

ONLINE VISIBILITY MONITORING



As a dealer enrolled in the digital package, you can view the landscape of your dealership's internet presence. This aspect of the program is a helpful tool for your entire business. While the search marketing aspect focuses on service, our visibility tool provides insight for all stakeholders at your dealership.

LISTINGS

Listings pulls your dealership listing from Search Engines, Review Sites, Directories, and Social pages to show you how each listing looks in terms of name, address, phone number, and website. There is a link out to each listing to login to the specific site and make changes.

The screenshot shows the 'Listings' dashboard with a green navigation bar containing 'Overview', 'Listings', 'Reviews', 'Mentions', 'Social', 'Competition', and 'Reports'. The 'Listings' section is active. It features a 'Primary Listings' tab and a 'Statistics' section with a large '59% Listing Score' gauge. A summary table shows: Accurate (5), Found with Possible Errors (18), Not Found (0), and Total Listing Sources (23). A 'Listing Information' box displays business details like name, address, city, state, zip, phone, and website. Below, a 'Primary Listings' section shows 'Displaying 23 of 23 Sources'. A 'Filter Listings' sidebar allows filtering by 'Source Type' (Search Engines, Review Sites, Directories, Social Sites) and 'Listing Status' (Accurate, Found with Possible Errors, Not Found). The main area shows search engine results for Bing Local, Google Plus Local, and Yahoo! Local, each with a status icon and a 'show details' link.

REVIEWS

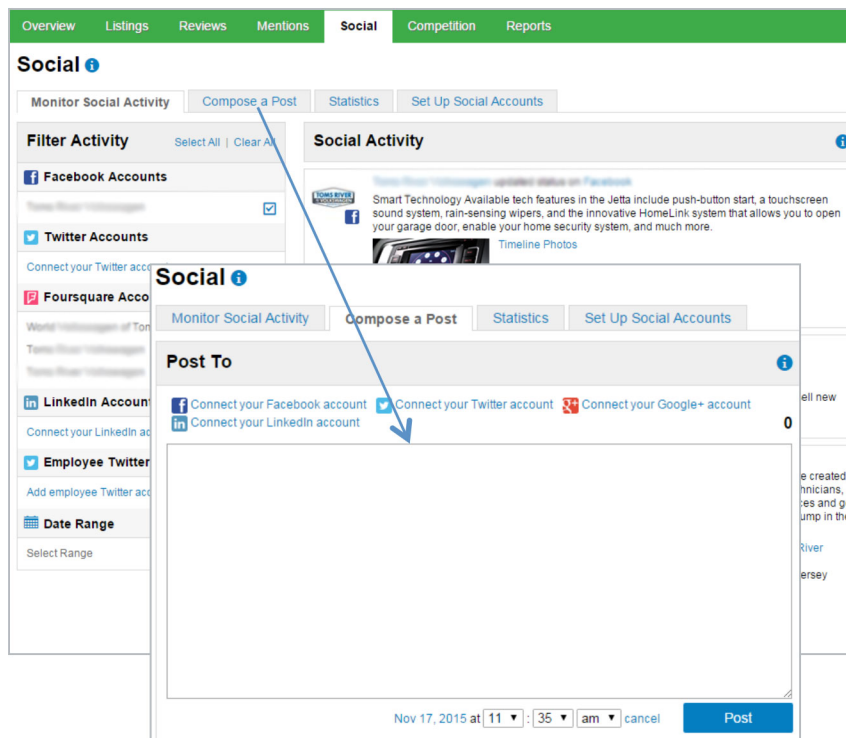
Our review management tool compiles all of the reviews listed about your dealership and aggregates them into one place. From the dashboard, you can link out and respond directly to the specific post or review.

The screenshot shows the 'Reviews' dashboard with a green navigation bar containing 'Overview', 'Listings', 'Reviews', 'Mentions', 'Social', 'Competition', and 'Reports'. The 'Reviews' section is active. It features a 'Sources' dropdown menu set to 'All'. A central 'Average Rating' box shows '3.9 / 5' based on '150 Reviews' and '0 with No Star Rating'. A horizontal bar chart shows the distribution of ratings: 5 Star (93), 4 Star (15), 3 Star (2), 2 Star (9), 1 Star (31), and No Rating (0). A 'Distribution' pie chart shows the source breakdown: All Others (dark blue), DealerRater (light blue), Google Plus Local (green), and Yelp (red). Below, a list of reviews is shown, including one from 'Aj Murga via google.com' with a 5-star rating and a 'Respond' button, and another from 'barubby via dealerater.com' with a 5-star rating. A 'Trending' section is visible at the bottom right.

SOCIAL

The console allows you to monitor multiple social media accounts and post to them as necessary. Specifically, you can connect with Facebook, Twitter, Foursquare, LinkedIn and Google+.

You are also able to schedule posts for a later date and time. This tool allows you to stay on top of your social media presence, while managing your search marketing program, as well.



REPORTS

This results-oriented tab allows you to set up automated e-mails of reporting listing results in many ways. You can choose daily, weekly or monthly reports with various elements of the online visibility. Set-up who should receive these e-mails in the settings portion of the Reports tab.

