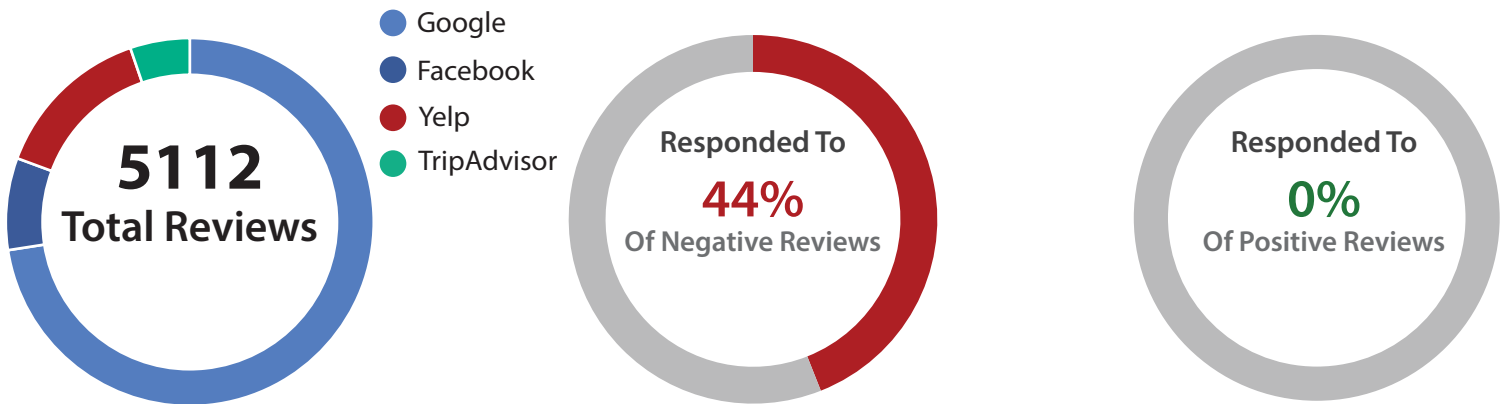




Online Reputation Audit

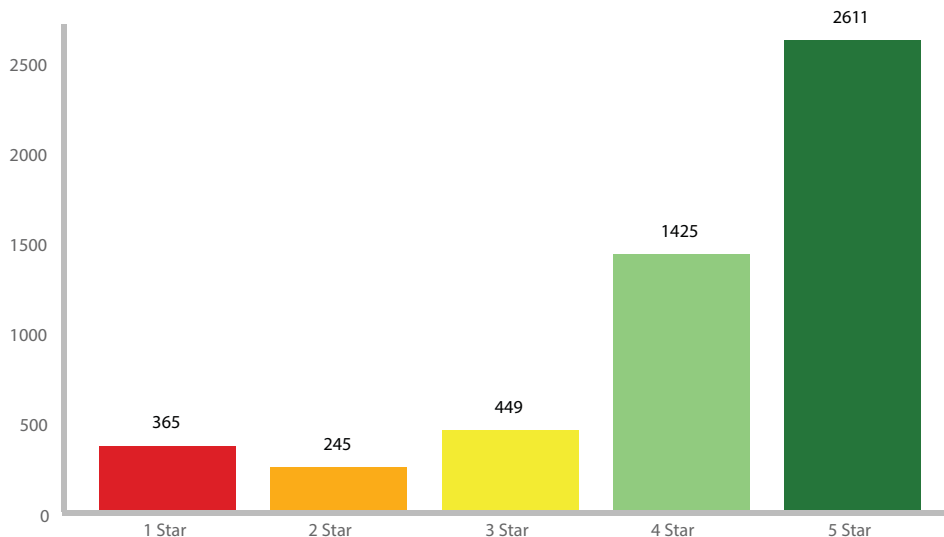
Review Totals Over 90 Days

Company Name has received over 5000 reviews across their online profiles. The majority of their reviews appear on Google and Facebook. In the last 90 days, Company Name has responded to 44% of their negative reviews (3 stars or less) and 0% of their positive reviews.



Ratings Over 90 Days

In the last 90 days, Company Name received 2611 "5 Star" reviews and 365 "1 Star" reviews.





Location Comparison Over 90 Days

The following is a location-by-location comparison for # of reviews, ratings, and response %.

Zones	# of Reviews	Rating	Response Rate
Zone 1 District 1-7	2940	4.09	9.37%
Zone 2 District 1-5	1490	4.09	10.34%






Zone 1	# of Reviews	Rating	Response Rate
District 1	524	3.95	12.79%
District 2	456	4.21	6.80%
District 3	565	4.16	9.03%
District 4	356	4.04	11.80%
District 5	472	4.08	7.20%
District 6	287	4.04	11.15%
District 7	280	4.15	10.36%

Zone 2	# of Reviews	Rating	Response Rate
District 1	365	4.04	11.23%
District 2	252	3.89	15.08%
District 3	300	4.19	8.00%
District 4	383	4.15	9.92%
District 5	190	4.18	6.84%



Competitor Comparison

The following report compares Potbelly against national and local competitors.

					 Local Shops
All Profiles Exist	Some	✓	Some	Some	✓
Profiles Claimed	Some	Some	Some	Some	✓
Categorized Correctly	Some	✓	Some	✓	✓
Responds to Positive Reviews	✗	✗	✗	✗	Some
Responds to Negative Reviews	✓	Some	✗	✗	Some
Avg. Number of Yelp reviews (per profile)	61	70	29	31	200+
Avg Yelp Rating	3.49	3.08	3.25	3.7	4.65
Avg number of TripAdvisor reviews (per profile)	59	128	24	41	200+
Avg TripAdvisor Rating	3.99	4.08	3.71	4.25	4.7

A large yellow diamond-shaped sign with a thick black border is centered on the page. The background of the entire page is a blue color with a repeating pattern of light blue chevron shapes pointing downwards.

IMPROVEMENT

Opportunities

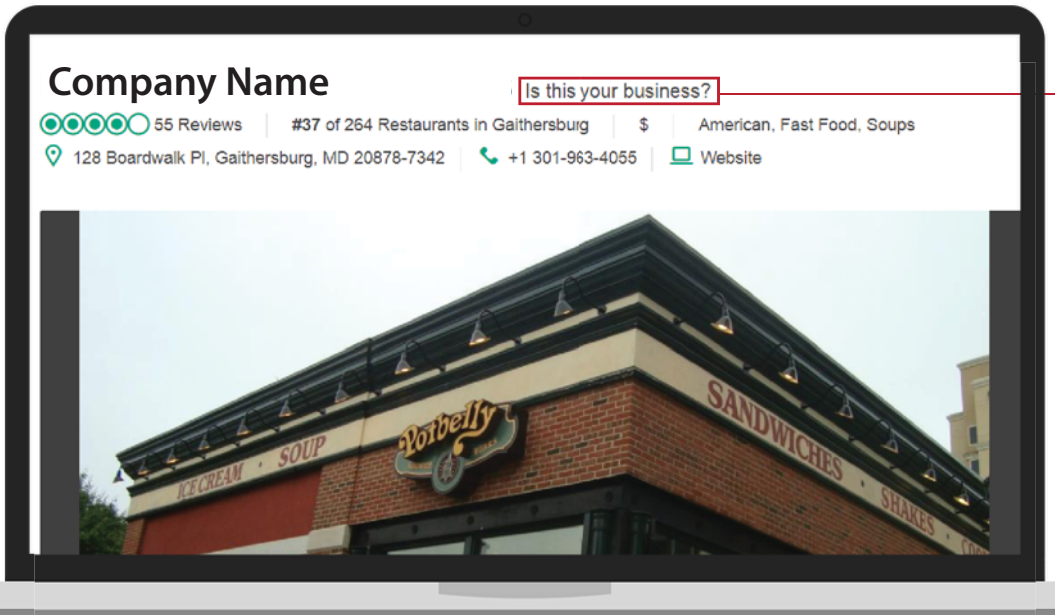
**BEST PRACTICES
POTBELLY SANDWICH SHOP
2017**



CLAIM PROFILES

What: Every Company Name location has the right to claim (or take ownership) of its profile on each review site.

Why: Claiming profiles is essential to be able to respond to reviews, update business information, answer public questions, and add photos. More importantly, without claiming profiles, Company Name will have a difficult time maintaining brand consistency as it continues to grow.



Example

We found many Company Name profiles that are not claimed – TripAdvisor being most common.



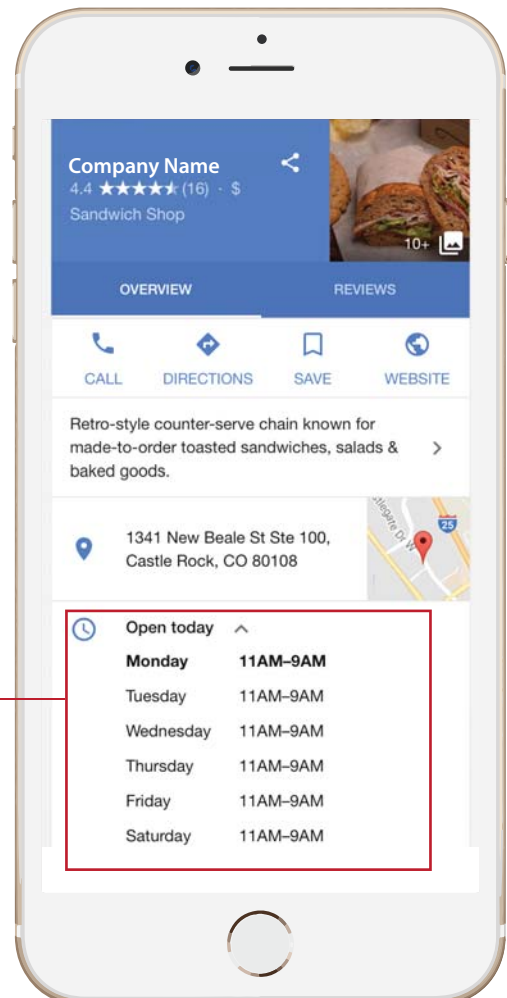
CORRECT INFORMATION

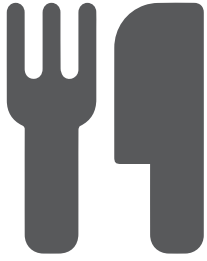
What: Company Name has the responsibility to publish and maintain correct information for every location.

Why: With the right information, potential customers will be able to find Company Name locations, have the right expectations, and can be persuaded to visit your establishments.

Example

We found a location that has their hours set from 11 a.m. to 9 a.m. Inaccurate hours can cause customers to visit Company Name when it is closed – leading to frustration and overall brand misrepresentation.

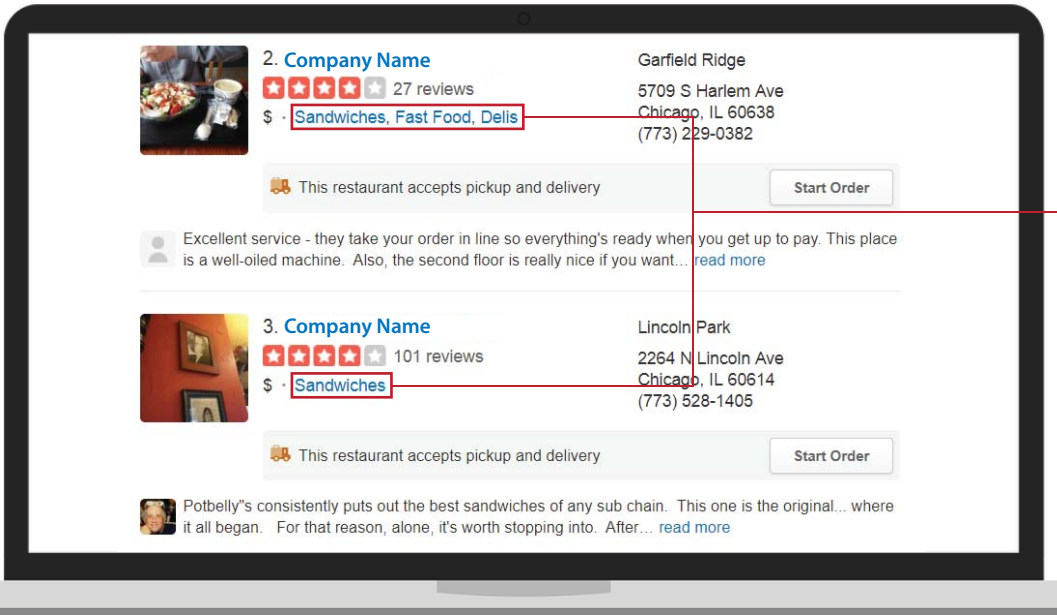




CORRECT CATEGORIES

What: Company Name can accurately set the categories they qualify for.

Why: Proper categorization allows Company Name to create more customer views and accurate expectations.



Example

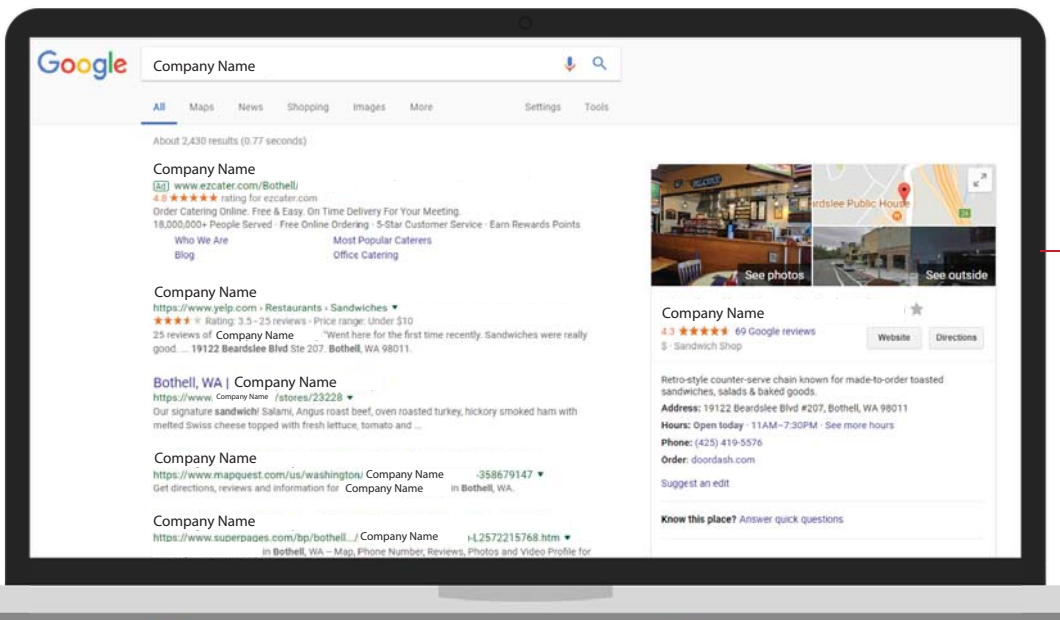
A quick search on Yelp for “Company Name in Chicago” shows that many locations are only categorized as “Sandwiches.” Yelp allows a business to choose up to three categories – which means a large portion of Company Name locations are unnecessarily not appearing in more search results.



MISSING PROFILES

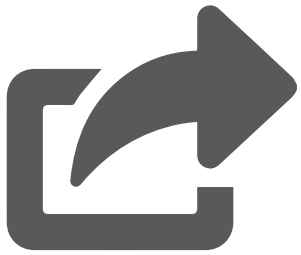
What: Every Company Name location should minimally have its own Google, Yelp, TripAdvisor, and Facebook profile.

Why: Having local profiles will increase your exposure in search engines and lead to more customers discovering Company Name. Conversely, Company Name locations without profiles will not appear online – which means customers might not even be aware that the location exists.



Example

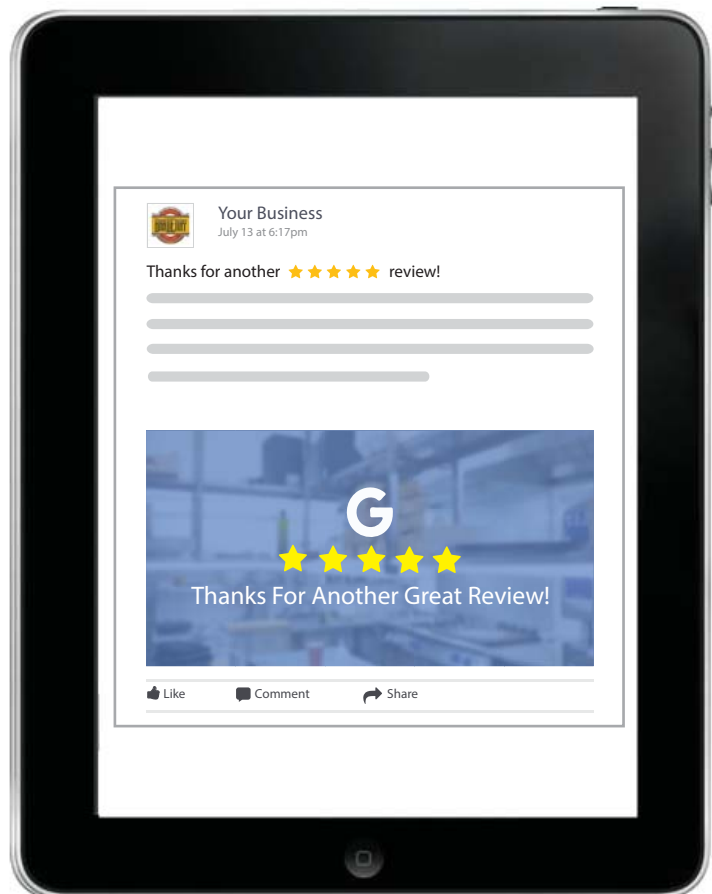
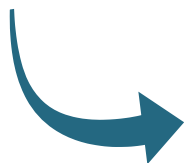
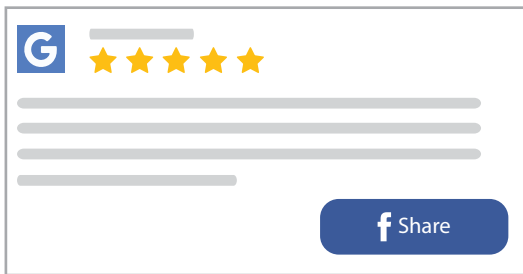
We could not find a TripAdvisor profile for the Company Name location on Beardslee Blvd in Bothell, WA.



SHARE REVIEWS

What: Company Name can share positive fan reviews to their local Facebook pages and Google profiles.

Why: Sharing reviews is a great way for Company Name to show appreciation for positive reviews, encourage more customers to leave reviews, and keep your social media pages active with fresh content.

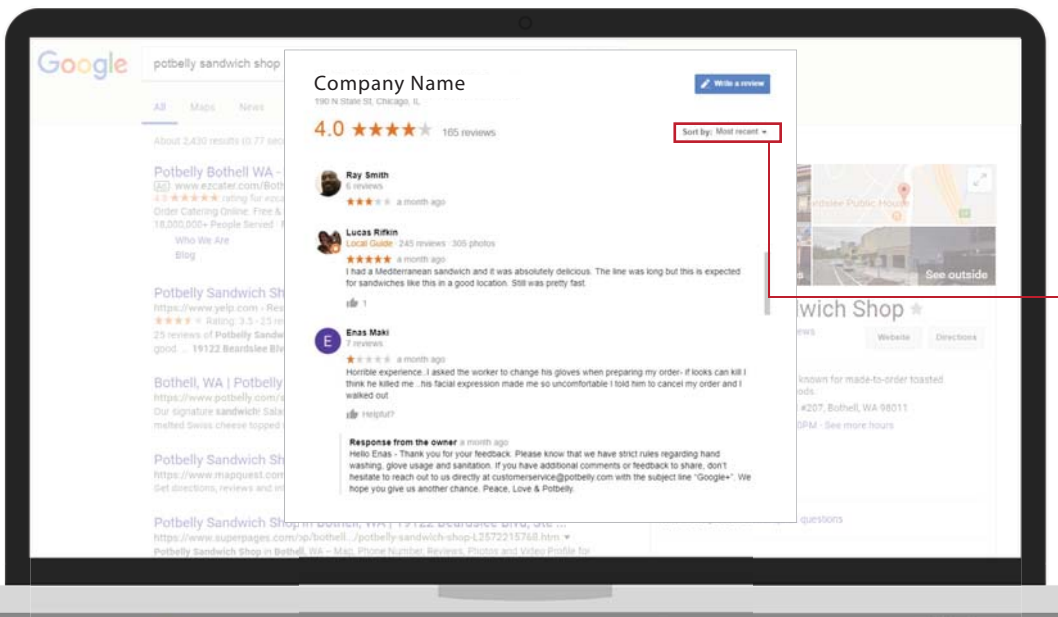




RESPONDING TO REVIEWS

What: All major review sites encourage local businesses to respond publically to both positive and negative reviews.

Why: By responding to reviews, Company Name shows their customers that they listen and care about feedback. More specifically, responding to positive reviews is also a great way to show appreciation and gratitude to your most loyal fans.



Example

While Company Name does a great job responding to negative reviews (around 40%), they are not responding to positive reviews. Only responding to negative reviews can appear defensive and not appreciative.

Responding to Review is Important. But don't just take our word on it.

Reviews from your customers can provide valuable feedback for your business, and replying to reviews can help **build your customers' trust** [and] relationships.

 Google 2017

Responding to reviews clearly demonstrates – to both former and prospective guests – that **you are interested in feedback**, and that you take customer service seriously.

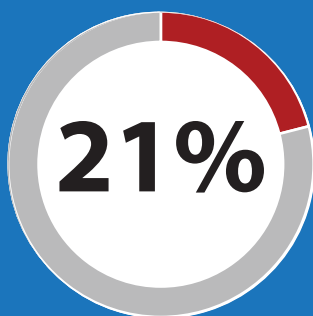
 TripAdvisor 2017

Public comments are a way for business owners to add a helpful comment to a user's review. Responding to reviewers' concerns shows that you **value their feedback** and that you're always striving to improve.

 Yelp 2017

Responding to a positive review is a fantastic way to **engage a customer further** and build upon brand loyalty.

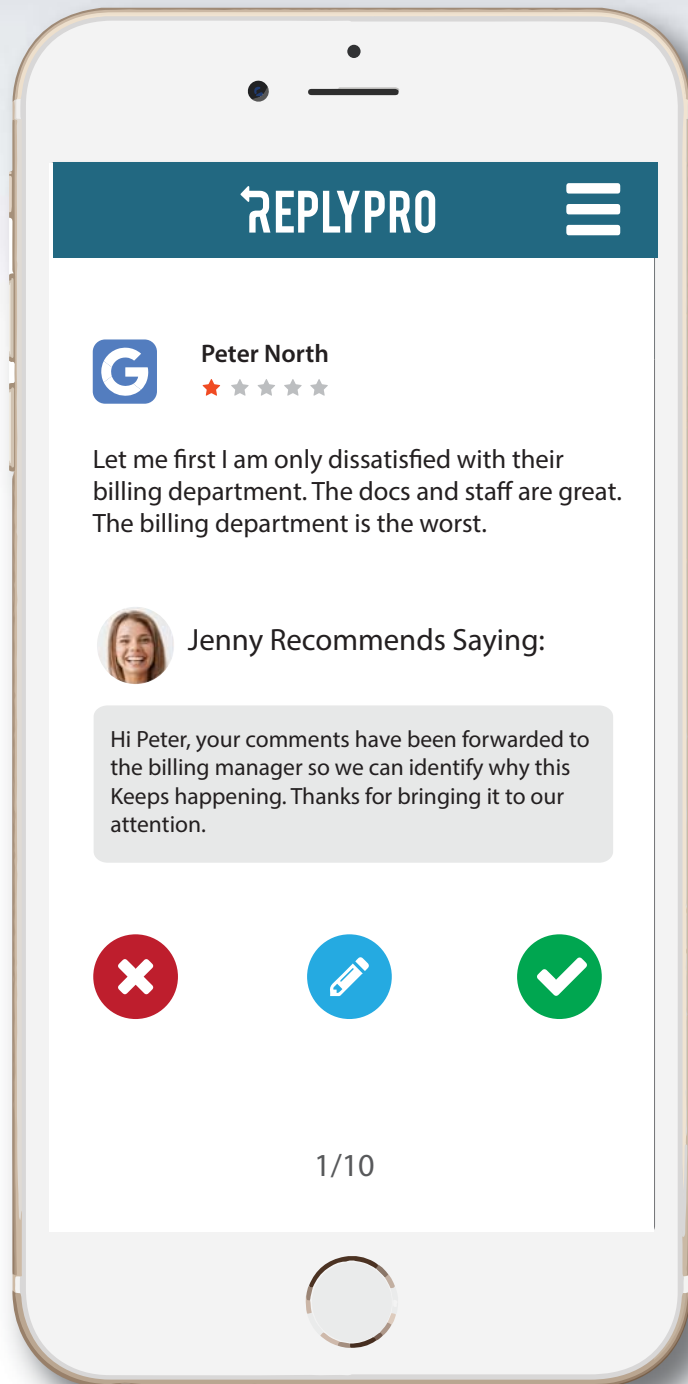
 Social Media Today 2017



Customers are 21% more likely
to choose a business that
responds to reviews

TripAdvisor 2017

Click the **Green Button** to Crush Local Marketing



Receive Updates

Get notified about all new online reviews so you know what your customers are saying.



Get Recommendations

We send you recommendations about the following local marketing actions:

- Responses to Reviews
- Sharing Reviews to Facebook
- Sharing Reviews to Google
- Flagging Negative Reviews
- Fixing Local Listing Data



Accept, Edit, or Ignore

Even though we send recommendations, you are always in full control of what is posted online.