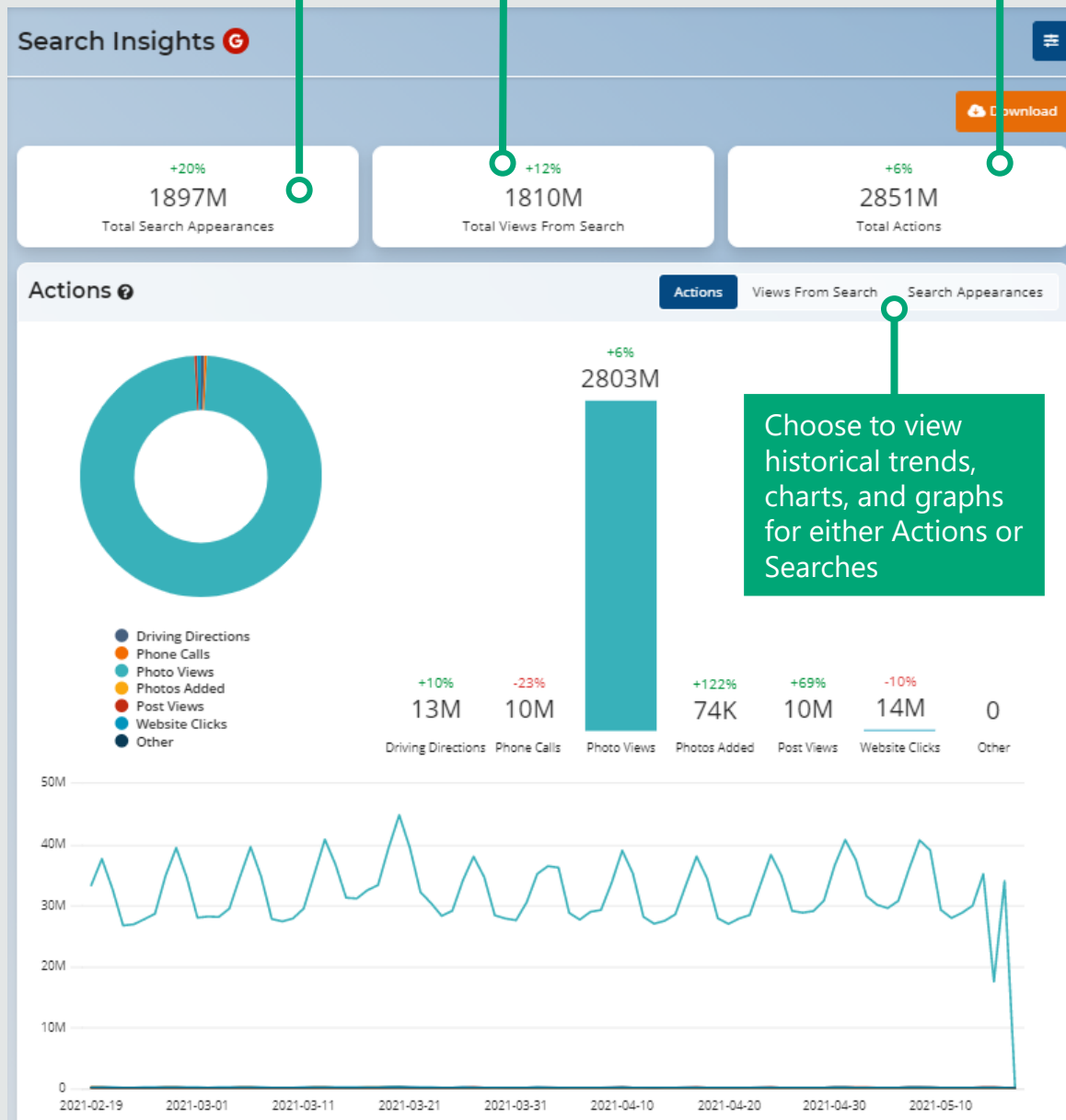
Insights: Search Insights

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

Track individual actions taken on Google or Yelp

View trends of actions taken

Track actions taken on your Google and Yelp Listings



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											
Reviews Social Pulse Search Insights LBV Scores By Location LBV Scores By Group											
Download											
Location	Rating		Facebook Recommendations		Review Count		Responded		Review Type		
	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	4	5	0 0	0 0	204	0	0/202	0/1	30 15%	29 14%	145 71%
London, GB WC2E 8HA GB											

See competitors' performance across all platforms

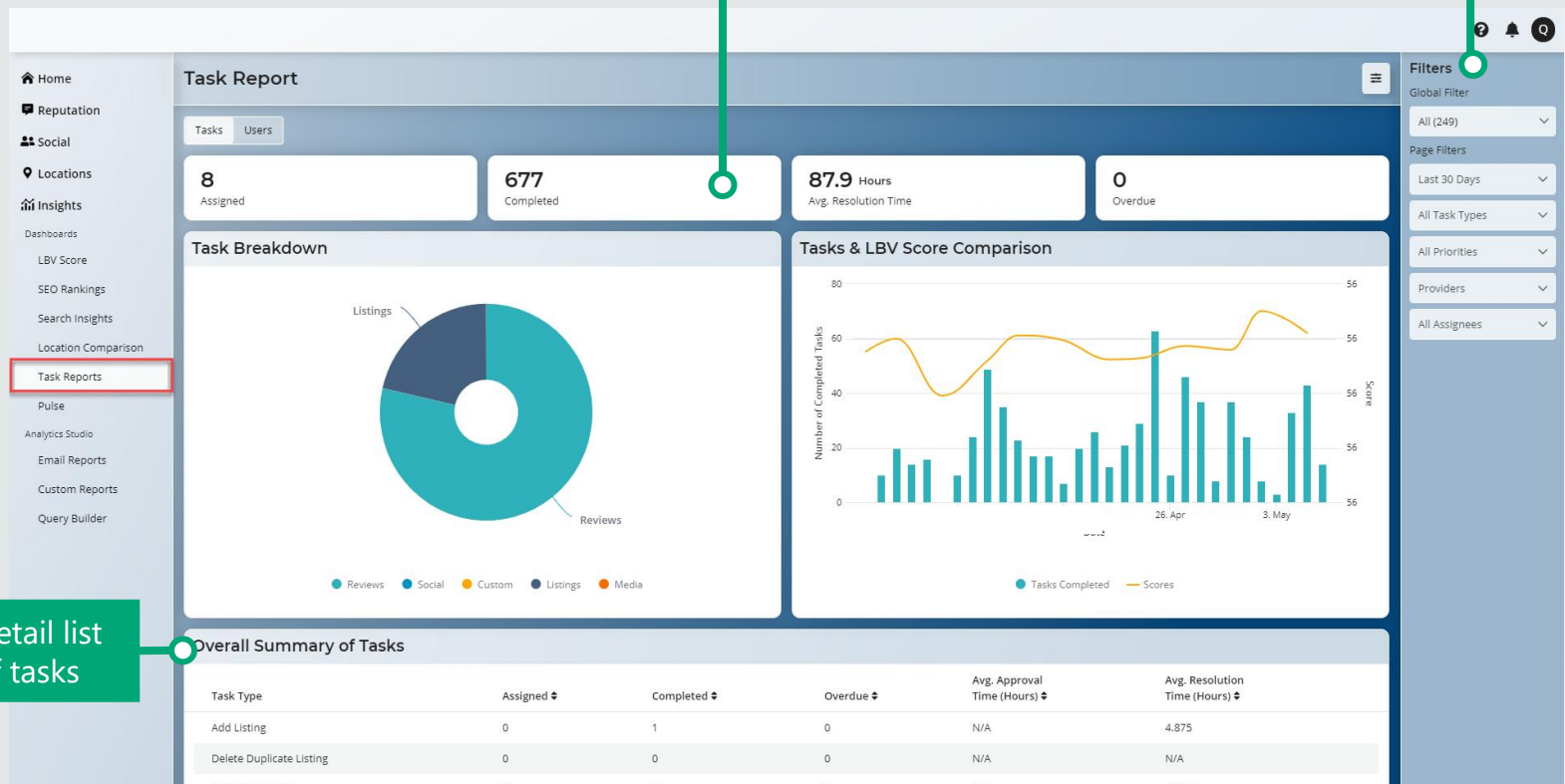
Task Report

Project management

High-level overview of the status of all your tasks

Filter tasks by

- Date
- Assignee
- Task Type
- Provider



Detail list of tasks