Reputation Score X

User Guide

Reputation

2025

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1 | Reputation Score X Overview

Reputation Score X Overview

Reputation Score X is a comprehensive index of business locations' digital presence, calculated for over 70 industries.

Reputation Score X is your one stop shop for insights into everything your customers say, feel, and hear about your business in one single metric. It identifies your strengths and weaknesses, providing actionable insights to compare with your competitors and ultimately improve your brand's online reputation.

This score calculates your business's performance across a variety of important online areas in visibility, engagement, and sentiment. Learn what impacts your score and why your business's performance is leading or trailing compared to peers in your industry.



The higher your Reputation Score is, the greater the likelihood you will stand out among search engines, map results, and on review sites—and that you are doing the right things to be seen and chosen by new consumers.

Reputation Score X shows your most recent score. Select custom date ranges in **Reports** to view historical score data. You can view results by location and custom filters. Certain charts also allow filtering by date range (last 30, 60, 90, or 365 days from the data generated date).

Components of a Reputation Score:

- Review Sentiment
- Review Volume
- Review Spread
- Review Recency
- Search Impression
- Review Response
- Listing Completeness
- Social Score
- Review Quality

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2 | Reputation Score Tab

Reputation Score Tab

The **Reputation Score** tab considers the market and industry trends. These factors allow you to benchmark your business and see how your business stacks up to other businesses regarding the industry average and best in class.

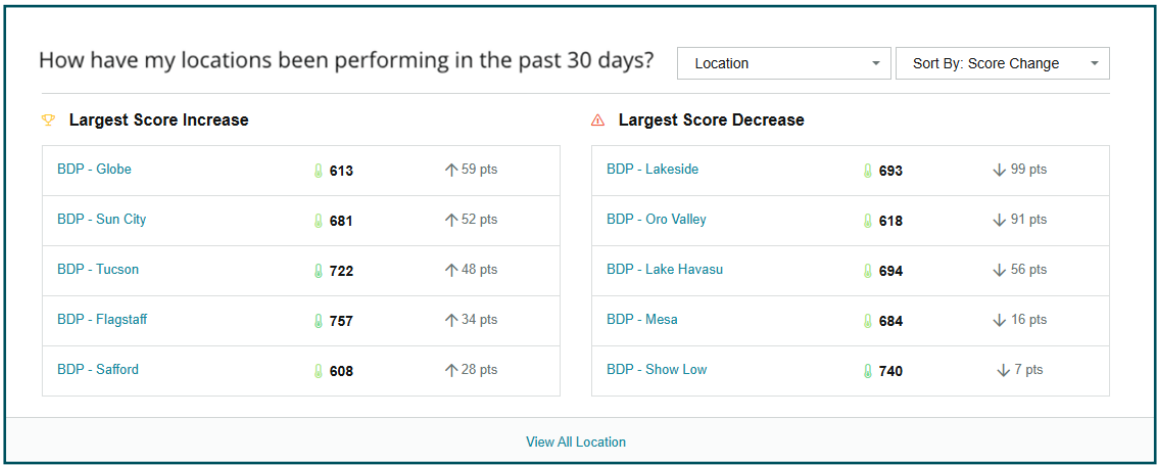
Reputation Score is calculated on a 1,000-point scale, where 1,000 is the highest possible rating on the scale and 100 is the lowest.



Location Insights

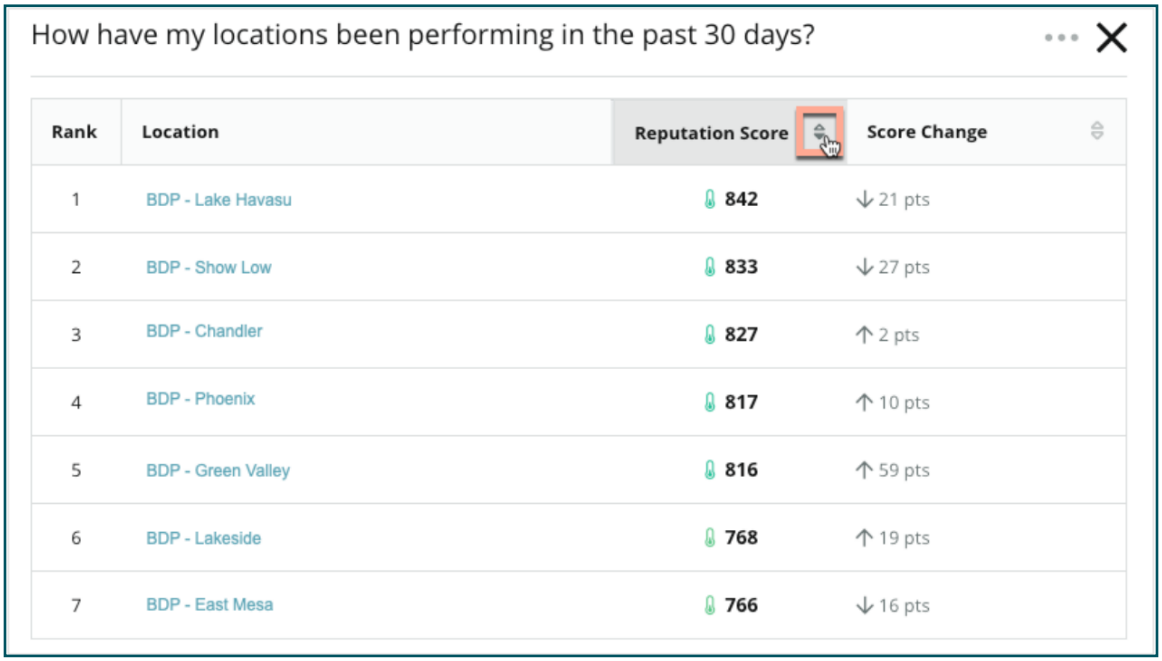
If you've selected more than one location in the filters, you can see a snapshot of how your locations have been performing over the last 30 days from the data generated date. View leading locations with high Reputation Scores, as well as trailing locations with low scores or large drops in their scores.

Click **View All Locations** at the bottom to see Reputation Score and score change data for each location you manage. If a location was newly added, insights may not appear immediately, as it takes a few days to begin populating.



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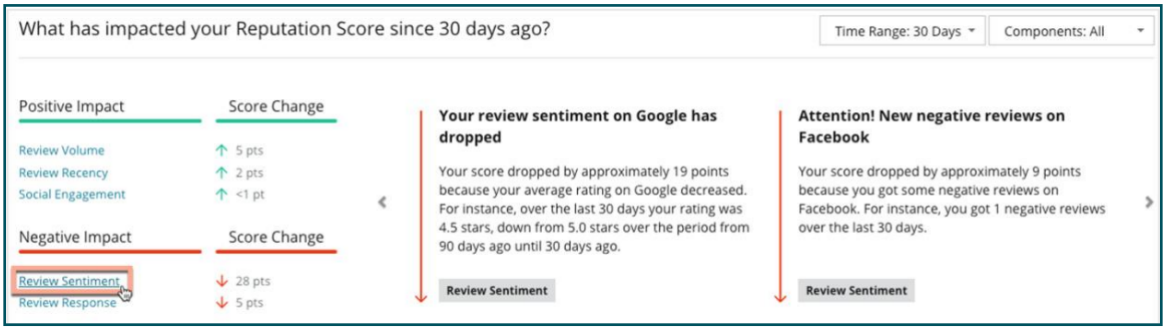
Locations are defaulted to rank by Reputation Score (high to low). Click the headers of Reputation Score or Score Change to sort locations by ascending or descending.



By Location

Select a location in your top line filters or click on any location in the Highest/Lowest chart to view what specifically impacted that location's Reputation Score. View up to three components for both positive and negative impact (ordered by score impact) in the selected time range. Filter by components to narrow your focus.

View specific insights per component. Insights explain why today's score changed from the score of 30 days (or whichever time range you have selected) ago. Click the arrows to scroll between insights (if available). Each insight is tagged with the component it will impact most. Click the component name or tag to view additional details about each component.



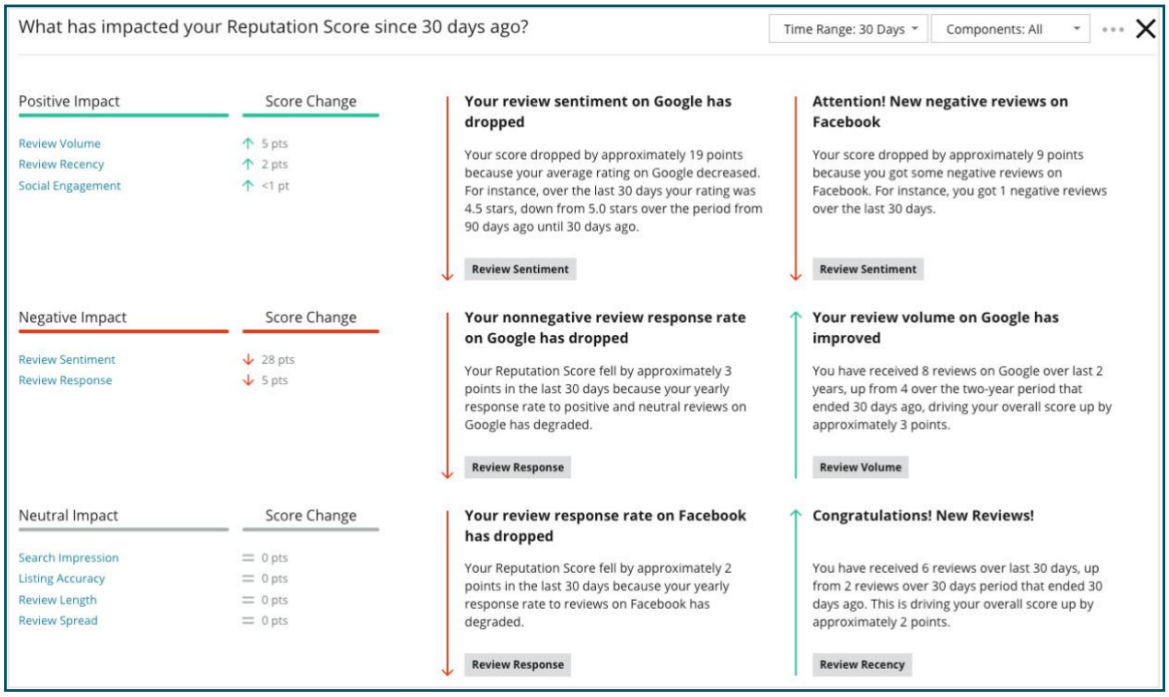
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View All Insights

From the location insights, click **View All Insights** to go one layer deeper and view positive, negative, and neutral impact from this location by time range and component.

View specific insights per component. Each insight is tagged with the component it will impact most.

Score change insights will not appear for locations newer than 30 days. These locations will instead see general insights on what is helping or hurting their current score. After locations have a Reputation Score for more than 30 days, score change insights will populate.



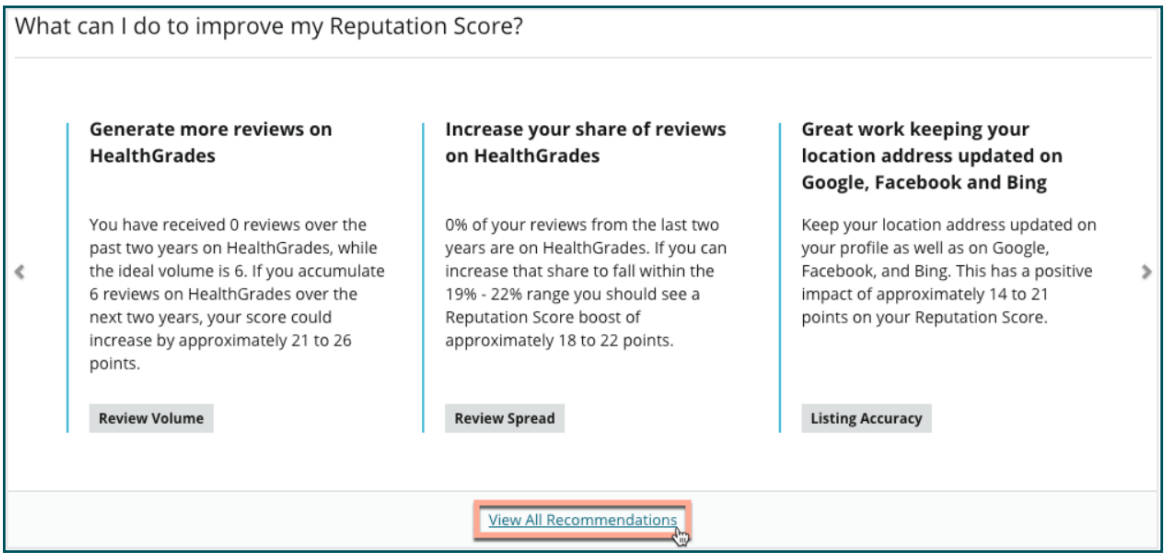
Note: Insights are shown when there is at least a 1-point impact toward the overall Reputation Score. If you do not see an insight for a specific component, the change in score was not significant enough to produce one.

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Recommendations for Improvement

View actionable recommendations to improve your location's Reputation Score, ordered by highest to lowest impact. Understand by approximately how many points suggested improvements can impact your score. Each recommendation is tagged with the component it will impact most.

Click the component tag to view additional details about each component. Click the arrows to scroll between recommendations. To see all recommendations on the same page, click **View All Recommendations**.



Note: This chart is only available when you have one location selected. If you have selected two or more locations in the filters, this chart will not be available.

Trend Comparison Over Time

Monitor how your Reputation Score is trending over time compared to the industry average and best in class. View results by date range (last 30, 60, 90, or 365 days from the data generated date). Hover over the chart to view Reputation Score data for a specific day.

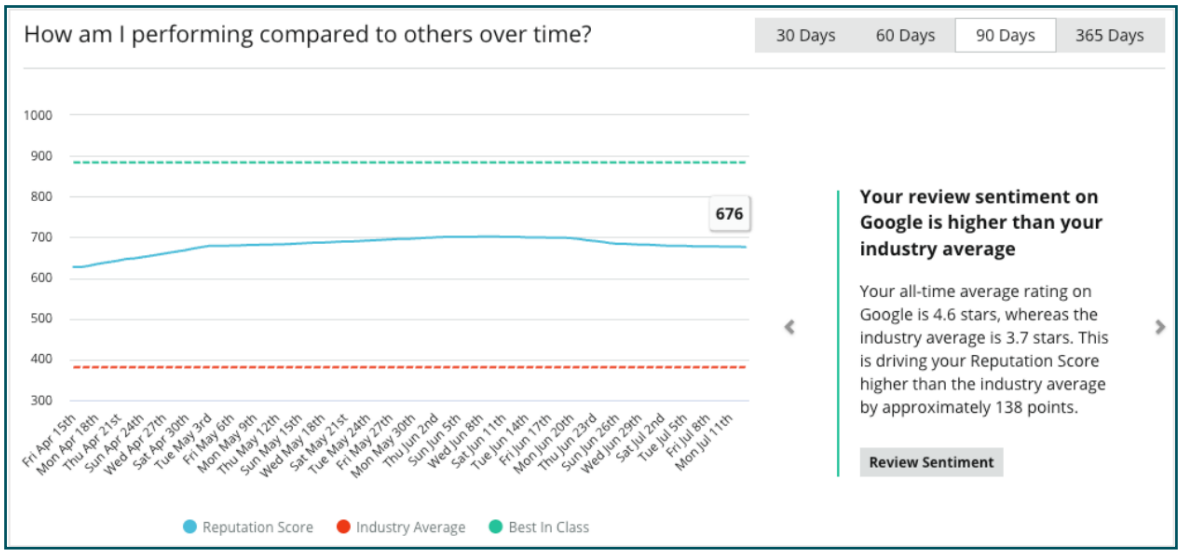
One Location Selected

Insights explain the difference between today's Reputation Score for your location and today's industry average score. Click the arrows to scroll between insights. Each insight is tagged with the component it will impact most.

Click the component tag to view additional details about each component. To see all insights on the same page, click **View All Comparative Insights**.

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Insights are shown when a score sub-component (e.g., Google star average) experiences at least a 1-point change in your location's score. If you do not see an insight for a specific component, the change in score was not significant enough to produce one.



View trend comparisons with or without individual location insights by adjusting the filters.

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3 | Components Tab

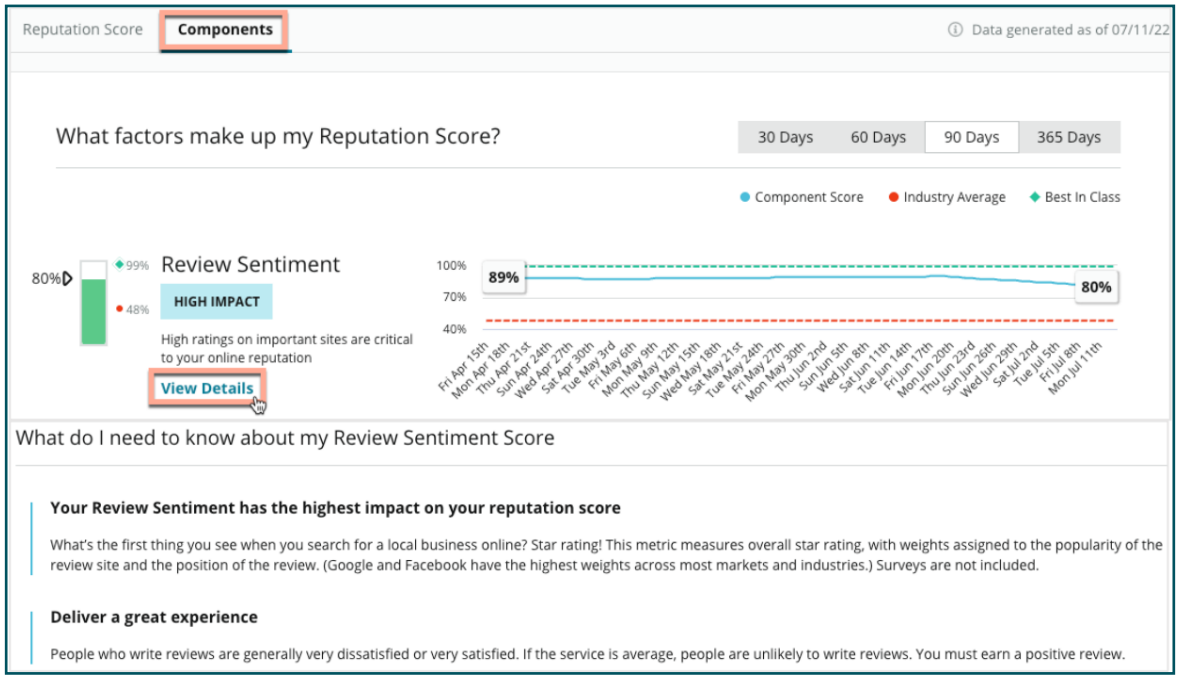
Components Tab

Improve your Reputation Score by analyzing nine key components (two additional components are available for automotive dealers). Components are ordered in the platform by those with the highest impact to the lowest. For each one, compare the score against the industry standard and best in class, as well as see each score as a trend over time.

View results by date range (last 30, 60, 90, or 365 days from the data generated date).

Hover over each chart to view the component's score for a specific day.

Click **View Details** under each component to learn more about that specific component, including tips to improve and links to additional resources.



Note: The **View Details** page shows component-specific insights if one location is selected. Insights are not available if two or more locations are selected.

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Learn about your Reputation Score by taking a deep dive into each of the following components:

1 Review Sentiment

What's the first thing you see when you search for a local business online? The review sentiment or star average! This metric measures overall sentiment of your reviews over all important sources. Surveys are not included.

- Google and Facebook have the highest weights across most markets and industries.
- Deliver a great experience! People who write reviews are generally very dissatisfied or very satisfied. If the service is average, people are unlikely to write reviews.
- You must earn a positive review.

2 Review Volume

The next thing you might look for after searching for a business is the number of reviews that went into that star average. You'll trust a star average with 1,000 reviews over 5 reviews. This metric measures the total number of reviews across important online review sites. A location needs to have a minimum quantity of reviews on each relevant review site to score highly on volume.

- Actively request reviews from customers using tools like the Reputation mobile app.
- Explain that you are striving to deliver the best service and that you feel proud and motivated when you hear positive feedback from customers.

3 Review Spread

Google and Facebook are most important, but you must also have a review presence on a variety of sites. Businesses with reviews across a variety of popular review sites score more favorably than those with reviews concentrated on just one or two sites.

- Our request templates take into account review spread, which is why we recommend using Reputation site-inserted links as opposed to manual to ensure you're asking across the sites that have the most impact on your score.

4 Review Recency

Next, look to see the date of the reviews. If no reviews were left in the last few months, you might wonder if the business is no longer open or relevant (best practice is to have reviews newer than 3 months).

- Request reviews regularly. Using an integration, you can even automate review requests after each customer transaction.
- Reviews posted most recently are weighted more heavily in calculating the star average.

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5 Search Impression

When you search for a local business (name and zip code, address, or city/state), what are the first few search results? If your location's web page is near the top of the search results (top 10 blue links on page 1) and the Google Business Profile (GBP) Knowledge Panel appears, you'll get a high score here. Additionally, when you search for an industry "near me," the score increases if your location shows up in the top 10 search results or Local Pack.

- Using a widget to generate your own star rating on your website can lift your page higher in search results.
- Ensure that your GBP is complete and that your business category is correct in your location profile.
- If you need assistance updating your website, consider exploring our SEO optimized Pages and Locator solutions.

6 Review Response

Consumers need to see responses that are courteous and that offer direct methods of contacting them. Even a negative review is often looked at more favorably if the business responded.

- Strive to respond to all reviews, but best practice is to respond to 100% of negative reviews and at least 20% of positive reviews.
- Increasing your response rate is something you can do immediately to improve your online reputation. (Let us help you with managed responses by contacting our Premium Paid Services team.)
- If you're managing responses on your own, use the macros as a starting point so you can respond quickly while still adding variety.

Note: Some sources do not allow responding to reviews. These sources are excluded from the score calculations.

7 Listing Completeness

Does the listing information include your hours and contact information?

How about photos, appointment links, Q&A, etc?

- The completeness of this information is especially important when consumers are performing "near me" searches. Correcting business listing information is an easy, immediate action you can take to improve reputation.

Note: The Reputation platform collects data for listing completeness twice each month for connected sources.

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8 Social Score

Do you actively post to your social media channels? Businesses that are active on social media tend to convert more researchers into customers.

- Regularly post content on social channels and respond to comments within 24–48 hours.

> **Note**: Only publicly available social data will be included in calculating the Reputation Score of your location and brand.

9 Review Quality

Which review has more impact to you: “It was great” or “Tim was amazing and explained all my financing options. He made me feel like family!”

- Reviews with 2–3 sentences will typically contain more valuable feedback than shorter reviews with more generic statements.
- Although a reviewer’s length and quality are not anything you can necessarily control, it influences a potential consumer’s perception of your business and their likelihood of trusting the review. Try asking customers to leave two or more sentences if requesting face-to-face.

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4 | Troubleshooting FAQs

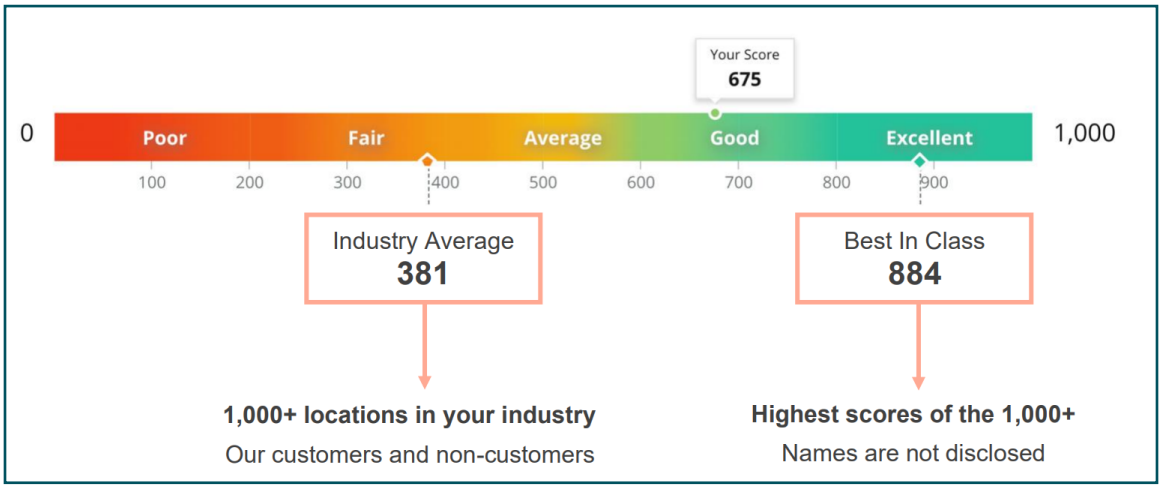
Troubleshooting FAQs

Here are common scenarios for troubleshooting Reputation Score.

Who are the businesses that I'm compared against in "Industry Average," and how do I find out their scores?

To calculate industry benchmarks, our algorithm selects a representative sample of over 1,000 locations in your industry (Reputation.com customers and non-customers). We calculate an average score across all locations in the sample.

We also take the locations with the highest reputation in that sample (typically top 1%) and create an average score of those. That average is the best-in-class benchmark for that industry.



Note: We can't disclose who the businesses are or what their scores are. If you're interested in those metrics, consider our Competitive Reporting options.

Are the Industry Standard/Best in Class scores specific to region or location?

Your score, as a whole, is industry and region specific (national). For example, the scoring algorithm differs between OEM businesses in the U.K. vs. retail businesses in the U.S.

The industry standard and best-in-class use the same scoring algorithm. However, those scores are not broken down further for location-by-location comparison. If you know that locations in SW Arizona typically do better than NW Arizona, you'll still compare them both to the national benchmarks for comparison.

Note: User locale settings are not considered in calculations or benchmarks. However, the country associated with each location in the platform is considered.

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I got 20% more reviews this quarter. Why isn't my score increasing?

The score reflects a 30-day rolling average (see below for further information), so day-to-day fluctuations won't be as noticeable.

Where did those "new" reviews come from? If the positive reviews were all on Facebook, while you got three negative reviews on Google, the Google reviews are always going to have a bigger impact. Not all review sites are treated equally.

The higher score that you get, the harder it is to improve. Improvement is measured in much smaller, incremental changes as you near a perfect score.

Suggested Yearly Target Gains for Score Brackets	
100–50%	500–8%
200–30%	600–4%
300–20%	700–0%
400–13%	

What does 30-day "rolling" average mean?

The 30-day rolling average is based on Reputation calculations which return internal daily scores. Subsequently, your in-platform daily score is an average of said internal scores from the previous 30 days.

For example:

- Today is May 1. The Reputation Score shown is the average of the Reputation Scores from April 1–May 1.
- If you go back and look at what your score was on February 1, the score is an average of the Reputation Score from January 2–31.

How long does it take for new reviews to reflect in my Reputation Score?

When an event happens, such as a new customer review, it takes two days before the new review starts counting towards your score. It takes another 30 days before you see the full impact of that event on your score as the Reputation Score is calculated as a 30-day rolling average.

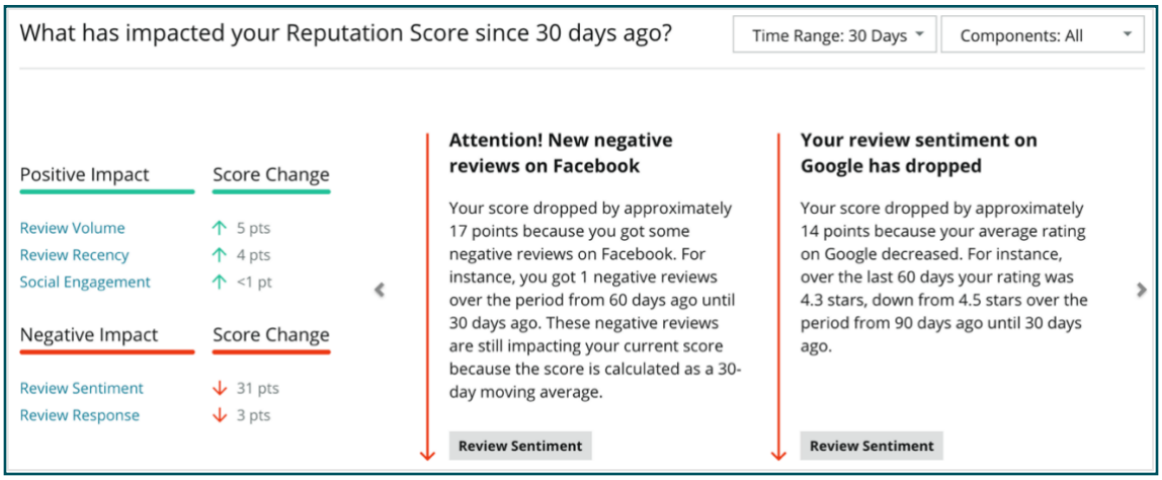
Why did my score go down?

The best method of discovering the reason for a score decline is to go to Reputation Score X and view insights broken down by components and their sub-metrics from a 30-, 60-, or 90-day comparison.

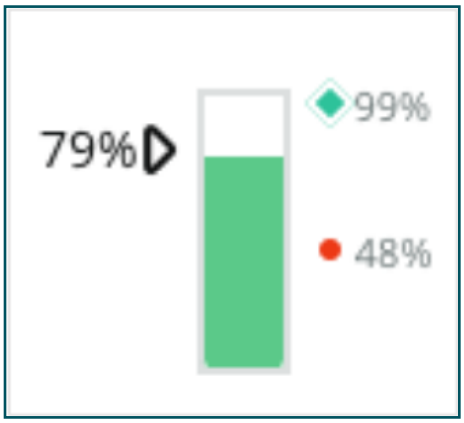
The most common reasons include (but are not limited to) a recent dip in the number of reviews on Google, a spike in negative reviews on Google, or a decline in response rate. Go to the **Reviews** tab and look at the Sentiment Trend for Google.

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Also look at the Responded Reviews chart to look for a dip over the last quarter (blue). Respond as soon as you can—especially to Google reviews. Negative reviews from Google that are unresponded hurt the most to the review response score.



What do the percentages mean on each thermometer?



The percentage of each component is your component score. Component scores range from 0–100% and the color goes from red to green—the more red the thermometer, the more attention it requires. Percentages are there for you to quickly identify which components require the most attention.

The percentages are assigned based on our algorithm. Although we don't provide the algorithm, we show you where each component lands on a scale (with 100% being perfect) so that you have a consistent measurement across all areas.

Why doesn't my location have a Reputation Score?

The lead causes for this include the following:

- The location is too new: Scores can take a few days to begin population.
- The time window is incorrect: Scores are calculated only after the location has been created.
- Limited data sources: Locations need connect associated sites for a minimum threshold of important sites in order to calculate scores.

I have a location for corporate headquarters and store locations. How do I disable Reputation Score for the headquarters?

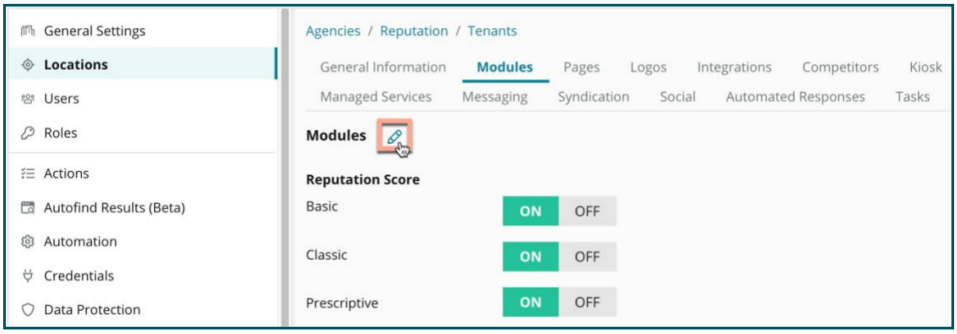
If you have different types of locations, you may want to disable Reputation Score for one type or another. For example, if you have a corporate headquarters and several restaurant locations and only want insights into the restaurants' scores, disable the corporate headquarters.

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1. Click **Admin** and then choose **Locations**.
2. Choose the location for which you would like to disable Reputation Score.
3. Click **Modules**.

> **Note**: Not all tenants have this option. If you do not see Modules, contact the Support Team or your CSM for assistance.

4. Click the pencil icon and toggle the Basic, Classic, and Prescriptive views to show **Off**.



5. Click **Save**.

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5 | Premium Paid Services

Premium Paid Services

Put our Premium Paid Services platform experts to work for you.

While we strive to make our platform intuitive and efficient, we understand your time is valuable; resources and bandwidth can be limited. Reputation has a dedicated team of experts ready to help you manage your listings; optimize SEO; and post, publish, and curate your social posts—while also managing your review responses. We can help achieve customer excellence through this suite of value-added services that are fueled by our platform and products. These experts will help you:

- Go Beyond Accuracy (Managed Business Listings)
- Maximize the Appeal of Your Business Profiles (Managed Services for Google)
- Harness the Power of Social Media (Managed Social)
- Win as the Brand That Cares the Most (Managed Review Response)

Contact your Account Executive for more information on our Premium Paid Services.



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6 | Additional Resources

Additional Resources

Additional User Guides

- Admin
- Actions
- Business Listings
- Dashboards
- Engage
- Inbox
- Insights
- Mobile App
- Publish
- Rep Connect
- Reports
- ReputationIQ
- Requests
- Reviews
- Social Listening
- Surveys

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Contact Support

The Technical Support Team can be contacted in several ways:

- **US Support**: (800) 400-8064
  - Monday–Friday, 7:00 am–5:00 pm PST
- **UK Support**: 0800 066 04781
  - Monday–Thursday, 9:00 am–5:30 pm, Friday 9:00 am–5:00 pm Europe/London (GMT)
- **Virtual Assistant**: In the lower left corner of the Reputation Platform, live-chat with Technical Support or create a ticket that goes to the Technical Support Team.

  - Monday–Friday, 7:00 am–5:00 pm PST
- **Reputation Support Portal**: Sign in and create a ticket on the Contact Us page.

Best Practices for Technical Support Requests

When submitting a ticket through the Support Portal or the Virtual Assistant we recommend including all the information below:

- Business Name
- Location Name (may not apply for multiple locations)
- Location ID
- Case Priority:
  - **Low**: Information request. Can affect one or many users but has a low impact on core functionality.
  - **Medium**: Affects one or many users, high/medium impact to core functionality, but there is a workaround available.
  - **High**: No workaround, high impact to core functionality, affects several users.
  - **Blocker**: For a bug to be deemed a blocker bug it needs to meet one or more of the following criteria:
    - One or more sections of the platform are unusable for all users. This includes the entire platform being unavailable.
    - There is a massive data loss for the account.

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- Customer Contact Information (Name/Email)
    - Do you have Business Listings? (Y/N)
    - Do you have an Integration? (Y/N)
- Issue/Question Type (to the best of your ability)
- Brief Synopsis
    - Be as detailed as possible
    - Steps to reproduce
    - Specific examples
    - Include screenshots when possible

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