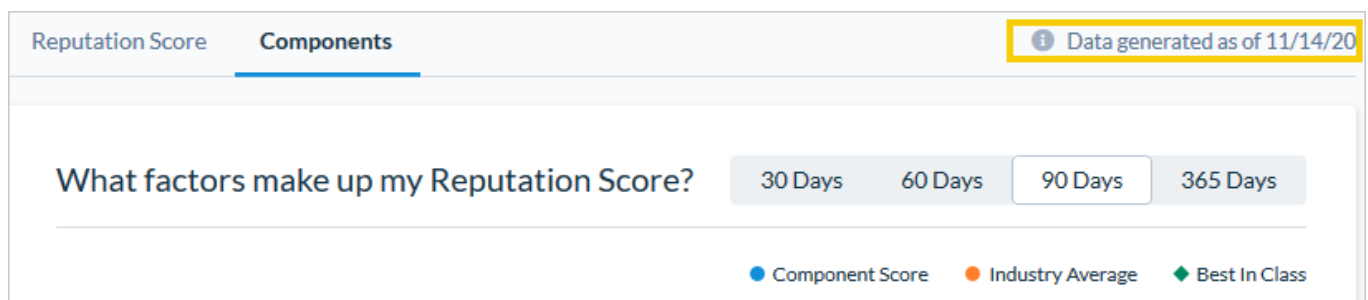


Reputation Score is a comprehensive index of business locations' digital presence, calculated for over 70 industries.

Reputation Score X calculates your business's performance across a variety of important online areas in visibility, engagement, and sentiment. Learn how to improve your score, what is impacting your score, and why your business's performance is leading or trailing compared to peers in your industry.

The higher your Reputation Score is, the greater the likelihood you will stand out among search engines, map results, and on review sites—and are doing the right things to be seen and chosen by new consumers.

You can view results by location and custom filters. Certain charts also allow filtering by date range (last 30, 60, 90, or 365 days from the data generated date).



The screenshot shows the Reputation Score X interface. At the top, there are two tabs: 'Reputation Score' and 'Components', with 'Components' selected. A yellow box highlights the text 'Data generated as of 11/14/20'. Below the tabs, there is a question 'What factors make up my Reputation Score?' followed by four date range buttons: '30 Days', '60 Days', '90 Days', and '365 Days'. At the bottom, there are three legend items: 'Component Score' (blue circle), 'Industry Average' (orange circle), and 'Best In Class' (green diamond).

Reputation Score X shows your most recent score. Select custom date ranges for Reputation Score in **Reports** to view historical score data.

Enabling Reputation Score X

There are two different views available for Reputation Score X: Basic and Prescriptive.

To enable Reputation Score X for your users:

1. From the platform, click **Settings** (⚙️).
2. From the left panel, click **Roles**.
3. Click the **Edit** icon next to the role you want to modify.
4. Under **Reputation Score**, select the **View** checkbox for the desired views.
 - **Basic** – Reputation Score X version without insights specific to your location(s). This view includes Reputation Score, how it's calculated, a location leaderboard (if multiple locations are selected), and components making up the score with static best practices.
 - **Classic** – The original version of Reputation Score. The classic version of Reputation Score has been deprecated.
 - **Prescriptive** – Reputation Score X version that includes insights specific to your location(s). This view includes everything in the article below. Prescriptive permission also grants access to the following Reputation Score reports on the **Reports** tab: What Impacted My Score, Reputation Score Insights, and Reputation Score Recommendations.

	All None View	All None Edit	All None Add	All None Delete	All None Other Actions
Reputation Score					
BASIC					
Score	<input checked="" type="checkbox"/>				
CLASSIC					
Score	<input checked="" type="checkbox"/>				
PRESCRIPTIVE					
Score and Insights	<input checked="" type="checkbox"/>				

5. Click **Save**.

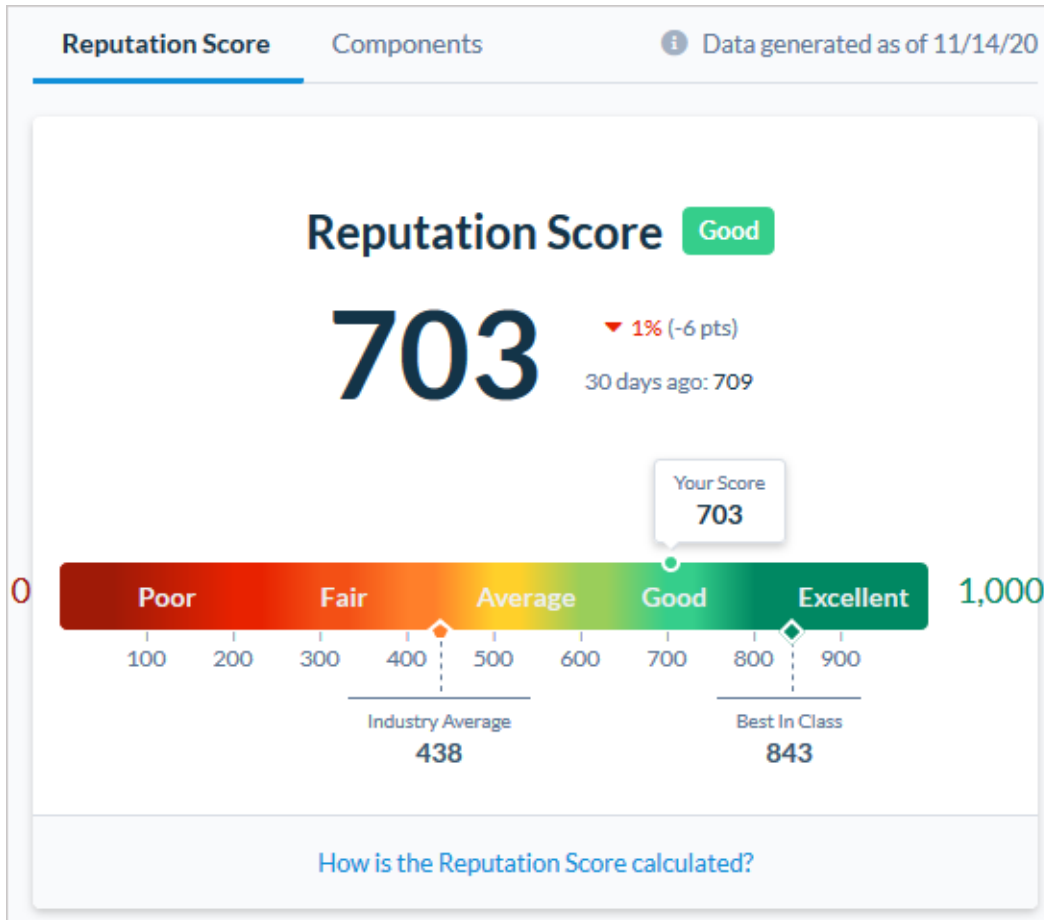
Only users who have permission to edit or add roles can adjust Reputation Score settings.

Reputation Score X is broken out into two tabs: Reputation Score and Components.

Reputation Score Tab

The Reputation Score tab takes into account the market and industry. These factors allow you to benchmark your business and see how your business stacks up to other businesses with regard to industry average and best in class.

Reputation Score is calculated on a 1,000-point scale, where 1,000 is the highest possible rating on the scale and 100 is the lowest.



Refer to the **Reputation Score FAQ** for detailed insight into common questions.

Location Insights

This chart is only available when you've selected two or more locations. If you've selected one location in the filters, or if you only have one location to manage, this chart will not be available.

If you've selected more than one location, you can see a snapshot of how your locations have been performing over the last 30 days from the data generated date. View leading locations with high Reputation Scores, as well as trailing locations with low scores or large drops in their scores.

How have my locations been performing in the past 30 days? Sort By: Reputation Score ▾

🏆 Highest Reputation Scores

BDP - Lake Havasu	📊 794	↑ 15 pts
BDP - Show Low	📊 792	↓ 16 pts
BDP - Chandler	📊 784	↑ 36 pts
BDP - Phoenix	📊 783	↑ 18 pts
BDP - Green Valley	📊 782	↑ 6 pts

⚠️ Lowest Reputation Scores

BDP - Lakeside	📊 185	↓ 39 pts
BDP - East Mesa	📊 454	↓ 5 pts
BDP - Flagstaff	📊 695	↓ 100 pts
BDP - Surprise	📊 703	↓ 2 pts
BDP - Mesa	📊 710	↑ 27 pts

[View All Locations](#)

This option is only available when you've selected two or more locations. If you've selected one location in the filters, or if you only have one location to manage, this chart will not be available.

From the bottom of the Highest/Lowest chart, click **View All Locations** to see Reputation Score and score change data for each location you manage. Locations are defaulted to rank by Reputation Score (high to low). Click the headers to sort (ascending or descending) by Location, Reputation Score, or Score Change.

How have my locations been performing in the past 30 days? ✕

Location	Reputation Score	Score Change
BDP - Lake Havasu	794	↑ 15 pts
BDP - Show Low	792	↓ 16 pts
BDP - Chandler	784	↑ 36 pts
BDP - Phoenix	783	↑ 18 pts

Select a location in your top line filters, or click on any location in the Highest/Lowest chart to view what specifically impacted that location's Reputation Score. View up to three components for both positive and negative impact (ordered by score impact) in the selected Time Range. Filter by components to narrow your focus.

View specific insights per component. Insights explain why today's score changed from the score of 30 days (or whichever time range you have selected) ago. Click the arrows to scroll between insights (if available).

What has impacted your Reputation Score since 60 days ago? Time Range: 60 Days ▾ Components: All ▾

Positive Impact	Score Change		
Review Volume	↑ 3 pts	<div style="text-align: center;"> <p>Your review volume on Facebook has improved</p> <p>Your score improved by approximately 3 points because your two years' review volume on Facebook increased relative to 60 days ago (from 3 to 4 reviews). The review volume is calculated as a rolling average over the previous 30 days.</p> <p>Review Volume</p> </div>	<div style="text-align: center;"> <p>Congratulations! You have got new reviews</p> <p>You have received 3 reviews over the last 30 days, up from 1 reviews over the previous 30 days, driving your overall score up by approximately 3 points.</p> <p>Review Recency</p> </div>
Review Recency	↑ 3 pts		
Search Impression	↑ <1 pt		
Negative Impact	Score Change		
Social Engagement	↓ <1 pt		

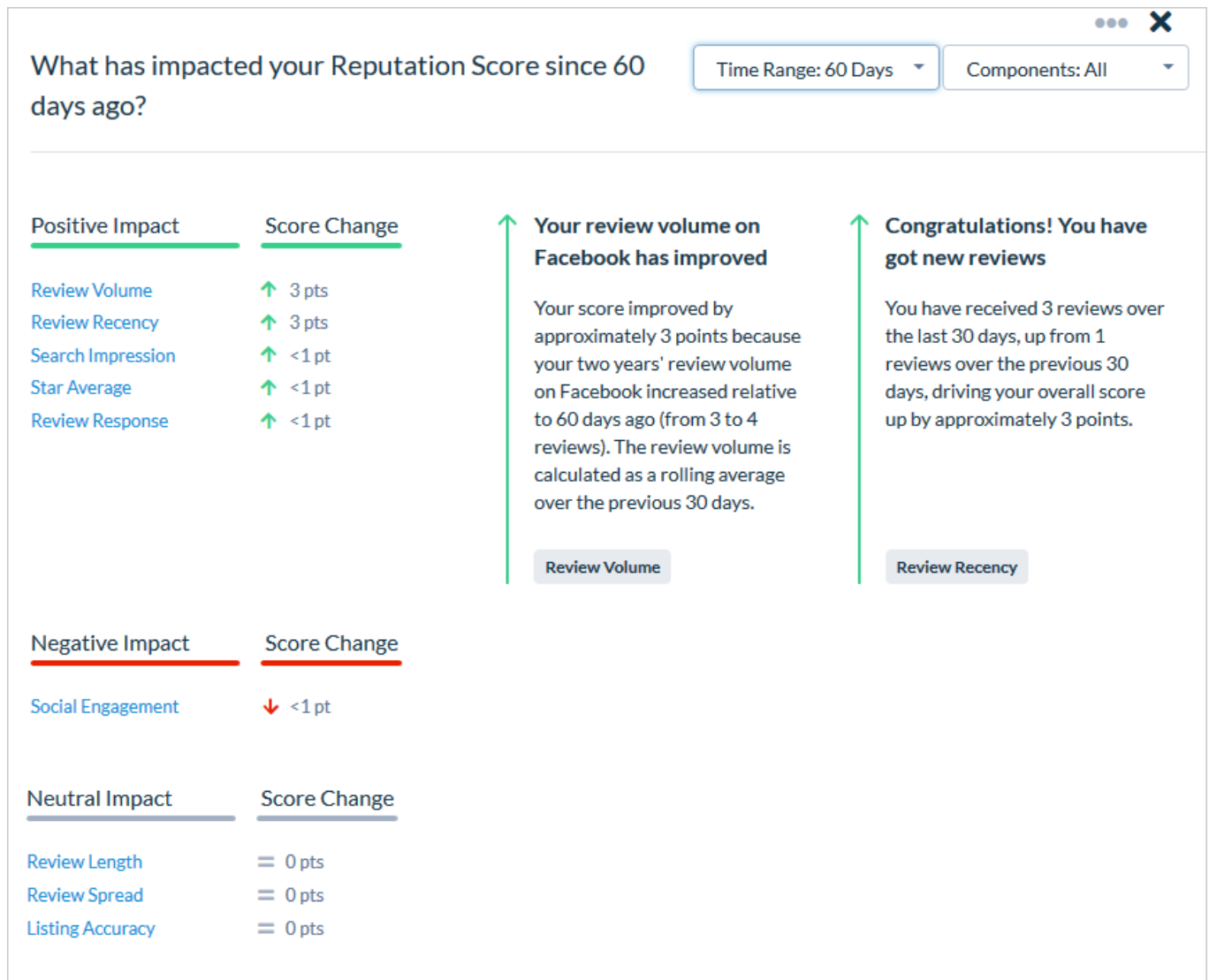
Each insight is tagged with the component it will impact most. Click the component name or tag to view additional details about each component.

<u>Positive Impact</u>	<u>Score Change</u>
Review Volume	↑ 3 pts
Review Recency	↑ 3 pts
Search Impression	↑ <1 pt
<u>Negative Impact</u>	<u>Score Change</u>
Social Engagement	↓ <1 pt

Score change insights will not appear for locations newer than 30 days. These locations will instead see general insights on what is helping or hurting their current score. After locations have a Reputation Score for more than 30 days, score change insights will populate.

From the location insights, click **View All Insights** to go one layer deeper and view positive, negative, and neutral impact from this location by time range and component. View specific insights per component. Each insight is tagged with the component it will impact most.

Insights are shown when there is a meaningful change (at least a 2-3 point difference) in the score for that component. If you do not see an insight for a specific component, the change in score was not significant enough to produce one.



Recommendations for Improvement

View actionable recommendations to improve your location's Reputation Score, ordered by highest to lowest impact. Understand by approximately how many points suggested improvements can impact your score. Each recommendation is tagged with the component it will impact most. Click the component tag to view additional details about each component. Click the arrows to scroll between recommendations. To see all recommendations on the same page, click **View All Recommendations**.

This chart is only available when you have one location selected. If you have selected two or more locations in the filters, this chart will not be available.

What can I do to improve my Reputation Score?

Boost your presence with newer reviews

You have received 1 reviews over the last 90 days, while the ideal volume is 3. If you get 3 reviews in the next 90 days, your score will increase approximately 18 to 28 points in the next 120 days.

Review Recency

Increase your share of reviews on HealthGrades

0% of your reviews are on HealthGrades. If you can increase that share to fall within the 18% - 20% range you should see a Reputation Score boost of approximately 17 to 21 points.

Review Spread

Great work keeping your location address updated on Facebook, Bing and Google

Keep your location address updated on your profile as well as on Facebook, Bing, and Google. This has a positive impact of approximately 13 to 19 points on your Reputation Score.

Listing Accuracy

Trend Comparison Over Time

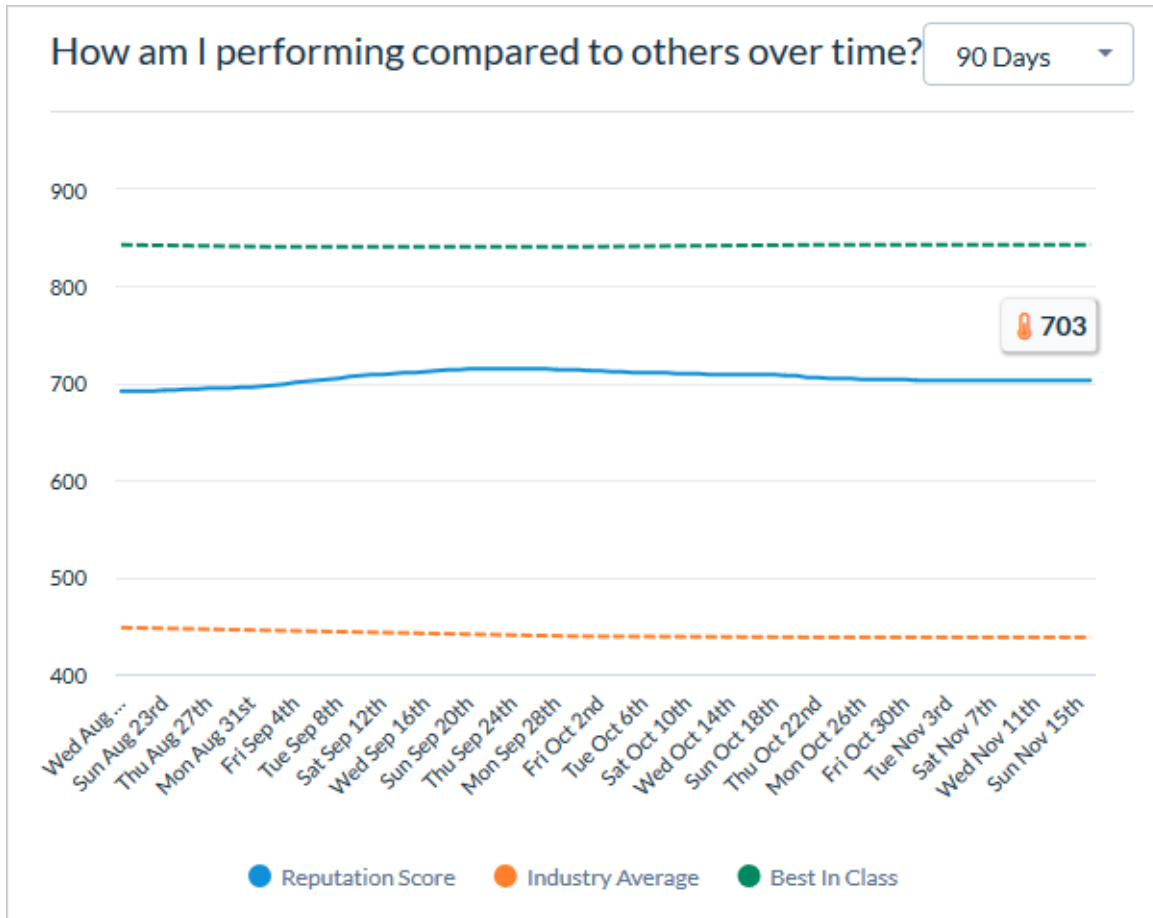
Monitor how your Reputation Score is trending over time compared to the industry average and best in class. View results by date range (last 30, 60, 90, or 365 days from the data generated date). Hover over the chart to view Reputation Score data for a specific day.

Insights explain the difference between today's Reputation Score for your location and today's industry average score. Click the arrows to scroll between insights. Each insight is tagged with the component it will impact most. Click the component tag to view additional details about each component. To see all insights on the same page, click **View All Comparative Insights**.

Insights are shown when a score sub-component (e.g., Google star average) can explain a meaningful change (at least a 2-3 point difference) between your location's score and the industry average score for a particular component. If you do not see an insight for a specific component, the change in score was not significant enough to produce one.



View trend comparison without individual location insights.



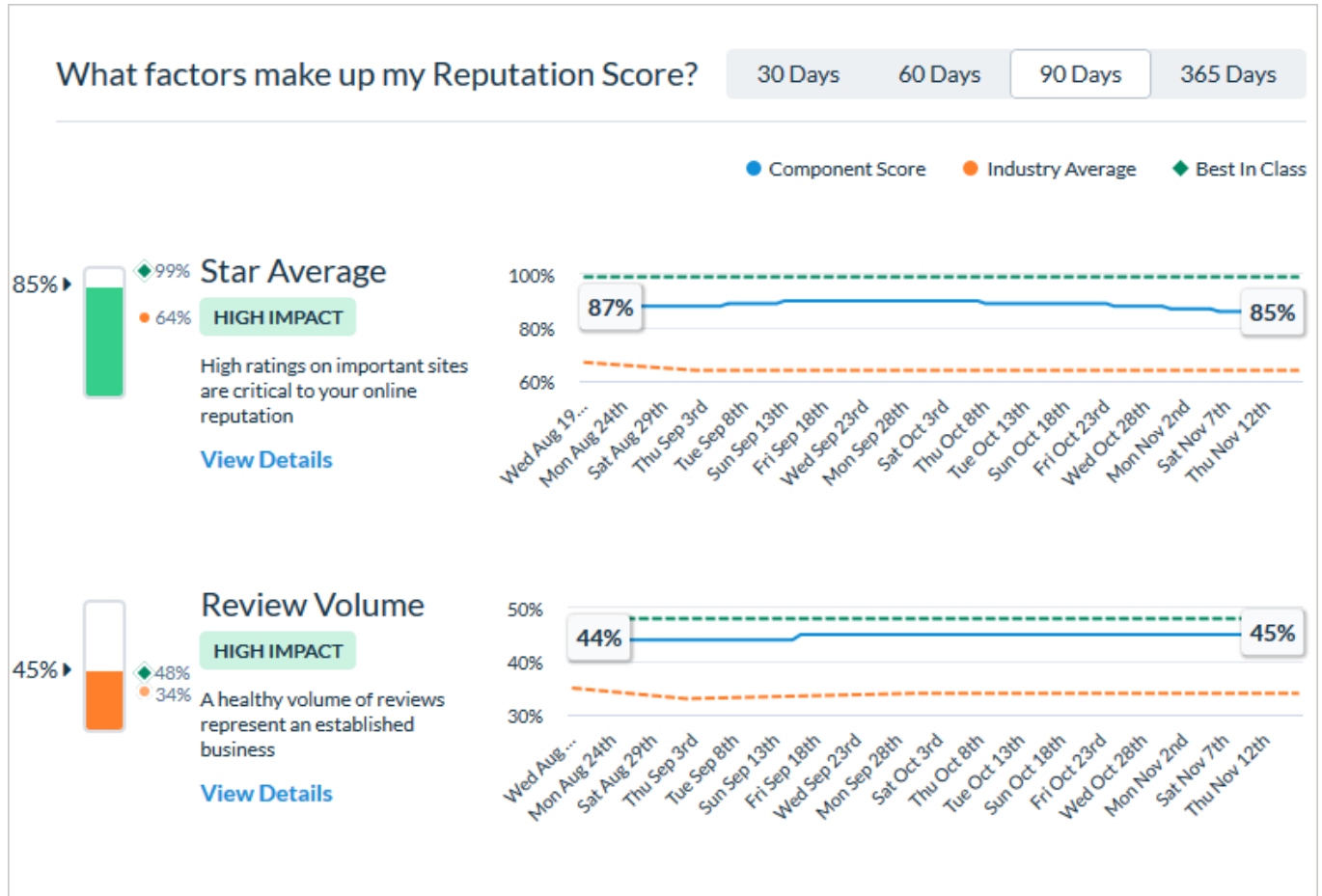
Components Tab

The Reputation Score is based on 30-day averages of nine key components:

- **Star Average**
 - **Review Volume**
 - **Review Spread**
 - **Review Recency**
 - **Search Impression**
 - **Review Response**
 - **Listing Accuracy**
 - **Social Engagement**
 - **Review Length**
- Components are ordered by highest to lowest impact.
 - For each component, you can compare your score against the industry standard and best in class, as well as see each score as a trend over time.
 - View results by date range (last 30, 60, 90, or 365 days from the data generated date).

- Hover over the chart to view each component's score for a specific day.

Learn more about best practices for improving each **Reputation Score component**.



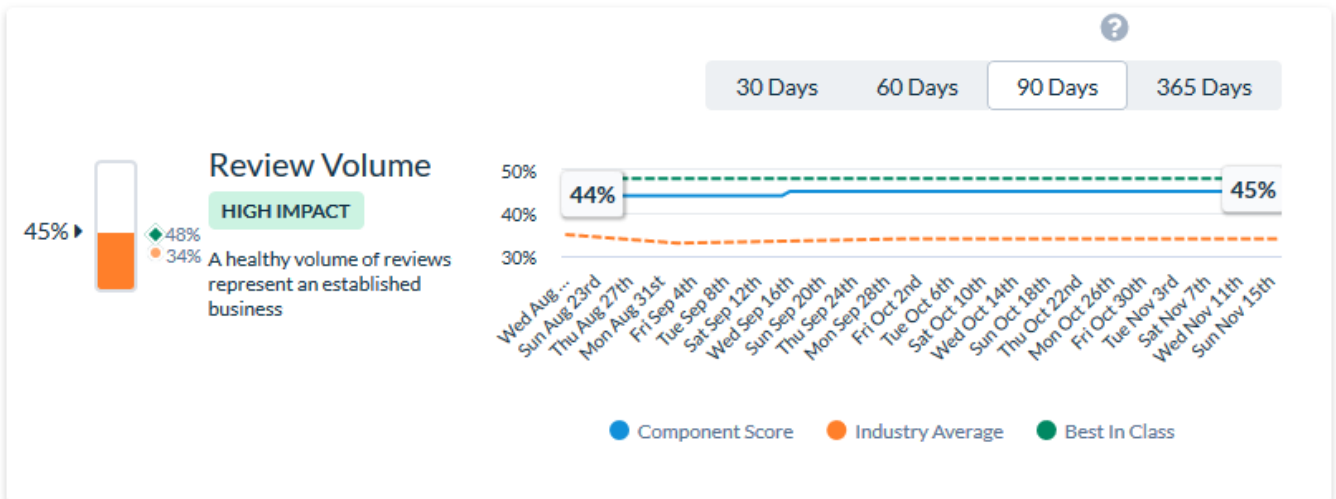
Details Page

Click **View Details** under each component to learn more about that specific component, including tips to improve and links to additional resources.

The **View Details** page will show component-specific insights if one location is selected. If you have selected two or more locations in the filters, insights will not be available.

- Star Average
- Review Volume**
- Review Spread
- Review Recency
- Search Impression
- Review Response
- Listing Accuracy
- Social Engagement
- Review Length

Review Volume Details



What do I need to know about my Review Volume Score

The next thing after star average you might look for after searching for a business is the number of reviews that went into that star average. You'll trust a star average with 1,000 reviews over 5 reviews. This metric measures the total number of reviews across important online review sites. A location needs to have a minimum quantity of reviews on each relevant review site to score highly on volume.

Actively request reviews from customers using tools like the Reputation mobile app. Explain that you are striving to deliver the best service and that you feel proud and motivated when you hear positive feedback from customers.

Best Practices

Learn more about the best practices to request reviews using our mobile app by visiting our [Reputation University Article](#) on the topic.