

Reputation Management Full Overview

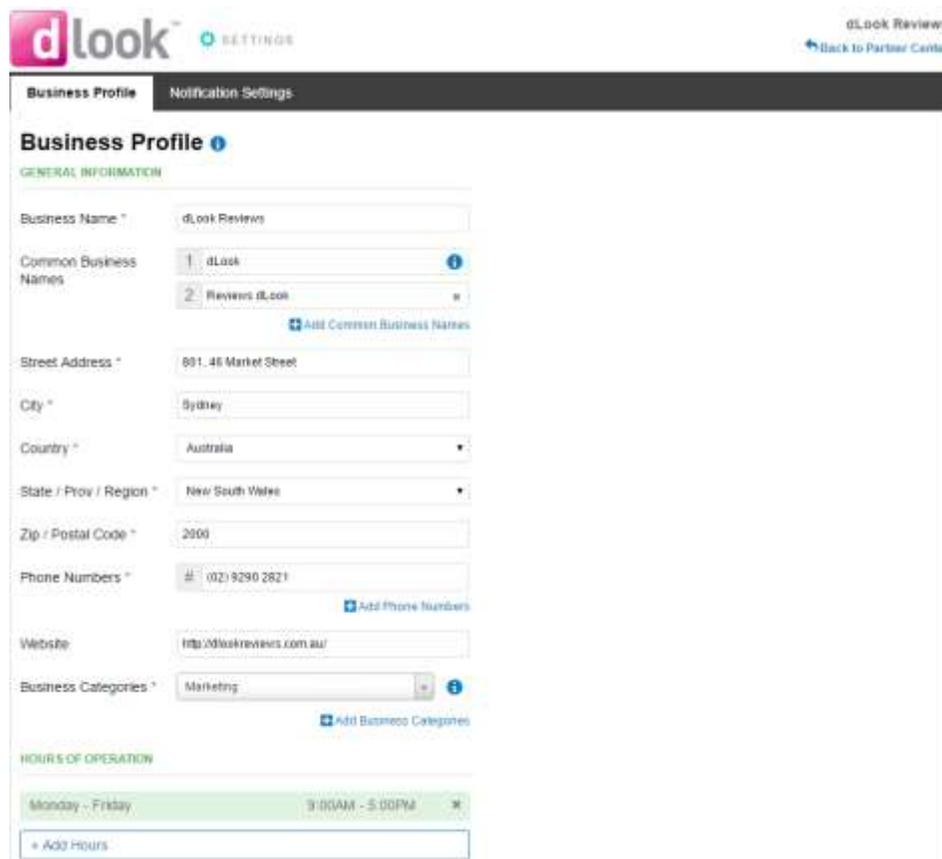
Welcome to Reputation Management! Here we will provide you with some handy tips and tutorials on how to make the most of your Reputation Manager dashboard!

We will help you with all the tools in the Reputation Management arsenal including; managing listings, generating reviews, tracking mentions and social metrics and analysis of analytics and competition.

Setting Up Your Reputation Management Account

Some of your information should already been input, but please take some time to look over all your details and make sure that they are correct.

Once you are sure your details are correct, it's time to explore the Reputation Management dashboard! Let's start by looking at your listings.



The screenshot shows the 'Business Profile' settings page in the dlook interface. The page is titled 'Business Profile' and has a 'Notification Settings' tab. The 'GENERAL INFORMATION' section includes fields for Business Name (dlook Reviews), Common Business Names (dlook, Reviews dlook), Street Address (691-46 Market Street), City (Sydney), Country (Australia), State / Prov / Region (New South Wales), Zip / Postal Code (2000), Phone Numbers ((02) 9290 2821), Website (http://dlookreviews.com.au/), and Business Categories (Marketing). The 'HOURS OF OPERATION' section shows Monday - Friday from 9:00AM - 5:00PM. There are buttons to 'Add Common Business Names', 'Add Phone Numbers', and 'Add Business Categories'.

1 Make sure your details are filled in correctly

Overview ?

Welcome! This page provides an overview of the conversations people are having about your business online. Use the tabs above to explore these stats in greater depth. [close this](#)

Listings ?

298 Listing Score



12 listings found with accurate information



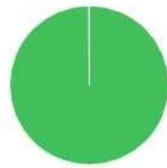
2 listings found with possible errors



3 sources missing your listing

[Details »](#)

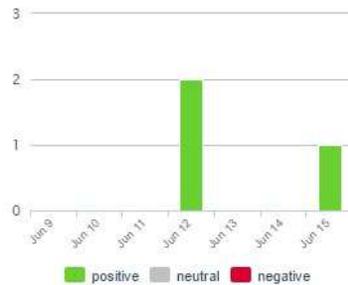
Reviews ?



100% - Positive (3)
 0% - Neutral (0)
 0% - Negative (0)
 0% - No Rating (0)

[Details »](#)

Mentions ?



[Details »](#)

Competition ?

Online Share of Voice for: Be Found Online in Sydney, NSW



dLook Pty Ltd (33%)
 Hipages (33%)
 Crazy Domains (0%)
 Sensis (33%)

[Details »](#)

2 The overview page will show you key metrics including how to improve listings

Reputation Management - Listings

Reputation Management gives you an overview of listing accounts you have and don't have. Some of the listings may be correct or have incorrect information on them. Take some time to go through and add your listings that Reputation Management didn't pick up. You can input the URL's of these listings directly into the dashboard, simply click the view possible listings button and add in the URL.

You can also click the link below that to create a brand-new listing. This will take you to the website you are looking to add your listing. Create a listing and then add the URL to your dashboard!

To fix incorrect listings, simply edit link to be taken to the listings website. From there, login and fix the information so it is correct!

You can filter your listings to show listings with errors, inaccurate information or with the correct information already input. You can also filter by type of listing.

Filter Listings [Select All](#) | [Clear All](#)

Source Type

- Search Engines (2)
- Review Sites (3)
- Directories (6)
- Social Sites (6)

Listing Status

- Accurate (3)
- Found with Possible Errors (6)
- Not Found (8)

Search Engines

| | | | |
|---|--|---|---|
|  | Bing Local Add notes | ✓ | Accurate listing found. show details |
|  | Google Maps Add notes | ✓ | Accurate listing found. show details |

Review Sites

| | | | |
|---|--|---|---|
|  | glassdoor.com Add notes | ✓ | Accurate listing found. show details |
|  | indeed.com Add notes | ✗ | Listing not found. view possible matches |
|  | Yelp Add notes | ✗ | Listing not found. view possible matches |

Directories

| | | | |
|---|--|---|--|
|  | Brownbook Add notes | ✗ | Listing not found. Fix your listing together with 30+ sites. Fix listing view possible matches |
|  | Opendi Add notes | ✗ | Listing not found. Fix your listing together with 30+ sites. Fix listing view possible matches |
|  | showmelocal Add notes | ⚠ | Listing found with possible errors. Fix your listing together with 30+ sites. Fix listing show details |
|  | Tupalo Add notes | ✗ | Listing not found. Fix your listing together with 30+ sites. Fix listing view possible matches |
|  | Where To? Add notes | ⚠ | Listing found with possible errors. Fix your listing together with 30+ sites. Fix listing show details |
|  | Yalwa Add notes | ⚠ | Listing found with possible errors. Fix your listing together with 30+ sites. Fix listing show details |

Social Sites

3 The listings page will show you listings that are correct, incorrect and not found

| Search Engines | | |
|--|---|---|
|  Bing Local Add notes | ✓ | Accurate listing found. show details |
|  Google Maps Add notes | ✓ | Accurate listing found. show details |
| Review Sites | | |
|  glassdoor.com Add notes | ⚠ | Listing found with possible errors. hide details dLook Sydney (Australia) 🔍 http://www.dlook.com.au view edit ⓘ not mine ⓘ ignore errors ⓘ view possible matches |

4 Click show details or view possible matches to edit or claim your listings

Reputation Management - Mentions

From the mentions tab, you can monitor where your website is being mentioned and who is talking about our business. This is a great tool for finding linking opportunities and connect with people that are talking about you online.

Add keywords to discover where they are being mentioned in relation to your business. This is then tracked as you continue to build your online reputation.

Mentions

Monitor Mentions Search Mentions

Web

- Fencing, Fencing Contractor, Fence Repair, Fence Installation**
Somewhat Positive
Obtain Quotes from fencing, fencing contractor, fence repair, fence installations providers Australia wide, Sydney, Melbourne, Perth, Adelaide, Canberra, Darwin ...
 - Find Builders | Building Contractors | Carpenter Quotes ...**
Somewhat Positive
Find a local builder and obtain quotes for building contractors, carpenters, bricklayers | Australia Wide, Sydney, Melbourne, Perth, Adelaide, Canberra, Darwin ...
 - dLook Pty Ltd - YouTube**
Neutral
The greatest struggle facing business today is the speed of change. Adapting traditional approaches and marketing to the online environment is what dLook are...
 - Catering Quotes, Food Handling, Catering Equipment**
Somewhat Positive
Obtain Quotes from Food Handlers, Catering Hire, Function Equipment service providers Australia wide, Sydney, Melbourne, Perth, Adelaide, Canberra, Darwin, Hobart ...
 - dLook | Australian Online Business Directory | Premium and ...**
Somewhat Positive
Find local businesses on online business directory dLook. dLook is a feature rich local directory with free and paid online advertising options.
- [view all »](#)

Blog

No results found.

[view all »](#)

Instagram

Connect your Instagram account to get started.

[Connect Account](#)

No results found.

[view all »](#)

Twitter

No results found.

[view all »](#)

Facebook

5 See mentions of your business across the web

Reputation Management - Social

The social section can be used to monitor activity on your social profiles, publish interesting updates, compare your fans and followers against industry averages, and connect multiple social accounts. Once your social accounts are connected, you can then track activity on your accounts as well as statistics, comparing you to others in your industry.

Social ?

Monitor Social Activity Statistics Set Up Social Accounts

Filter Activity

Select All | Clear All

Facebook Accounts

DLook

Twitter Accounts

dLookWeb

LinkedIn Accounts

Connect your LinkedIn account

Employee Twitter Accounts

Add employee Twitter accounts

Date Range

Select Range

All Time

Social Activity ?



dLookWeb posted on Twitter

The Future Web: Our Mind-Blowing Predictions That Are Almost Certain <https://t.co/rGRRP6h8yf> <https://t.co/zr0LkTTKy0>

May 26 2017



dLookWeb posted on Twitter

Google Search TV: The Death Of The Website <https://t.co/FUw49TUPMa> <https://t.co/ONZGnFIYAf>

May 22 2017



dLookWeb posted on Twitter

Alternatives To A Business Website <https://t.co/eecDuYZC3Y> <https://t.co/zxTXj1e109>

May 19 2017



dLookWeb posted on Twitter

The World's Biggest Extortion Cyberattack Has Just Begun—Protect Your PC Now <https://t.co/cFE5UyBsFY> <https://t.co/bbr6V11Wit>

May 15 2017



dLookWeb posted on Twitter

The Death Of The Business Website <https://t.co/f1syQ0hr9N> <https://t.co/14xxhl3J8H>

May 12 2017



dLookWeb posted on Twitter

Games To Play In The City With Friends/Dates! <https://t.co/QcWVFYLcWw> <https://t.co/AHKN0PzGRX>

May 8 2017



DLook updated status on Facebook

We all know that we taste with our eyes. As the saying goes. We watch cooking shows and never make any of the recipes. We have had green ketchup when we were younger and probably didn't like it. We have reluctantly eaten plain-looking foods that turned out to be delicious; and eagerly eaten fancy restaurant foods that turned out to be rather ordinary. [753 more words] <http://digitaleditions.dlook.com.au/2017/05/what-colours-...>



What Colours Taste Like

We all know that we taste with our eyes. As the saying goes. We watch cooking shows and never make any of the recipes. We have had green

6 Monitor your social accounts

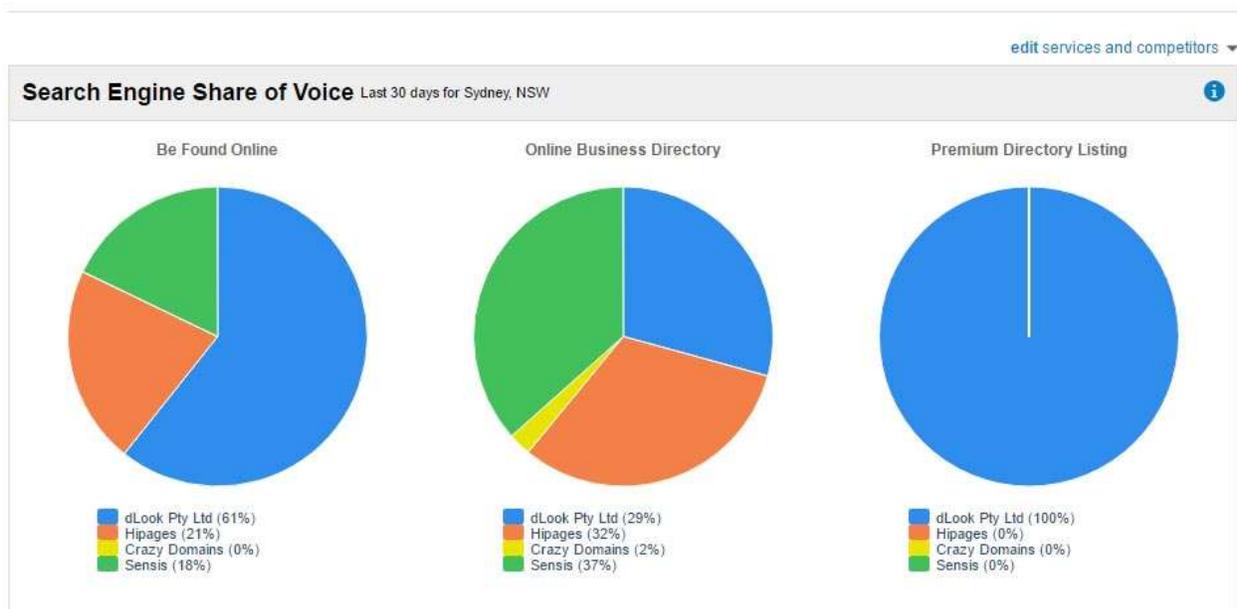
Reputation Management - Competition

The competition section of the dashboard allows you to analyse your online presence against your competitors. It gives you the ability to analyse your search share compared with three main competitors and lets you compare social media growth.

This should already be set up after you have filled in your correct information but you can also edit who your competitors are and the keywords you are targeting.

You can also add the social accounts of your competitors to the dashboard to compare with your own.

Competition i



7 Compare your business to your competitors

Reputation Management - Reports

Download detailed reports about your weekly progress. See where you have improved and where you still need to increase your online presence. These reports will be sent to your email weekly so you can fully track your progress.

Reputation Management – Review Generation

The dLook Reputation Manager tool provides powerful benefits that may be used to improve your business online presence.

dLook's review generation system is a powerful tool that you can use to get reviews on Google, Facebook and many other online review sites.

The dashboard gives you several options. You can generate reviews, manage your reviews, create a widget for your website and view review statistics.

To generate reviews simply input the email of your customers and send them the review form. Your customers then fill out the review form with either good or bad feedback.

Once they have filled out the form one of two things will happen. If they've left a good review, they will be directed to leave that review on sites of your choosing (e.g. Google, Facebook, Yelp). However, if they leave a bad review, then you receive the review and can respond accordingly. This means it is less likely that they will leave a bad review publicly.

Manage your reviews by responding to both positive and negative reviews. Reputation Management combines all your listings to make it easier to respond to reviews across platforms. It is important to respond to reviews regardless of the nature of the review. This starts a conversation with your customers and allows you to build better relationships.

You can also create a simple widget to add to your website. If you have a dLook express package then we can add this for you. Simply choose the colours of your widget and copy the code onto your website! You can also display reviews on through the review display widget.

