



# Reputation Manager

'How to' guide

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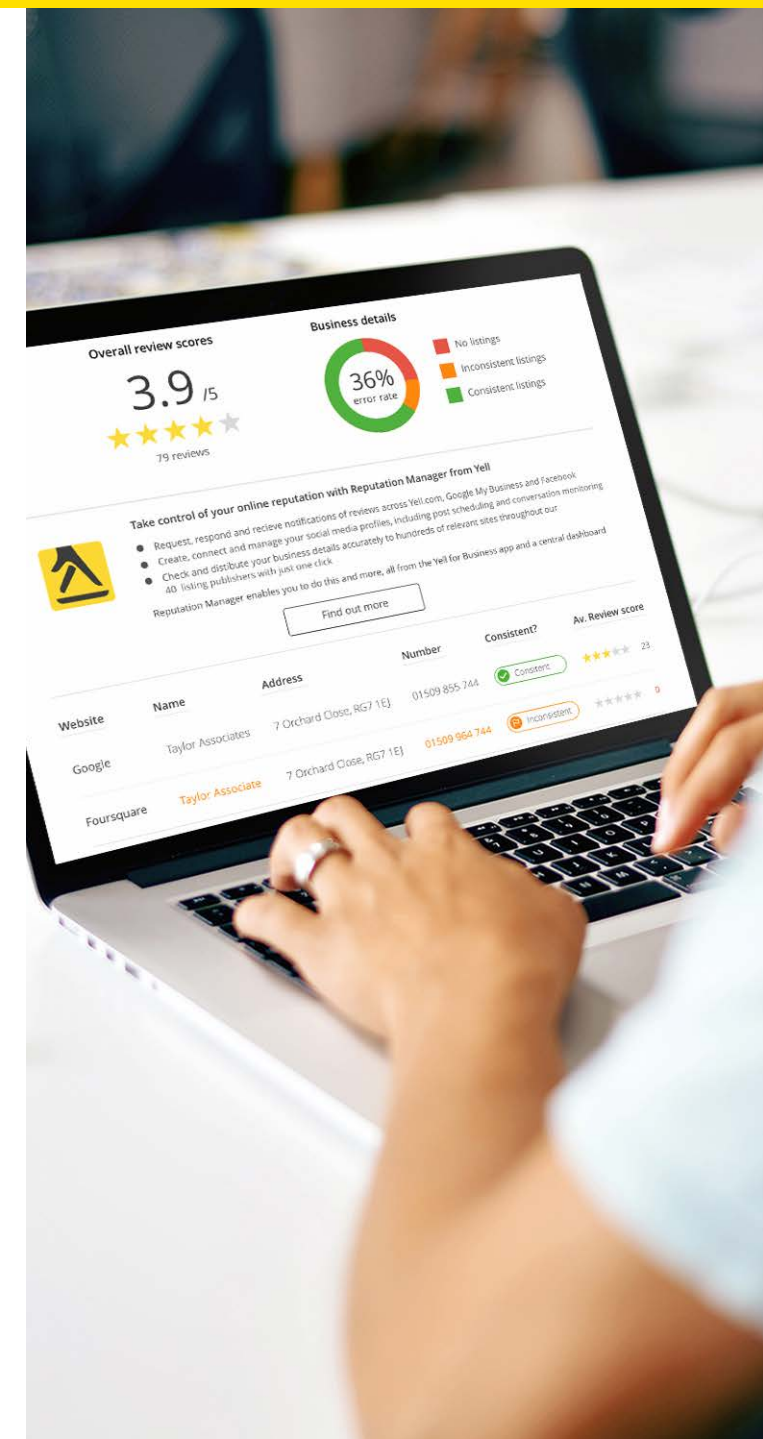
# Welcome to Reputation Manager

This guide is designed to help you get to know your Reputation Manager product and dashboard, giving you the information you need to make use of all the features available.

With Reputation Manager you have access to:

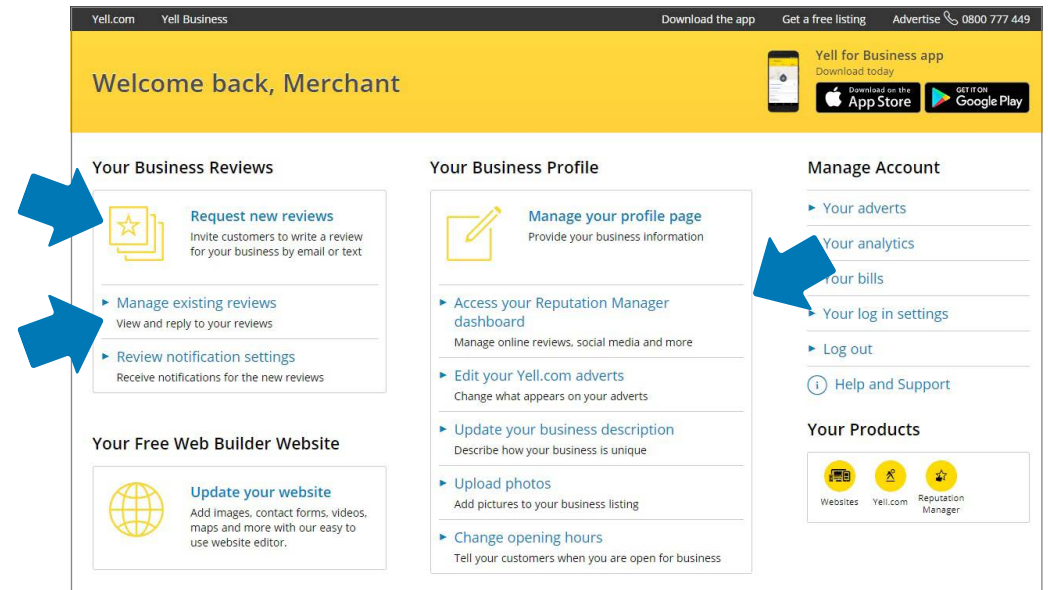
- ✓ Listing & profile web distribution
- ✓ Listing & profile web content management tools
- ✓ Review generation tools
- ✓ Review management tools
- ✓ Social activity management tools
- ✓ Enhanced content & profile on Yell.com
- ✓ Web analytics

As always, we're here to help you. So if you have any questions, just give us a call on **0800 555 444**



# How to access Reputation Manager

- 1 Go to [auth.yell.com](https://auth.yell.com) and sign in to your Yell account with your registered email and password
- 2 After signing in you will be taken to your account dashboard, where you can manage your profile content, billing, analytics and access your Reputation Manager features. To view or change your content, click on the **Access your Reputation Manager dashboard** link. This takes you to the **Reputation Manager overview page** where you can manage your content
- 3 Your dashboard also includes links to **Request new reviews** and **Manage existing reviews**

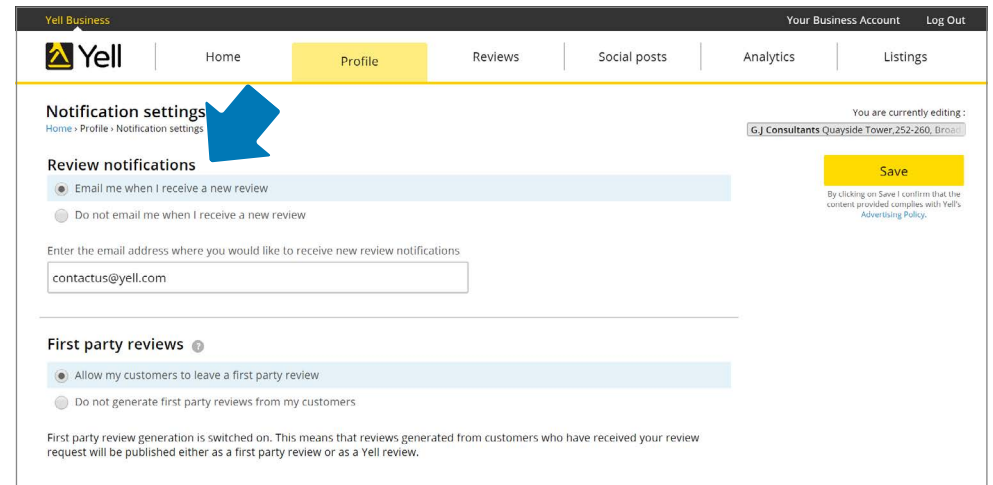


# Access your notification settings

You can access the **'Notification settings'** from the **'Profile'** section.

This page allows you to View and amend the email address used to be sent review notifications as well as toggle first party review generation:

- When toggled on, first party reviews will allow all reviews generated when using the 'Request a Review' functionality to appear in the reviews page, for distribution to your widget.
- When toggled off, all reviews generated from review requests will appear on Yell.com.



The screenshot shows the 'Yell Business' interface. The top navigation bar includes 'Home', 'Profile' (highlighted), 'Reviews', 'Social posts', 'Analytics', and 'Listings'. The 'Notification settings' page is displayed, with a blue arrow pointing to the title. The page content includes:

- Notification settings** (with a breadcrumb: Home > Profile > Notification settings)
- Review notifications**: Two radio button options: 'Email me when I receive a new review' (selected) and 'Do not email me when I receive a new review'.
- Email address field**: Labeled 'Enter the email address where you would like to receive new review notifications', with the value 'contactus@yell.com' entered.
- First party reviews**: Two radio button options: 'Allow my customers to leave a first party review' (selected) and 'Do not generate first party reviews from my customers'.
- Save button**: A yellow button labeled 'Save'.
- Footer text**: 'First party review generation is switched on. This means that reviews generated from customers who have received your review request will be published either as a first party review or as a Yell review.'

# Reputation Manager content overview

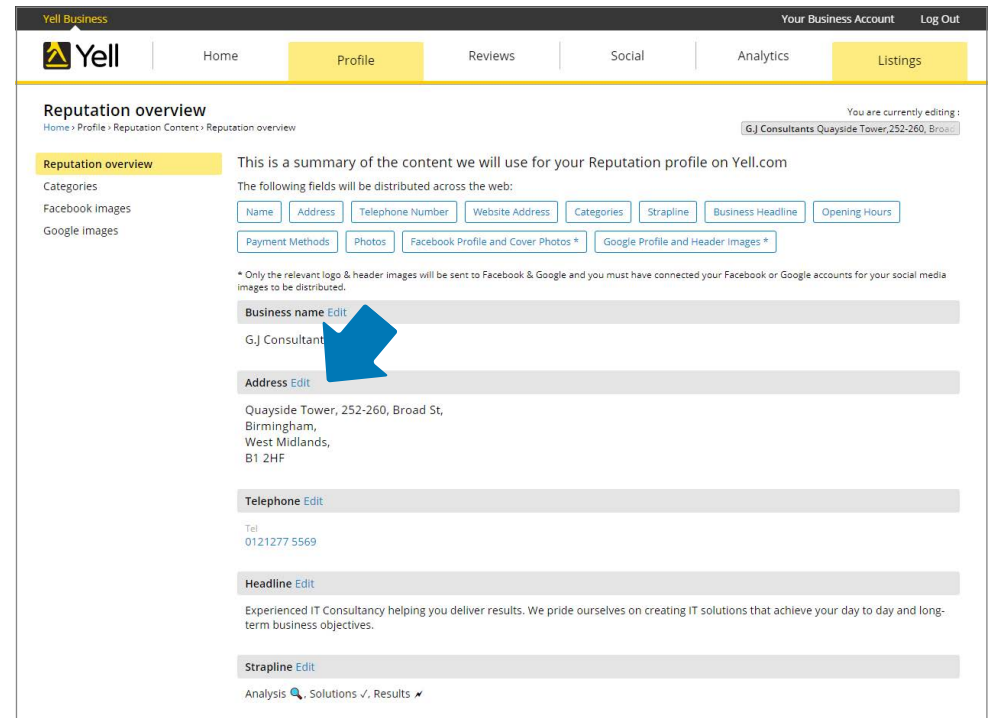
This is a summary of the content we will use for your Reputation profile on Yell.com, which is part of the Reputation Manager product.

To make changes to any of the content, just click on **Edit**.

The following fields will be distributed across our network:

- Name, Address and Telephone Number
- Website Address
- Categories
- Strapline
- Business Headline
- Payment Methods
- Photos
- Facebook Profile and Cover Photos
- Google Profile and Header Images\*

\*Only the relevant profile and header images will be sent to Facebook and Google and you must have connected your Facebook or Google accounts for your social media images to be distributed.



The screenshot shows the 'Reputation overview' page in the Yell Business interface. The page is titled 'Reputation overview' and includes a navigation bar with links for Home, Profile, Reviews, Social, Analytics, and Listings. The main content area displays a summary of business information that will be distributed across the Yell network. A blue arrow points to the 'Business name' field, which is currently 'G.J. Consultants'. Other fields include 'Address' (Quayside Tower, 252-260, Broad St, Birmingham, West Midlands, B1 2HF), 'Telephone' (0121277 5569), 'Headline' (Experienced IT Consultancy helping you deliver results. We pride ourselves on creating IT solutions that achieve your day to day and long-term business objectives.), and 'Strapline' (Analysis Solutions ✓, Results ✗). The page also includes a sidebar with links for Categories, Facebook Images, and Google Images.

# Review the network sites you're listed on

The **Web overview** page shows the status of your listing for each site within our network. To get there, click on **Listings** and then **Web overview**.

The screenshot shows the 'Web overview' page in the Yell Business interface. The top navigation bar includes 'Home', 'Profile', 'Reviews', 'Social', 'Analytics', and 'Listings' (highlighted). The left sidebar shows a hierarchy: 'Status' (All Statuses (47), Live (42), Processing (1), Unavailable (4)), 'Social' (All Sites (47), Not Connected (1), Connected (2)), and 'Sites' (All Sites (47), Featured (6), Bing (1), Facebook (1), Foursquare (1), Google My Business (1), Yelp (1), Full Network (41)). The main content area displays a table of listings with columns for Site, Site Name, Status, and Subscribed Features. The table lists several sites, all with a 'Live' status. A 'View Listing' button is present for each entry. The top right of the page indicates 'You are currently editing: G.J Consultants Quayside Tower, 252-260, Bro...'.

The **Listings overview** page shows a top-line view of your listings, their statuses, any data issues that require fixing and high-level insights.

The screenshot shows the 'Listings overview' page in the Yell Business interface. The top navigation bar is the same as the previous page. The left sidebar is also the same. The main content area displays a top-line view of listings. It shows a summary of 57 Location Attributes, 3,972 Location Changes, and 90 Live Location Listings. Below this, there are two sections: 'Fix Your Data' and 'Get Live'. The 'Fix Your Data' section shows a green checkmark and the text 'No Data Issues to Fix'. The 'Get Live' section shows a list of locations with their status and a 'Fix' button. The top right of the page indicates 'You are currently editing: G.J Consultants Quayside Tower, 252-260, Bro...'.



# Review the network sites you're listed on

For each record, you can view:

- **Site** – the logo for the site
- **Site Name** – the name of the site
- **Location** – the branch the product is for (NB: this shows the information as you have supplied it, not the way it currently appears on the publisher site)
- **Status** – the current status of the product
  - **Tasks Pending** indicates that there is still action that needs to be taken
  - **Processing** indicates that we are still working to sync your information to the site
  - **Live** indicates that we have received confirmation that your information has successfully synced across to the site, and that any updates would process accordingly
  - **Unavailable** indicates details are unavailable to sync, submit, or connect with the site. To find out more information on these simply click on the “why” link next to the unavailable status
- **View Listing** – a link to view your listing on that specific site, e.g. clicking on view listing next to your Yell.com listing will open up your listing on Yell.com

# View or change your Facebook profile images

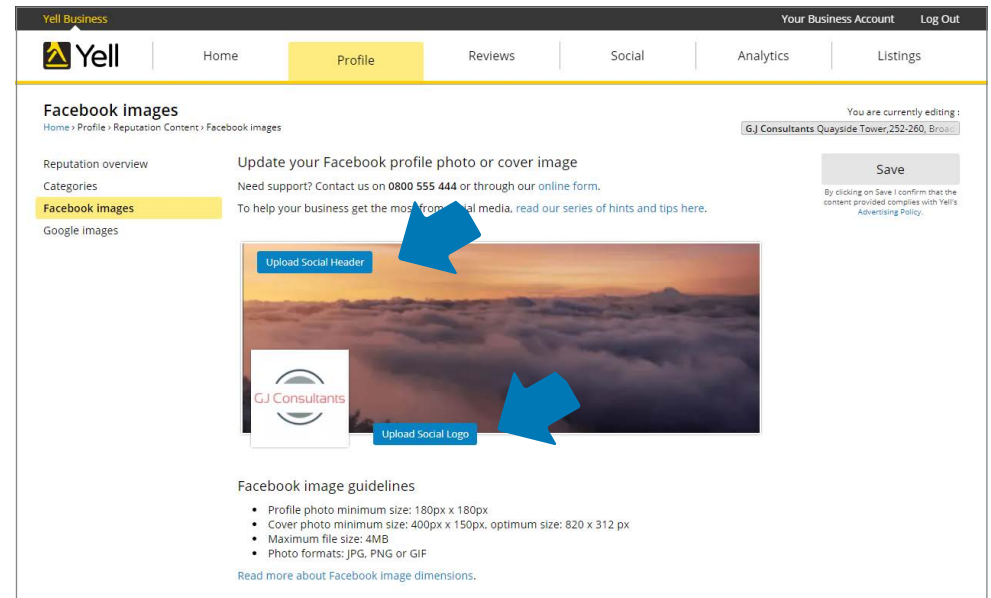
This page allows you to view or update your Facebook profile images.

To update your images, click on the **Upload Social Header** or **Upload Social Logo** buttons.

## Facebook image guidelines:

- Profile photo minimum size: 180 x 180 pixels
- Cover photo size: minimum 400 x 150 pixels, ideally 820 x 312 pixels
- Maximum file size: 4MB
- Photo formats: JPG, PNG or GIF
- [Read more](#) about Facebook image dimensions

N.B. Images should not be changed directly on Facebook as they will not be updated here. Therefore the next time an update is made in your Yell dashboard, it would override the changes made directly on Facebook.



# View or change your Google My Business profile images

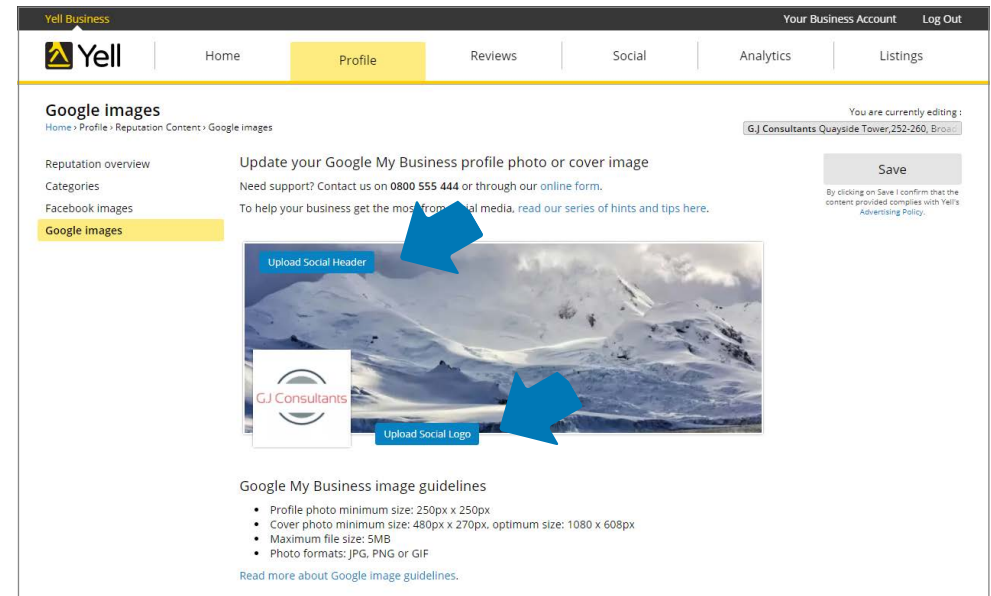
This page allows you to view or update your Google My Business profile images.

To update your images, click on the **Upload Social Header** or **Upload Social Logo** buttons.

Google My Business image guidelines:

- Profile photo minimum size: 250 x 250 pixels
- Cover photo size: minimum 480 x 270 pixels, ideally 1080 x 608 pixels
- Maximum file size: 5MB
- Photo formats: JPG, PNG or GIF
- [Read more](#) about Google image guidelines



N.B. Images should not be changed directly on Google as they will not be updated here. Therefore the next time an update is made in your Yell dashboard, it would override any changes made directly on Google.



# View or change your team

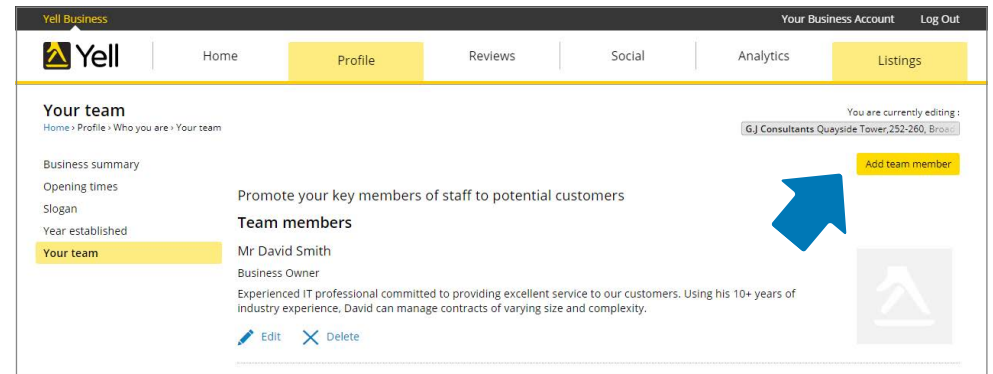
The Your team page allows you to add, edit or delete team members.

To add a team member:

- Click the **Add team member** button and provide the following information:
  - Title e.g. Mrs, Mr, Miss (optional)
  - First name
  - Last name (optional)
  - Job title
  - Joined date (optional)
  - Role description
- You can add an image of the team member (optional) by clicking the **Upload image** button. To make changes or delete existing team member profiles, click the  **Edit** or  **Delete** buttons.

By providing staff biography information to Yell you confirm that you:



- Authorise Yell to feature all or part of your own staff bio information on Yell.com
- Have the clear and specific consent of each employee included in your staff bios to feature all or part of their staff bio information on Yell.com
- Will inform each employee included in your staff bios that their details can be amended or removed at any time by calling us on 0800 555 444
- Will in any event notify Yell as soon as the staff bio information provided needs to be updated
- Indemnify Yell for any costs incurred by Yell as a result of your failure to comply with the above requirements.

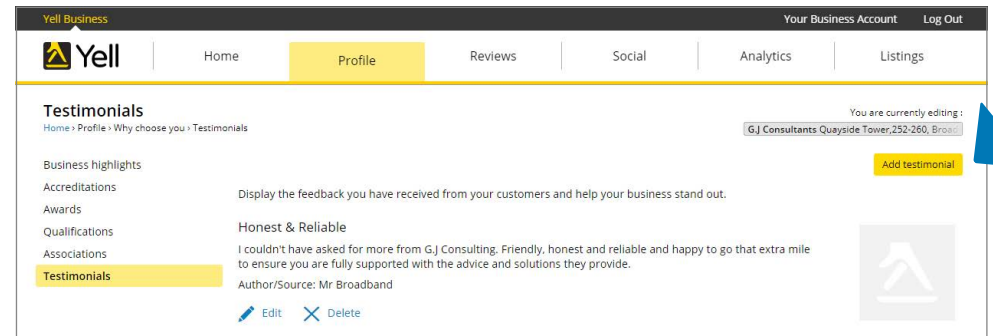


# View or change your testimonials

This page allows you to add the feedback you have received from your customers to your Yell.com profile and help your business stand out.

To add a new testimonial:

- Click the **Add testimonial** button and provide the following information:
  - Testimonial title (optional)
  - Testimonial text
  - Author/source name
  - Source URL\* (optional)
- You can add an image of the job the testimonial was for (optional) by clicking the **Upload image** button
- To make changes or delete existing testimonials, click the  **Edit** or  **Delete** buttons





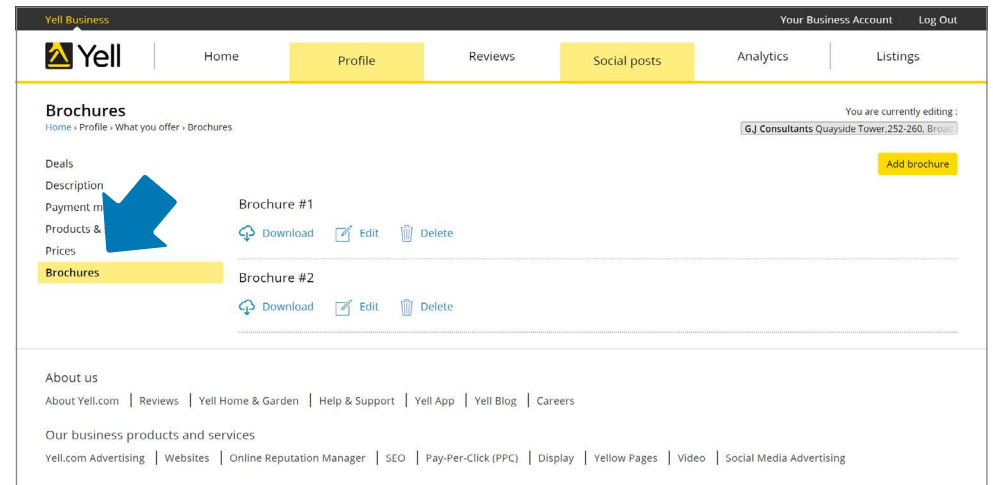
\*If in the **Author/source name** field you have provided a website e.g. Facebook, Trustpilot, then please enter the URL of the testimonial.

# View or change brochures

The Brochures page allows you to add, edit or delete brochures for your business.


To add a brochure:


- Click the **Add brochure** button and provide the following information:
  - Brochure description
  - Upload a PDF file
- To make changes or delete existing brochures, click the  or  buttons.

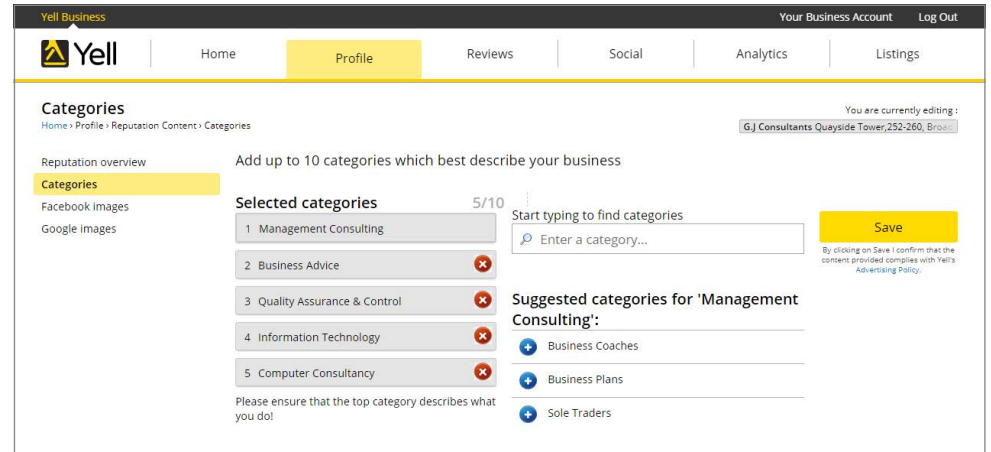


# Add or change your Reputation Manager categories

We use **Categories** to get your details in front of consumers looking for businesses like yours. You can select between 1 and 10 categories, so make sure you select the most relevant ones for your business.

The first category is selected automatically and is the one that Yell lists your business under\*. You can add others from a suggested list by clicking  or use the search box to look for a specific category.

- To remove any categories, click on 
- Put the most important category for your business at the top, so it'll be prioritised throughout our network
- You can change the order at any time by dragging categories up or down the list
- Click Save to confirm your changes. You won't be able to save if you have less than 1 or more than 10 categories



The screenshot shows the 'Categories' page in the Yell Business Reputation Manager. The page has a navigation bar with 'Home', 'Profile', 'Reviews', 'Social', 'Analytics', and 'Listings'. The 'Profile' tab is active. The main content area is titled 'Categories' and includes a breadcrumb trail: 'Home > Profile > Reputation Content > Categories'. A status bar at the top right indicates 'You are currently editing: G.J. Consultants Quayside Tower, 252-260, Broad...'. The page instructs the user to 'Add up to 10 categories which best describe your business'. On the left, there are links for 'Reputation overview', 'Categories' (highlighted), 'Facebook Images', and 'Google Images'. The 'Selected categories' section shows a list of 5 categories: 1. Management Consulting, 2. Business Advice, 3. Quality Assurance & Control, 4. Information Technology, and 5. Computer Consultancy. Each category has a red 'X' icon to remove it. To the right of the list is a search box with the placeholder text 'Start typing to find categories' and 'Enter a category...'. Below the search box is a 'Save' button. A note at the bottom of the 'Save' button states: 'By clicking on Save I confirm that the content provided complies with Yell's Advertising Policy.' A 'Suggested categories for 'Management Consulting'' section is also visible, listing 'Business Coaches', 'Business Plans', and 'Sole Traders' with plus icons to add them. A footer note at the bottom of the page says: 'Please ensure that the top category describes what you do!'.

\*To change the first category your business is listed under please call us on 0800 555 444 or visit our [Help & Support page](#)

# Monitor and comment on reviews

On this page you can manage the reviews your business has received from across the web.

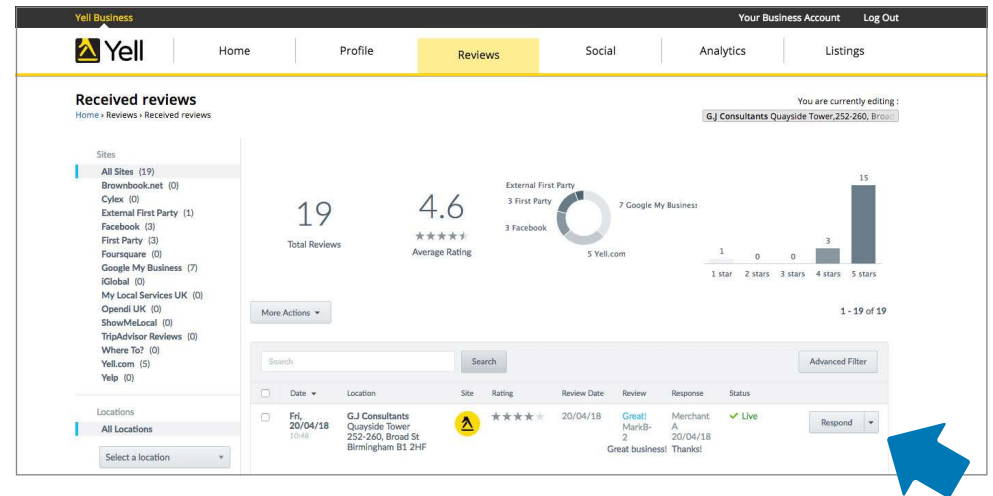
Here you can:

- View the total number of reviews and their average rating
- View the breakdown of ratings
- View where the reviews are coming from
- Respond to reviews you have received
- Report a review
- Share your reviews via social and email

To view, respond or report an individual review on the site where it was submitted, just click on the review heading (in blue). From here you can also leave a response to the review, or report it.

For Yell.com, Facebook and Google My Business reviews, you can also respond to reviews directly within the Reviews page by clicking the **Respond** button.

NB: Whether, and how, you can respond to a review varies, depending on the site it's on. Not all sites let you comment on reviews.



# Request reviews

To request reviews from your customers, click on the **Reviews** link at the top of the Reputation Dashboard and then click on **Request reviews**.

You can request reviews via email or SMS.

## Email

- Enter one or multiple email addresses in a single request
- Add a custom sender name that the customer will see as the “from” name when they receive a review request email. We default this to your company name
- Choose custom wording to send to your customers and set this as your default
- Choose between 3 different email templates (no images, with logo, with logo and header image) and select one as your default

### Request a Review

Here you can send a message to your customers to leave a review for your business on Yell.com. Please select how you would like to contact your customer.

EmailText message (SMS)

Add email addresses

☒ Enter manually☐ Upload CSV

You can add up to 10 email addresses. If entering multiple addresses, please separate them using either a comma (,) or a semicolon (;)

Email address

Add custom sender name:

Don't use email address here! *Optional*

GJ Consultants

55 characters left

Save as default sender name

The link to your Yell.com listing will be automatically added to your email.

Your Message to your customer:

Hi,

Thank you for recently using GJ Consultants. We hope you had a good experience with us. We'd love it if you could leave us a review on Yell.com with your thoughts on your recent experience. It takes less than two minutes to complete. Your feedback will help us to improve and make sure we deliver the best possible service for our customers.

Kind regards,

GJ Consultants

619 characters left

Save as default message

Email preview

Email preview

Email preview

Logo image

Header image (background)

Upload image

Set header image

Uploading a different logo will not change the preset logo you have saved for your Yell.com listing. Uploading a different header image will change the header image on your Yell.com listing

Save chosen email template as default

By clicking, send you warrant that (1) each recipient has consented to receive this email from you, (2) each recipient has completed a commercial transaction with your business, and (3) you have not sent more than one request to the same recipient within 7 days.

Send email

# Request reviews

## SMS

- Select the phone number you want the customer to see that the SMS is from (you won't be charged for sending the SMS) and set as default
- Enter the phone number you want to send the request to
- Choose a custom message to send to your customers and set this as your default

NB: The following wording and a link to your Yell.com listing will be automatically added to your SMS: 'Please leave us a review on Yell or opt out'. You can only send an email or SMS request to a specific email address or phone number once every 7 days. You have a limit of 50 SMS requests per calendar month. Log in via the Yell for Business app for unlimited SMS review requests, standard network charges apply after the first 50 requests per month\*

You can view email and SMS review requests you have sent by clicking on the **Sent requests** link.

\* There is no limit to the number of SMS review requests you can send using the Yell for Business app. Each SMS request after your first 50 in a calendar month are charged at your standard network rate.

### Request a Review

Here you can send a message to your customers to leave a review for your business on Yell.com. Please select how you would like to contact your customer.

EmailText message (SMS)

You have 47 of 50 SMS requests remaining for April

Select sender phone number (this is the number that will appear as the sender). You will not be charged for this message

enter another

Your mobile phone will not be charged, you are using our platform to send this request.

Sender number:

Mobile number

Save as default number

Add sender phone numbers

☒ Enter manually☐ Upload CSV

You can add up to 10 mobile numbers. If entering multiple numbers, please separate them using either a comma (,) or a semicolon (;)

Mobile number

The following wording and a link to your Yell.com listing will be automatically added to your SMS: 'Please leave us a review on Yell or opt out'. Please use the box below to personalise your message.

Your Message to your customer:

Thanks for using GJ Consultants.

32 characters left

Save as default message

By clicking send you warrant that (1) each recipient has consented to receive this SMS from you, (2) each recipient has completed a commercial transaction with your business, (3) that you have the right to send an SMS from the telephone number above, and (4) you have not sent more than one request to the same recipient within 7 days.

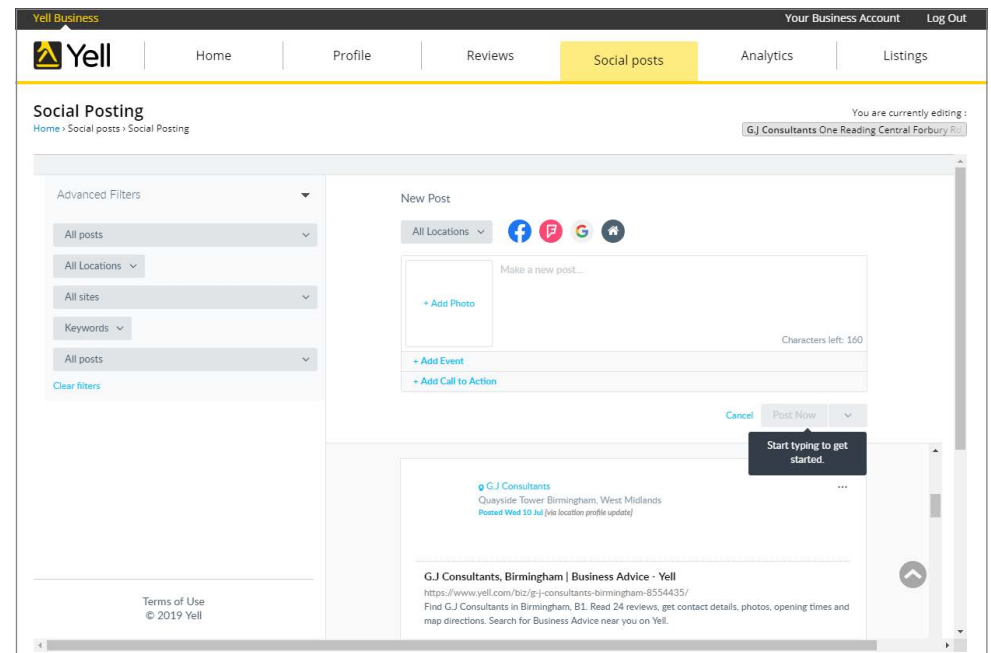
Send SMS

# View and make social postings

To access social postings, click on the **Social** link at the top of the Reputation Dashboard and select **Social Posting**.

Viewing Posts: This lists all posts since you connected your pages by date. You can select to sort by most recent activity (e.g. a recent comment on an older post) or by most recent post.

You can scroll to a post and add a comment if you wish.



# View and make social postings

## To create a new Post

- Click on **Make a new post** in the heading at the top of the page
- This opens a box which allows you to post a message. Its length is dependent on the social sites selected
- You can click on any of the social icons to deselect the post from being published to that social site
- You can also add a photo, event or call to action to your post
- Finally click on **Post Now** or select **Schedule Post** if you wish to select a specific date and time for the post to be sent out

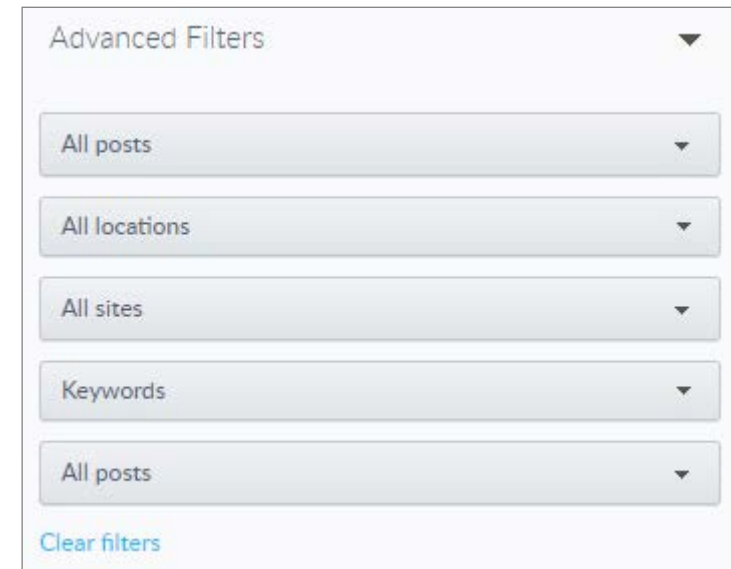
The screenshot shows the Yell Business 'Social Posting' interface. At the top, there's a navigation bar with 'Yell Business', 'Your Business Account', and 'Log Out'. Below this is a menu with 'Home', 'Profile', 'Reviews', 'Social' (highlighted), 'Analytics', and 'Listings'. The main heading is 'Social Posting' with a breadcrumb 'Home > Social > Social Posting'. On the left, there's a sidebar with 'Advanced Filters' and several dropdown menus for 'All posts', 'All locations', 'All sites', 'Keywords', and another 'All posts'. The main content area is titled 'New Post' and includes a 'Your site' button, social media icons (Facebook, Pinterest, Google+, and a home icon), a text input field 'Make a new post...', a '+ Add Photo' button, and buttons for '+ Add Event' and '+ Add Call to Action'. A character count 'Characters left: 160' is shown. At the bottom of the main area are 'Cancel', 'Post Now', and a tooltip that says 'Start typing to get started.' To the right, a 'Select a time and date' modal is open, showing a calendar for April 2018 with the 26th selected, a time field set to '15:00', and a dropdown for '(BST) United Kingdom Time'. 'Apply' and 'Cancel' buttons are at the bottom of the modal. Three blue arrows point to the social icons, the '+ Add Photo' button, and the 'Post Now' button.

# View and make social postings

## Advanced Filters

On the left hand side, you also have various filter options to help select specific types of posts. These include filtering by:

- Posts by you or your customers
- Specific sites e.g. Facebook
- Posts containing certain keywords

A sidebar titled "Advanced Filters" with a dropdown arrow. It contains five filter categories, each with a dropdown menu: "All posts", "All locations", "All sites", "Keywords", and "All posts". At the bottom of the sidebar is a link labeled "Clear filters".

Advanced Filters ▼

All posts ▼

All locations ▼

All sites ▼

Keywords ▼

All posts ▼

[Clear filters](#)



# Harness the power of reviews and posts for your website

The reviews and posts widgets enable you to display valuable content you have collected via the Reputation Manager tool or Yell for Business app on your website.

Reviews will show current and prospective customers what other people have said about your business and the service that you provide.

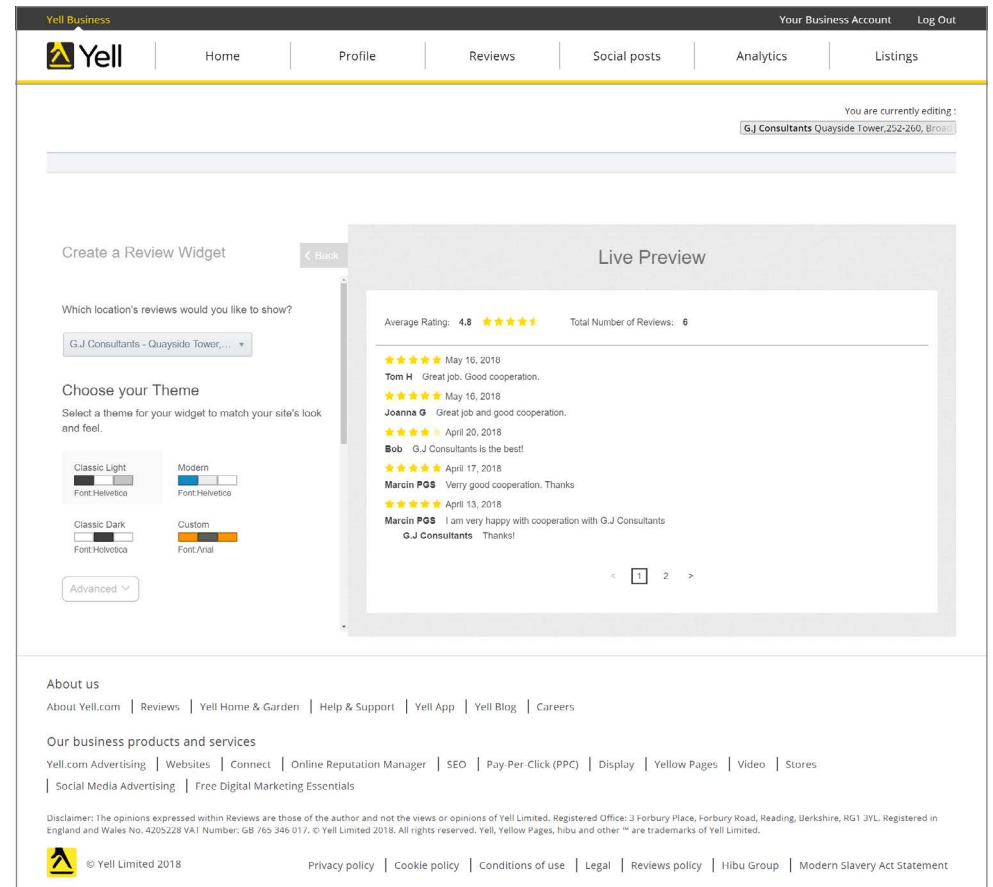
All customers who have purchased Reputation Manager will be contacted by a member of the Yell team to discuss the appropriate widget configuration for their business. For customers who already have a website built and managed by Yell, we will configure and implement the code onto your site for you.

Customers who have a website with another provider can still take advantage of the configuration support we offer, but will need to work with their website provider in order to implement the code on their site.

# Configuring a widget

This can be done by logging into the dashboard and following the steps below:

- 1 Click on the Reviews tab in the top navigation and select 'Widgets' from the bottom of the left hand menu.
- 2 Next, select 'Create' from the Reviews menu item. You will see a dropdown box, where you will need to select which location you wish to create a widget for.
- 3 Choose a theme from one of the four pre-set options. Once you have chosen a theme, a Live Preview will display on the right hand side of the page. You can also access 'Advanced' settings, where you can manually select the colour, font and size of the widget, using the Live Preview to make sure you're happy with any changes you make.

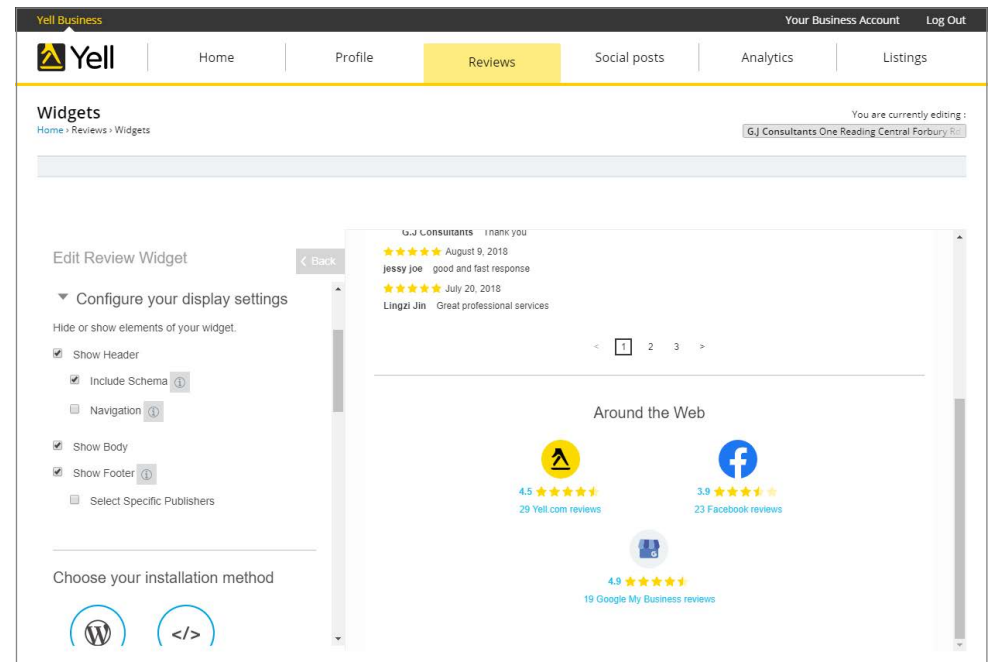


- 4 The option to 'Configure your display settings' allows you to enable or disable the display of any of the three sections of the widget.

**Header** – This shows average rating and total number of first party reviews. (NB: If no first party reviews have been received nothing will show)

**Body** – This shows the reviews and responses to first party reviews. A maximum of five reviews are displayed per page, with the most recent appearing at the top. (NB: If no first party reviews have been received nothing will show)

**Footer** – This shows the three review publishers that have the most reviews for your business out of 13 review providers in the Reputation Manager publisher network, e.g. Facebook, Google and Tripadvisor (NB: If less than three publishers have reviews then only two, one or none will show)



- 5 Once you're happy with the settings for the widget, you can export the code that has been generated in the required format - WordPress, Javascript or by email to the administrator of your website provider, for it to be added to your website.
- 6 Once the widget is installed on your website, any settings that you change via the dashboard will automatically update the widget on your website without you having to re-add the code.

### Choose your installation method



WordPress



Embed code



Send to my  
webmaster

### Install this widget in any website.

Copy and paste the embed code below into your website's HTML editor where you'd like your content to appear. [Get more help with embedding.](#)

```
<script type="text/javascript"
src="//sites.yext.com/227733-reviews.js">
</script>
```

Once your widget is installed, try updating your content in Connect, and watch it sync! You can edit your widget settings here anytime.

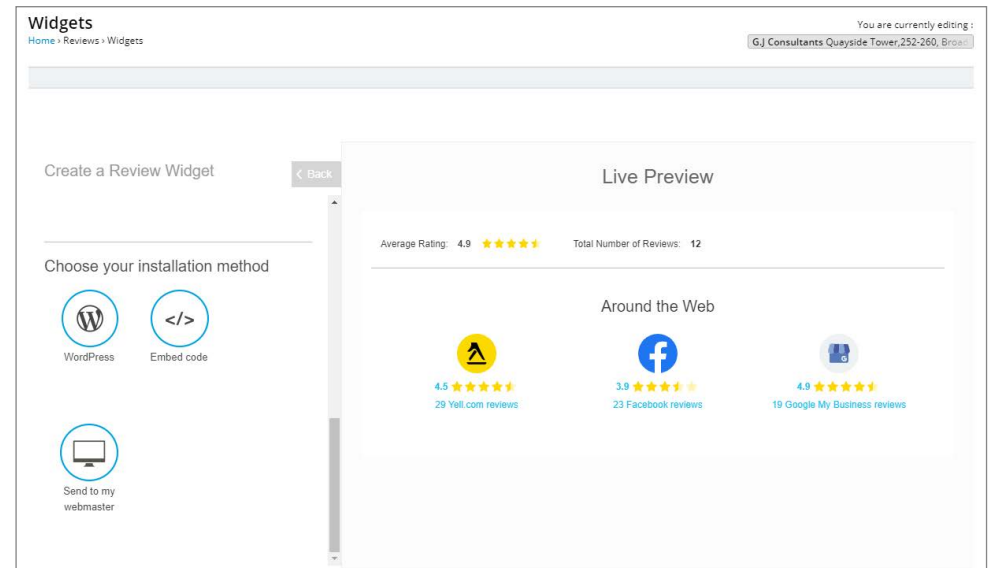
# Does your website have a dedicated reviews page?

We recommend that your website has a dedicated Reviews page for the full three-part widget to appear on. If not, it can be added to any other page on your website that features your business address, but please be aware that the layout on existing pages may cause issues with how the widget content displays.

For customers who also want reviews to feature on their home page, we recommend creating a second widget that just displays reviews from 'Around the Web', as this is smaller and can be used to complement your Reviews page. If you choose this option, please untick the 'Include Schema' box, as this should only be selected for the main Reviews widget.

Don't forget

- To generate first party reviews of your business for the widget, you will need to use the 'Request reviews' feature
- You can follow the same steps to implement a Post widget



# Access your analytics

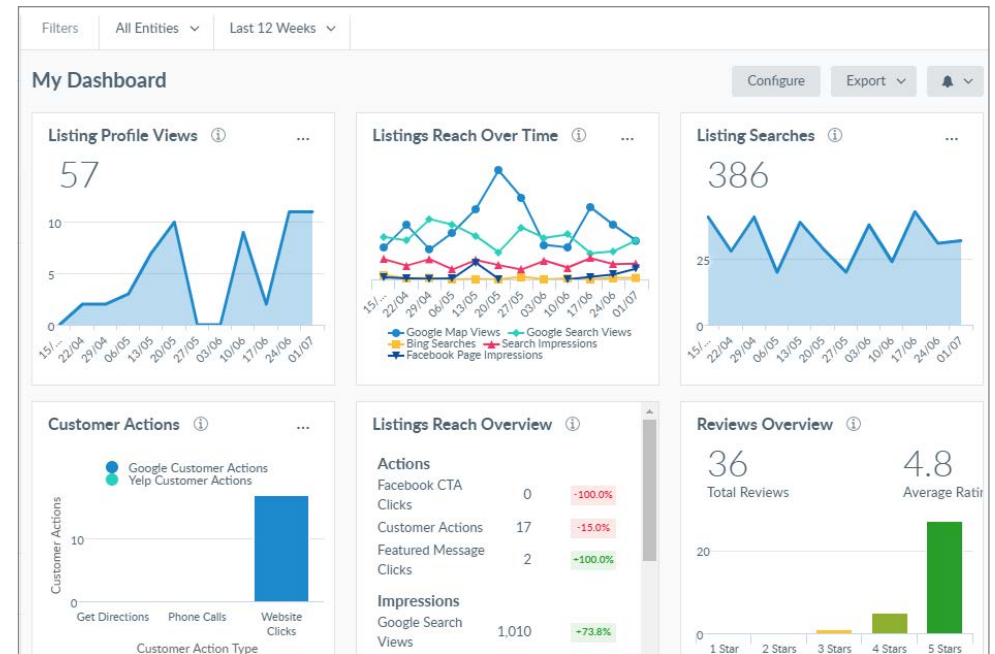
Reputation Manager Analytics provide you with valuable insight into how your business is being seen across the web.

The analytics dashboard provides you with information on your listings, reviews and social activity, helping you get the most out of your product.

You can access your analytics data by clicking on the **Analytics** link on the top navigation bar, then selecting **Web overview**.

On the **Web reports** page you can also select data by report type

- **Ad Views** – the number of times someone has run a search and seen your details in the search results on a Reputation Manager network site
- **Profile Page Views** – the number of times someone has seen your profile on a network site, either by clicking on your details directly from site, or from another search engine
- **Strapline clicks** – the number of times someone clicks on your strapline
- **Social analytics** – this includes the number of Facebook likes, when people have tagged your Facebook page and Foursquare check-ins (where relevant)



# Ready to connect

Reputation Manager ensures your business details are correct and consistent everywhere that matters online. Helping to make sure your ratings and reviews are monitored, whilst making it easy to reply to your customers' comments.

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