

Business Listings

Make your locations the top choice in search

Challenge

When people look for local businesses, they rely on Search, Maps, and popular sites. Brands need a robust digital presence and have every location stand out. With the listings landscape constantly shifting – Google alone makes over 3,000 search algorithm updates each year – business listings require constant attention to stay effective. How, then, can brands scale the upkeep necessary to win their customers' choice?

Solution

A featured Google My Business Partner, Reputation helps brands establish their online presence across popular navigation apps, websites, and business directories, comprehensively. The Reputation platform automates business listings maintenance while also amplifying the great customer experiences you deliver – your star ratings and online reviews – to ensure you win online search.

Win customers from sites such as:



...and more

Our clients have seen up to

10X

the traffic on their Digital Front Doors on Google compared with their websites

Reputation.com data

Google My Business has become the most influential listing site and brings the most customer traffic to a brand's digital front doors. As the industry leader, our platform has generated 18 billion GMB views for our clients.

Results

With Reputation's powerful amplification platform, brands not only seed the Internet landscape with their business profiles, but they can also turn their Google presence into an array of listening posts to better understand the voice of the customer. Brands can communicate, respond, and act to improve customer sentiment and drive higher reviews and star ratings across their Google My Business locations.



The Power of a Platform

Listings are only a portion of the overall strategy of winning in local business search (see diagram, right). Through an integrated approach, business leaders can measure across the entire customer journey and manage business growth with an A.I.-driven Reputation Score that provides prescriptive analytics to help improve your online reputation and customer experience. No other platform enables brands to manage reputation and customer experience at enterprise scale and win new business to the same extent.

How do you stand out and win in local business search?

Up to
79%
of Google's Local 3-Pack Ranking Factors can be addressed by maximizing deployment of reviews, listings, pages and social engagement

RANKING FACTORS	WEIGHT
Google My Business	33%
On-Page	15%
Citations	7%
Reviews	16%
Behavioral	8%
TOTAL ADDRESSABLE	79%

About Reputation

Reputation's award-winning platform consistently delivers innovative solutions to help companies manage tens of millions of ratings, reviews and customer feedback interactions across thousands of touchpoints. The patented algorithms behind Reputation Score are based on a decade of deep machine learning and provide businesses of all sizes with a reliable index of brand performance that they can use to Get Found, Get Chosen and Get Better.

Request a Demo

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Founded **2006** · **800+** Enterprise-class Clients · **300K+** Locations Managed · **250M** Reviews and Social Posts Managed · **40M+** Surveys Deployed · **3B** Business Data Points Managed · **33** Patents and Growing

