



CUBrandMonitor Custom Scoring Guide

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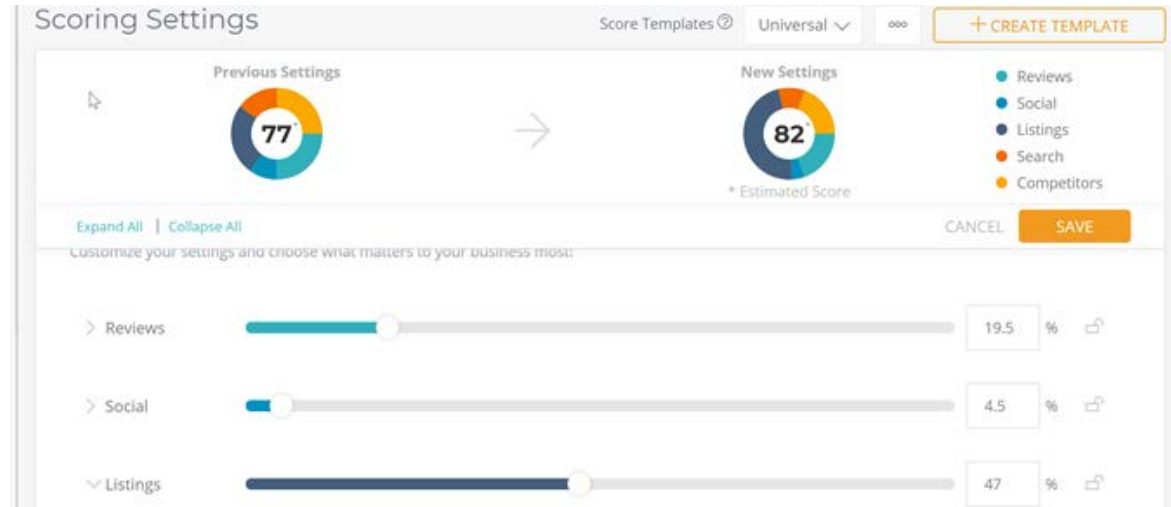
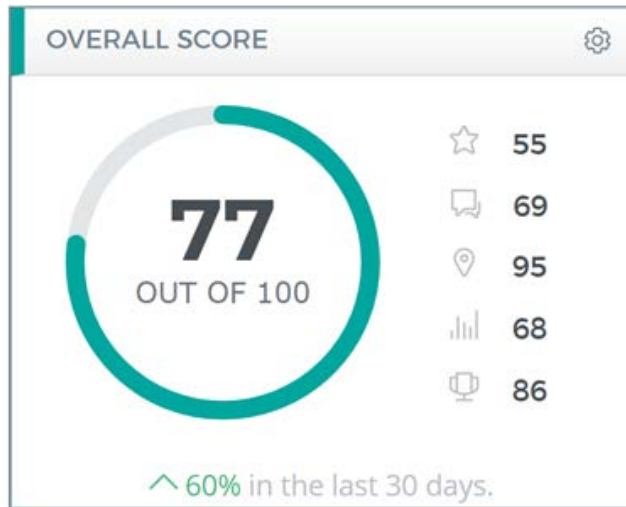
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SCORING OVERVIEW, METHODOLOGY & BENEFITS

Overview

This user guide walks you through the **Overall Score**, a dynamic and customizable performance evaluation tool!

Included are a review of the application, benefits, methodology, and terminology for Custom Scoring, and a tutorial of the interface's most important features.



Overview

The **Overall Score** is an aggregate of the most important performance metrics tied to reputation (**Reviews**), social media activity (**Social**) and local SEO (**Listings** and **Search**). Member activity levels, listing accuracy, rankings, member ratings and your **Competitors** all factor into the score.

In general, a score above 70 is reflective of an industry leader, a score between 50 and 70 is average and a score below 50 is poor. Think of the gradient scale as a digital report card of your online health!

The value lies in providing a system that identifies where you're positioned strongly with operational advantages, while also recognizing areas that need improvement and actionability in order to beat the competition and dominate your marketplace. Take action in the right areas and track improvement over time!

Methodology

The weighting system and scoring criteria are based on data analysis conducted across the most important industry metrics tied to online reputation and SEO.

Millions of reviews, social posts, listings, rankings, and search traffic analytics were broken down into their core components to assess their relative impacts on a business' online standing.

Providers -- like Google, Yelp, and Facebook, to name a few -- were also weighed against one another based on traffic and user activity levels so the true impact of each data point is appropriately captured and reflected within the scoring algorithm.

Methodology

We realize that the application of scoring factors is not a one-size-fits-all scenario. Even with the use of templates that have been carefully assembled for accuracy, you may need or want to make some slight adjustments to the weights to suit your unique goals, priorities, and expectations.

Scoring Admins have complete control to adjust the weights of each scoring factor, allowing you to come up with the perfect formula for performance evaluation in your organization.

The scoring reporting is extremely detailed so you have complete transparency into the contributing factors of your score, and know at all times what is going well and what needs improvement.

Benefits

The Overall Score provides a performance system and reporting that is...

- Customized
- Accurate
- Relevant
- Transparent

...and helps with organizational...

- Benchmarking
- Prioritization
- Accountability

SCORING INTERFACE: TUTORIAL

Scoring Interface

The interface for scoring consists of four primary pages:

- **Snapshot Score:** a snapshot of your score on the dashboard's home screen for each of the primary scoring categories.
- **Score Settings:** the admin center for scoring where you can configure which scoring template is used by your accounts as well as the weights associated with each performance factor.
- **Score Summary Report:** a report detailing performance in each functional area over time.
- **Store Comparison Report:** a report showing the comparative scores for each location in your account.

Snapshot Score


Workflow Location ? All (29) ⚙️

RANKINGS

Stores on page 1 on Google Maps
29

Stores before page 5 on Google Maps
100%

OVERALL SCORE



77
OUT OF 100

^ 60% in the last 30 days

☆	55	Reviews Score
💬	69	Social Score
📍	95	Listings Score
📊	68	Search Score
🏆	86	Competitors Score

Summary Reports

Select a single location to see summary reports.

Snapshot Score

Switch to a Location or Group's Score

Go to Score Settings

Workflow Location ? All (29) [gear icon]

RANKINGS

Stores on page 1 on Google Maps
29

Stores before page 5 on Google Maps
100%

OVERALL SCORE [gear icon]

77
OUT OF 100

- ☆ 55
- 🗨️ 69
- 📍 95
- 📊 68
- 🏆 86

^ 60% in the last 30 days.

Performance Summary
Hover over a region with locations

Summary Reports
Select a single location to see summary reports.

Click Anywhere in Box to View Score Summary Report

Score Settings

Snapshot | Reviews | Social | Pulse | Media | Listings | Rankings | Review Builder | Workflow

My Account

- Manage Users
- Manage Groups
- Manage Scoring**
- Manage Locations & Competitors
- Manage Accounts
- Configure Reports
- Brand Settings
- User Roles
- Custom Providers
- External Logins

Scoring Settings

Score Templates ⓘ Universal ▾ ∞ + CREATE TEMPLATE

*****Templates Are Sets of Scoring Criteria. Can Be Default or Custom.*****

Overall Score

The score is an aggregate of the most important performance metrics tied to reputation (**Reviews**), social media activity (**Social**) and local search (**Listings** and **Search**). Customer activity levels, listing accuracy, rankings, customer ratings and your **Competitors** all factor into the score. In general, a score above 70 is reflective of an industry leader, a score between 50 and 70 is average and a score below 50 is poor.

[Expand All](#) | [Collapse All](#)

Current Settings

- Reviews
- Social
- Listings
- Search
- Competitors

* Estimated Score

Settings

Customize your settings and choose what matters to your business most!

> Reviews 25 %

> Social 10 % English

Name of Scoring Template Selected

Edit, Clone, or Delete Template

Create New Scoring Template

Templates Are Sets of Scoring Criteria. Can Be Default or Custom.

Current Aggregate Score and Distribution of Category Weights for Template Selected

Score Settings

Edit Score Template Settings
(Same Flow for Creating New Template)

Edit Score Settings
Select Scoring Template/Industry

Scoring Set Label

Universal Accounts 3 Universal

Universal
Apartments
Automotive
Caregiving
Dentist
Doctor
Golf Course
Home Remodeling and Design Contractors
Hotel
Market
Realtor
Restaurant
Things to Do
Mortgage Lenders

NAME TEMPLATE

SAVE SET

Reviews
Social
Listings
Search
Competitors

25 %
10 % English

Score Settings

Select Accounts to Use
this Scoring Template

Edit Score Settings

Scoring Set Label

Universal

Accounts 3

Universal

- All Accounts
- Starbucks
- McDonald's
- Subway

CANCEL SAVE SET

Settings

Expand All | Collapse All

Settings

Customize your settings and choose what matters to your business most!

Score Settings

Scoring Settings Score Templates ② Universal ▾ ☰ + CREATE TEMPLATE

Overall Score

The score is an aggregate of the most important performance metrics tied to reputation (**Reviews**), social media activity (**Social**) and local search (**Listings** and **Search**). Customer activity levels, listing accuracy, rankings, customer ratings and your **Competitors** all factor into the score. In general, a score above 70 is reflective of an industry leader, a score between 50 and 70 is average and a score below 50 is poor.

[Expand All](#) | [Collapse All](#)

Current Settings

* Estimated Score

Settings

Customize your settings and choose what matters to your business most!

Category	Weight (%)	Lock Icon
Reviews	25	☐
Social	10	☐
Listings	25	☐
Search	15	☐
Competitors	25	☐

Note: Score Settings Only Available to Scoring Admins

Current Weights of Top-Level Scoring Categories

Use Lock Feature to Freeze an Individual Weight So It Does Not Change When Other Weights are Being Adjusted

Use Sliders or Type into Box to Adjust Weights

Score Settings

Scoring Settings
Score Templates ? Universal ▼ ∞
+ CREATE TEMPLATE

Previous Settings

77

New Settings

82

* Estimated Score

- Reviews
- Social
- Listings
- Search
- Competitors

Expand All | Collapse All
CANCEL SAVE

Customize your settings and choose what matters to your business most:

> Reviews

19.5 % 🔒

> Social

4.5 % 🔒

▼ Listings

47 % 🔒

▼ Provider Settings

G Google

50 % 🔒

f Facebook

30 % 🔒

* Yelp

20 % 🔒

NAP Accuracy ?

75 % 🔒

Website Accuracy

10 % 🔒

No Listing Duplicates

15 % 🔒

Click to Expand/Collapse All Scoring Fields

Click to Expand an Individual Level

Adjust Provider Weights for Scoring Category

Adjust Weights for Sub-categories

Note: The Weights at Every Level Must Always Equal 100%

Score Settings

Scoring Settings Score Templates ② Universal ▾ ☰ + CREATE TEMPLATE

Previous Settings

77

→

New Settings

82
* Estimated Score

- Reviews
- Social
- Listings
- Search
- Competitors

Expand All | Collapse All CANCEL SAVE

Customize your settings and choose what matters to your business most:

> Reviews 19.5 %

> Social 4.5 %

▾ Listings 47 %

▾ Provider Settings

- Google 50 %
- Facebook 30 %
- Yelp 20 %
- NAP Accuracy ② 75 %
- Website Accuracy 10 %
- No Listing Duplicates 15 %

English

As Changes Are Being Made to Weights, See Real-Time Estimate of New Score at These Settings. Compare to Previous Score/Settings.

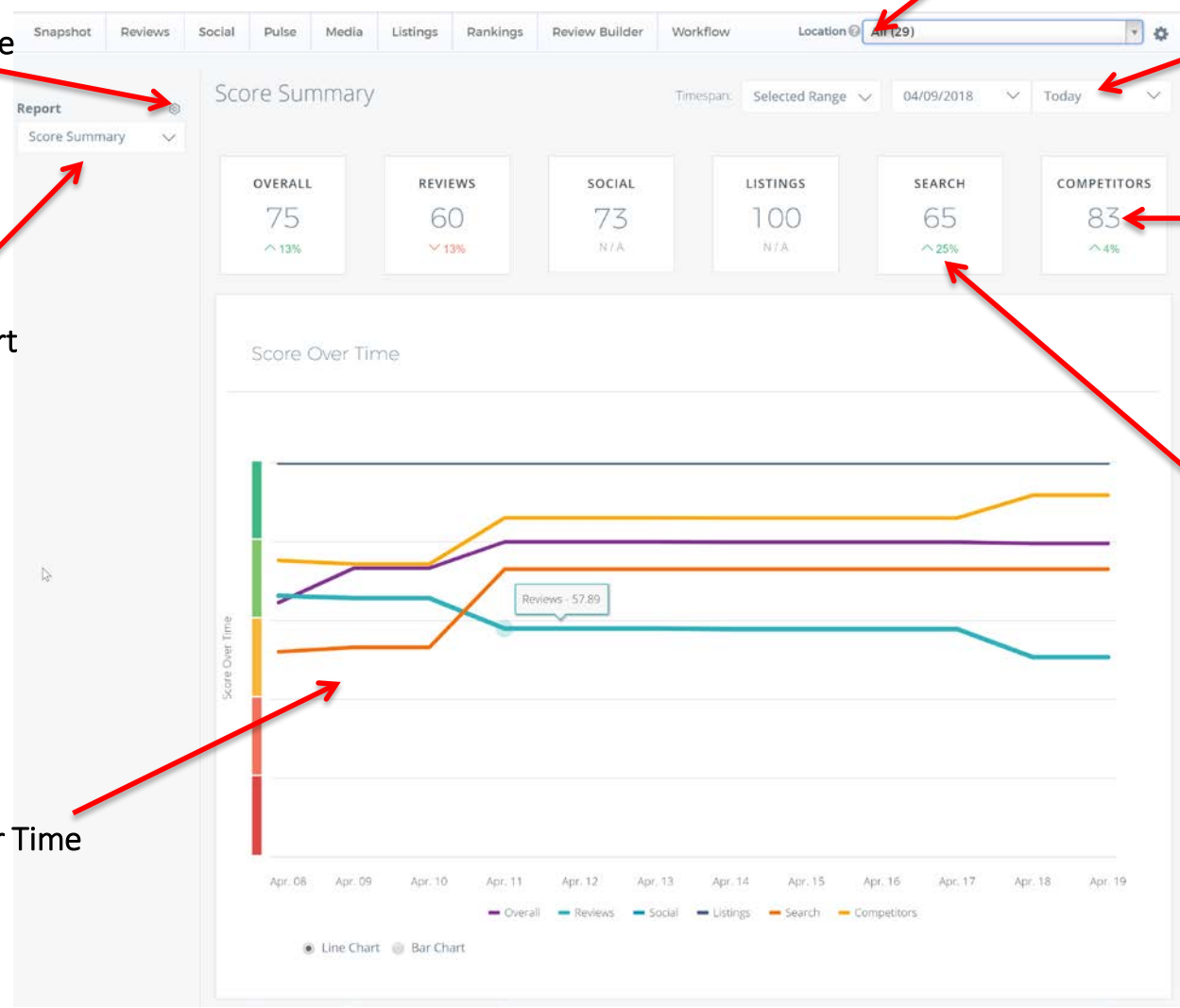
Note: Official Score at New Settings Will Be Available After Final Scoring Calculations Are Run across All Providers and Scoring Categories/Sub-categories for All Locations Using Template.

Score Summary Report

Go to Score Settings

Select Report

Scores Over Time



Switch to a Location or Group's Score

Select Report Date Range

Today's Scores (or Average Scores During Selected Date Range if Timespan Switched from Today)

Percent Change Compared to Previous Period (Based on Selected Date Range). N/A Means No Change.

Score Summary Report

Switch between Categories

Score Breakdowns

- Reviews
- Social
- Listings
- Search
- Competitors

Reviews
Breakdown

Rating

Growth

Response

Sentiment

Scoring

Score for Sub-category Over Time

18.07

Apr. 09 Apr. 10 Apr. 11 Apr. 12 Apr. 14 Apr. 15 Apr. 16 Apr. 17 Apr. 18

Select Sub-categories to See Their Individual Scores/Trends

Store Comparison Report

Snapshot | Reviews | Social | Pulse | Media | Listings | Rankings | Review Builder | Workflow | Location: All (50) [Settings]

Report: Store Comparison [Dropdown]

Store Comparison

Timespan: Last 12 Months [Dropdown] [DOWNLOAD]

Export to CSV

Click to Sort by Best/Worst

Location	Overall	Reviews	Social	Listings	Search	Competitors
Credit Union 1 E Broughton St Savannah, GA 31401 US	59 <small>▼-6%</small>	52 <small>▼-12%</small>	16 <small>▼-84%</small>	100	35 <small>▼-2%</small>	57 <small>▼-2%</small>
Credit Union 10 Union Sq E New York, NY 10003 US	58 <small>▼-5%</small>	50 <small>▼-9%</small>	48 <small>▼-52%</small>	100	22 <small>▼-5%</small>	63 <small>▼-1%</small>
Credit Union 14 W 23rd St New York, NY 10010 US	58 <small>▲+21%</small>	50 <small>▼-9%</small>	23	90 <small>▲+0.01%</small>	22 <small>▼-5%</small>	74 <small>▲+13%</small>
Credit Union 1460 Broadway New York, NY 10036 US	53 <small>▼-11%</small>	46 <small>▼-11%</small>	25 <small>▼-75%</small>	88	22 <small>▼-5%</small>	

Percent Change Compared to Previous Period (Based on Selected Date Range)

List of Locations

Select Report

SCORING DEFINITIONS & CRITERIA

Main Categories

Overall - The composite score, made up of the other 5 primary scoring metrics: Reviews, Social, Listings, Search, and Competitors.

Reviews - A cumulative analysis of a location's reviews, including quality, responsiveness, and growth over time.

Social - An accumulation of metrics determined by expectations set for a location's social media activity, presence, and popularity.

Listings - A measure of how accurate and well curated the listings are for a location.

Search - A composite of a location's web and local rankings, as well as activity relative to benchmarks across a variety of local search analytics.

Competitors - An aggregate of comparative metrics that analyze a location's scores alongside its competitors' scores in a variety of categories.

Reviews Sub-Categories

Review Rating - The Review Rating Score analyzes the full set of historical review data, weighing more recent reviews more highly than older ones. This metric provides a complete analysis of the review rating over time with an emphasis on how the ratings are trending.

Review Responses - The Review Response Score analyzes the full set of historical review and response data. It takes into account overall response rate, how the response rate is trending, as well as how quickly reviews are responded to.

Review Growth - The Review Growth Score takes into account the total number of reviews across providers for a given location as well as the frequency at which new reviews are added. It then utilizes those metrics to establish a target for review quantities over time.

Review Sentiment - The Review Sentiment Score analyzes the full set of historical review data, weighing more recent reviews more highly than older ones. This metric provides a complete analysis of sentiment (positive vs negative) over time with an emphasis on how the sentiment is trending. The analysis is done on the selected topic set.

Social Sub-Categories

Social Posts - The Social Posts Score measures the number of posts a location's social media page has made over the past week. There is an expectation set of 2 posts per week, and the score is determined based on how close the location page is to meeting that goal.

Social Fans - The Social Fans Score measures the number of social fans a location's social media page has accumulated over time and generates a projected target of fan growth over time. The score is determined by how close the location page is to meeting its mark.

Social Tags - The Social Tags Score measures the number of tags a location page has accumulated over time and generates a projected target of tag growth over time. The score is determined by how close the location page is to meeting its mark.

Listings Sub-Categories

Listing NAP Accuracy - The NAP (Name, Address, Phone) Accuracy Score is determined based on the accuracy of those fields for listings across our full set of providers.

Listing Website Accuracy - The Website Accuracy Score takes into account whether the website link appearing on a location's listings is correct, with partial credit for a URL pointing at the correct domain.

No Listing Duplicates - The No Listing Duplicates Score take into account whether there are listing duplicates for a given location.

Search Sub-Categories

Rankings - The Rankings Score is the composite of the Web Rankings and Local Rankings scores. These are determined by position in search results.

Web Rankings - The Web Rankings Score is based on the position of a location's website in web search results across all of a location's keywords, as well as the primary keyword/category (which is the largest influencer of the score).

Local Rankings - The Local Rankings Score is based on the position of a location's listings in local search results across all of a location's keywords, as well as the primary keyword/category (which is the largest influencer of the score).

Insights - The Insights Score accumulates metrics (impressions, actions, and searches) provided in the Search Analytics Report and generates a projected target that each individual metric should be meeting. The score is determined by how close those metrics are to meeting their mark. Note: In order to calculate your Insights Score, you must link your external accounts in the My Account area of the dashboard.

Competitors Sub-Categories

Review Rating Comparison - The Review Rating Comparison score is determined by gathering the location's Review Rating Score (RRaS), as well as the RRaS for all of its competitors. The RRaS of each competitor are then averaged into a single score, which is then compared with the location's RRaS. The Review Rating Comparison benefits greatly from the location's RRaS exceeding the competitor RRaS and suffers greatly from being below it.

Review Responding Comparison - The Review Responding Comparison score is determined by gathering the location's Review Responses Score (RReS), as well as the RReS for all of its competitors. The RReS of each competitor are then averaged into a single score, which is then compared with the location's RReS. The Review Responding Comparison benefits greatly from the location's RReS exceeding the competitor RReS and suffers greatly from being below it.

Social Fan Comparison - The Social Fan Comparison score is determined by gathering the location's Social Fans Score (SFS), as well as the SFS for all of its competitors. The SFS of each competitor are then averaged into a single score, which are then compared with the location's SFS. The Social Fan Comparison benefits greatly from the location's SFS exceeding the competitor SFS and suffers greatly from being below it.

TIPS FOR IMPROVING SCORES

Ways to Improve Score

A few highlights:

Respond to all reviews! This will help retain customers as well as acquire new ones because it shows you care about each customer's experience.

Clean and optimize your business listings! Correct any inaccuracies with your Name, Address, etc. and make sure to add your hours of operation and any relevant categories. This will help customers find and reach you, and will improve your search rankings on sites like Google.

Be active on social media! Try to post to your social pages at least two times per week. This keeps customers engaged and will grow your audience.