

# WHAT IS YOUR REPUTATION?



Some of the worst service I've experienced in a local business. The staff was uninterested, rude, and seemed like they didn't care whether I made a purchase. Will definitely not be going back. Not impressed!

Michael H.



The best restaurant in Wilmington. The food was excellent, the atmosphere, the service, everything. There's nothing here that isn't perfection.



I felt lucky to get anyone to come out on Super Bowl Sunday! He was very efficient, neat and did a great job + was very nice too.

by brittanyevansg at Citysearch



## Reputation Management is simple:

*it shows businesses what your customers are saying and helps you improve your visibility in local searches.*

Everyday, customers are talking about businesses online, whether it's on Yelp, Twitter, Google+, Facebook, personal blogs, or elsewhere.

**61% of consumers read online reviews before making a purchase decision;\***

this wealth of chatter has a direct impact on your sales.

### Reputation Management Features

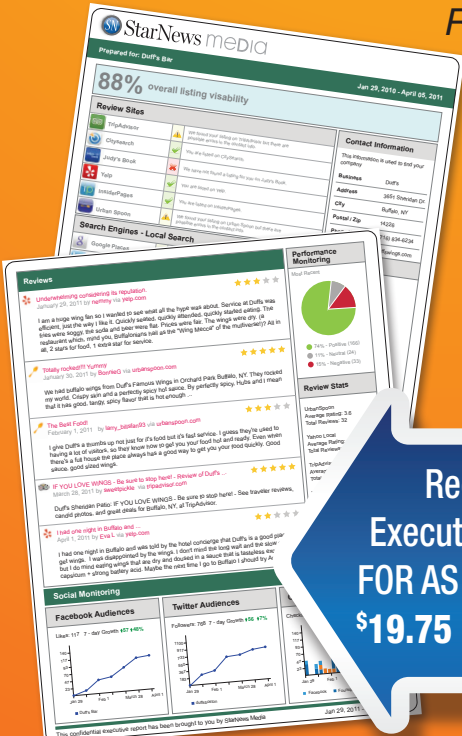
**Improve Online Visibility:** The Visibility feature gathers all the locations on the web where your business listing can be found. It shows you where you're missing and where the data might be wrong.

**Monitor Reviews:** The Reviews section monitors the top consumer sites where your business might be mentioned.

**Monitor Social Media:** Track your Facebook likes, Twitter followers, and Foursquare check-ins. When people like, retweet, or comment, you will see it here.

**Monitor Competition:** Share of Voice graphs reveal how your business stacks up against your competitors in local internet searches.

**Receive Alerts:** Every time a new review or mention is found, you'll be notified by email. Every week you'll be sent an Executive Report that breaks down how your business is faring in online conversations.



Receive your Executive Report FOR AS LITTLE AS \$19.75 PER WEEK

**\$79 PER MONTH**  
(12 month minimum)

**\$99 PER MONTH**  
(3 month minimum)



\*econsultancy.com

For more information call 910-343-2342 or email Advertising@StarNewsOnline.com.

# SAMPLE REPORT



Prepared for: Duiff's Bar

Jan 29, 2010 - April 05, 2011

## 88% overall listing visibility

Review Sites	Status	Message
TripAdvisor		We found your listing on TripAdvisor but there are possible errors in the contact info.
Citysearch		You are listed on CitySearch.
Judy's Book		We have not found a listing for you on Judy's Book.
Yelp		You are listed on Yelp.
InsiderPages		You are listed on InsiderPages.
Urban Spoon		We found your listing on Urban Spoon but there are possible errors in the contact info.

Search Engines - Local Search	Status	Message
Google Places		We found your listing on Google Places but there are possible errors in the contact info.
Bing		You are listed on Bing.
Yahoo Local		You are listed on Yahoo Local.

Directory Sites	Status	Message
411.com		We found your listing on 411.com but there are possible errors in the contact info.
Yellowbook		You are listed on Yellowbook.
Superpages		We have not found a listing for you on Superpages.
Ziplocal		You are listed on Ziplocal.
YellowPages		You are listed on YellowPages.
Merchant Circle		We found your listing on Merchant Circle but there are possible errors in the contact info.
Local.com		We found your listing on Local.com but there are possible errors in the contact info.

Social Sites	Status	Message
Facebook		You are listed on Facebook
LinkedIn		You are listed on LinkedIn.

Contact Information	Field	Value
This information is used to find your company	<b>Business</b>	Duiff's
	<b>Address</b>	3651 Sheridan Dr.
	<b>City</b>	Buffalo, NY
	<b>Postal / Zip</b>	14226
	<b>Phone Number</b>	(716) 834-6234
	<b>Website</b>	duiffswings.com

Stats	Value
<b>Overall</b>	Total Sources: 18
	Include Your Listing: 16
	Missing Your Listing: 2
	Total Listings: 16
	Possible Errors: 6

Review Sites	Value
<b>Sources:</b>	6
<b>Include Your Listing:</b>	5
<b>Missing Your Listing:</b>	1
<b>Listings:</b>	5
<b>Possible Errors:</b>	2

Search Engines - Local Search	Value
<b>Sources:</b>	3
<b>Include Your Listing:</b>	3
<b>Missing Your Listing:</b>	0
<b>Listings:</b>	3
<b>Possible Errors:</b>	1

Directory Sites	Value
<b>Sources:</b>	7
<b>Include Your Listing:</b>	6
<b>Missing Your Listing:</b>	1
<b>Listings:</b>	6
<b>Possible Errors:</b>	3

Social Sites	Value
<b>Sources:</b>	2
<b>Include Your Listing:</b>	2
<b>Missing Your Listing:</b>	0
<b>Listings:</b>	2
<b>Possible Errors:</b>	0

### Reviews



**Underwhelming considering its reputation.**  
January 29, 2011 by [remmy](#) via [yelp.com](#)

★★★★★

I am a huge wing fan so I wanted to see what all the hype was about. Service at Duiff's was efficient, just the way I like it. Quickly seated, quickly attended, quickly started eating. The fries were soggy, the soda and beer were flat. Prices were fair. The wings were dry. (a restaurant which, mind you, Buffaloians call as the "Wing Mecca" of the multiverse)? All in all, 2 stars for food, 1 extra star for service.



**Totally rocked!!!! Yummy**  
January 30, 2011 by [BonnieG](#) via [urbanspoon.com](#)

★★★★★

We had buffalo wings from Duiff's Famous Wings in Orchard Park Buffalo, NY. They rocked my world. Crispy skin and a perfectly spicy hot sauce. By perfectly spicy, Hubs and I mean that it has good, tangy, spicy flavor that is not enough ...



**The Best Food!**  
February 1, 2011 by [larry\\_billstan93](#) via [urbanspoon.com](#)

★★★★★

I give Duiff's a thumbs up not just for it's food but it's fast service. I guess they're used to having a lot of visitors, so they know how to get you your food hot and ready. Even when there's a full house the place always has a good way to get you your food quickly. Good sauce, good sized wings.



**IF YOU LOVE WINGS - Be sure to stop here! - Review of Duiff's ...**  
March 28, 2011 by [sweeppickle](#) via [tripadvisor.com](#)

★★★★★

Duiff's Sheridan Patio: IF YOU LOVE WINGS - Be sure to stop here! - See traveler reviews, candid photos, and great deals for Buffalo, NY, at TripAdvisor.



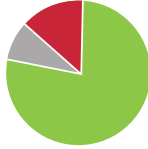
**I had one night in Buffalo and ...**  
April 1, 2011 by [Eva L](#) via [yelp.com](#)

★★★★★

I had one night in Buffalo and was told by the hotel concierge that Duiff's is a good place to get wings. I was disappointed by the wings. I don't mind the long wait and the slow service, but I do mind eating wings that are dry and doused in a sauce that is tasteless except for capicum + strong battery acid. Maybe the next time I go to Buffalo I should try Anchor Bar.

### Performance Monitoring

Most Recent



### Review Stats

**UrbanSpoon**  
Average Rating: 3.6  
Total Reviews: 32

**Yahoo Local**  
Average Rating: 4.5  
Total Reviews: 16

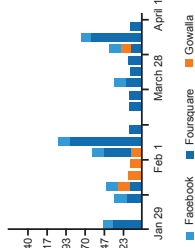
**TripAdvisor**  
Average Rating: 3.9  
Total Reviews: 50

**Yelp**  
Average Rating: 4.1  
Total Reviews: >100

**CitySearch**  
Average Rating: 4.4  
Total Reviews: 23

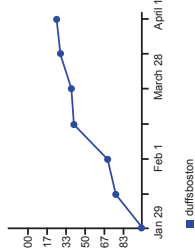
### Checkins

Checkins: 1267 7 - day Growth **+127 +75%**



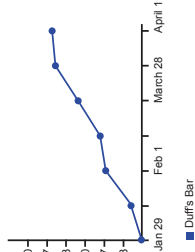
### Twitter Audiences

Followers: 768 7 - day Growth **+56 +7%**



### Facebook Audiences

Likes: 117 7 - day Growth **+57 +48%**



### Social Monitoring