

# Your online reputation precedes you

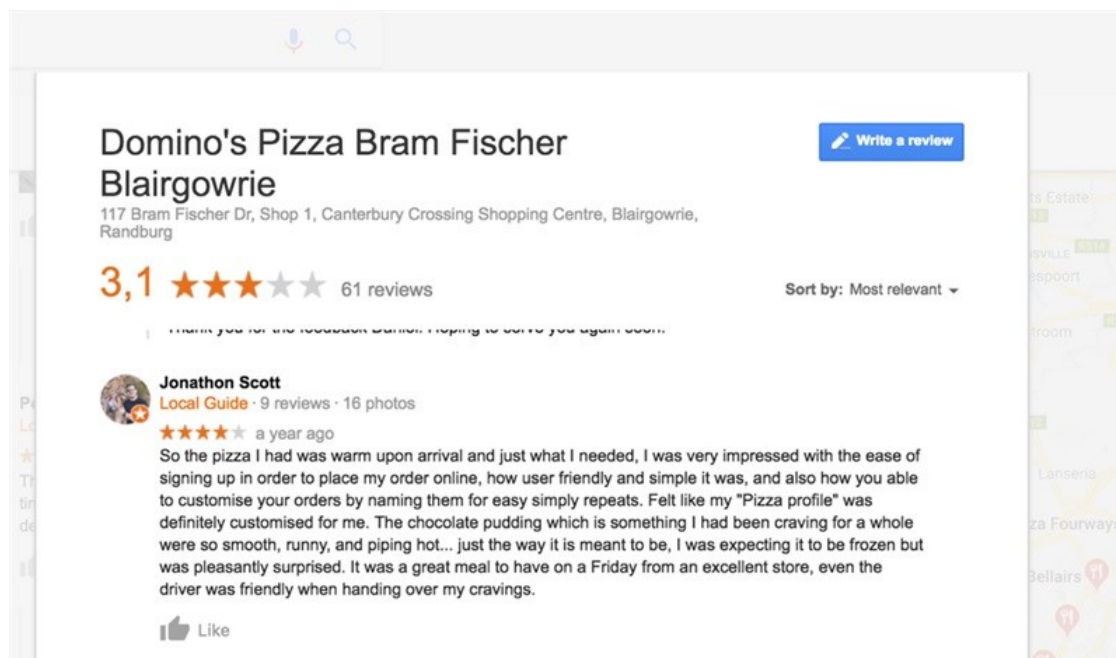
Issued by [Location Bank](#)

29 Oct 2018

In today's digital world your online reputation is everything. Potential clients have plenty of reviews to trawl through and if existing clients are unhappy they have plenty of outlets to let it be known and to share their experience. Unflattering reviews, pictures, half-truths or lies can be posted and spread instantly.

Business Positioning Systems (BPS) handle reviews across a number of platforms and are finding Google My Business to be, surprisingly, one of the biggest and most important review environments. Here's why:

- 1) The quality of review. Unlike social platforms, that can be simply places to complain, users tend to post both positive and negative reviews, and suggestions. As GMB is a 'business before social' platform users provide insights and comment on what's working as opposed to getting on their soapboxes and complaining for their social network.



[click to enlarge](#)

- 2) Reviews on GMB greatly impact search performance. It's estimated that 10% of Google ranking is based on reviews. More reviews equal more views, leading to more reviews...it's a snowball effect that can be extremely positive (or devastating) for any business.
- 3) GMB is rapidly growing in popularity as a reputational platform. A number of big brands, especially in the QSR sector are seeing GMB reviews outpacing other social review platforms like Facebook. One reason for this is that on GMB users are communicating directly with the local store (or they believe they are) instead of a central brand page that feels a million miles away.

## Handle your GMB reviews the BPS way

At BPS all our client's reviews are synced into our Location Bank software platform. From there they can be sorted, analysed and responded to. Across multiple locations. From one place.

Our Location Bank tool means client's online reputations are monitored, managed and moulded into a powerful ranking and marketing tool.

**Main Navigation**

- Dashboard
- Publishers
- Clients
- Locations
- Posts
- Users
- Gauge
- Reviews
- List

**Reviews: List**

September 5, 2018 - October 5,      Go

Date	Time	Updated	Location	Rating	Reviewer	Store Code
yyyy/mm/dd				Positive		
✓ 05-Sep-2018	05:52	05-Sep-2018	Domino's Pizza Montana	★★★★☆	Celestino Sebas...	Dom50
✓ 05-Sep-2018	08:27	05-Sep-2018	Domino's Pizza Ballito	★★★★★	Leon Dedekind	Dom63
✓ 05-Sep-2018	17:44	05-Sep-2018	Domino's Pizza Potchefstroom	★★★★★	Samuel Bultendag	Dom30
✓ 05-Sep-2018	20:28	05-Sep-2018	Domino's Pizza Fish Hoek	★★★★★	Felipe Rocha	Dom37
✓ 06-Sep-2018	00:34	05-Sep-2018	Domino's Pizza Bloem Royal Square	★★★★★	Kenny Selepe	Dom92
✓ 06-Sep-2018	06:19	06-Sep-2018	Domino's Pizza Brackenfell	★★★★★	Bernadette Adonis	Dom34
✓ 06-Sep-2018	07:11	06-Sep-2018	Domino's Pizza Newton Park	★★★★★	Dylan du Preez	Dom20
✓ 06-Sep-2018	08:28	06-Sep-2018	Domino's Pizza Linton Grange	★★★★☆	Anita Van Tonder	Dom22
✓ 06-Sep-2018	08:59	06-Sep-2018	Domino's Pizza Tokai	★★★★★	Carl Meijer	Dom18
✓ 06-Sep-2018	12:25	06-Sep-2018	Domino's Pizza Hatfield	★★★★☆	Christian Ras	Dom08
✓ 06-Sep-2018	13:43	06-Sep-2018	Domino's Pizza Potchefstroom	★★★★★	Pamela Van Eeden	Dom30
✓ 06-Sep-2018	17:37	06-Sep-2018	Domino's Pizza Vanderbijlpark	★★★★☆	Thalukanyo Van...	Dom25
✓ 06-Sep-2018	19:52	06-Sep-2018	Domino's Pizza Kraaifontein	★★★★☆	Yulindie Strydom	Dom55
✓ 06-Sep-2018	20:25	06-Sep-2018	Domino's Pizza Les Marais	★★★★★	Stephan Share	Dom27
✓ 06-Sep-2018	21:48	06-Sep-2018	Domino's Pizza Kempton Park	★★★★★	Brigitte Fernandez	Dom72

*BPS Location Bank's review management tool*

[illegible]

BPS clients also receive a **Biannual Reputational Audit and Insights Report** that takes a deep dive into this business-critical area. The report breaks down your online reputation by location and makes sure you know exactly what your business is getting right or wrong, and where.

- **Ready to be heard? Rate service delivery in your area - Your feedback matters!** 10 Apr 2024
- **Reflecting on a year of remarkable milestones: Location Bank's 2023 journey** 15 Feb 2024
- **Navigating the evolution of local search** 18 Jan 2024
- **Get 6 months free iFeedback when you sign up for StoreVault** 17 Nov 2023
- **Elevate your branch's performance with iFeedback** 25 Oct 2023



## Location Bank

Securing your footprint. Leveraging your presence. Protecting your reputation.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>