

# Visibility Management



**This comprehensive suite of tools enables you to take charge of your online presence.**

**Through Visibility Management, you're able to...**

- Manage your online **Listings**.
- Check **Reviews** and get instructions on responding to them.
- Monitor the Mentions your business is receiving.
- Monitor your **Social** media activity and social audience.
- Compare yourself to your **Competition** in volume of search results and social audiences.
- Receive **Executive Reports** and daily alerts.

**When you log into your Visibility Management dashboard, here are the tabs you'll see and how to use them to boost your business' online rankings.**

**LISTINGS** ensures that your business is present on major listing sites and that your information is accurate and consistent. This will improve your SEO and the likelihood that customers will find you online. To bring your listing score to 100%, take these steps:

If you see "**Not found**" (see red X): Select **make mine** on any relevant listings in the **view possible** listings section, or manually enter listing URLs if they were not found.

If you see "**Found with errors**" (yellow caution sign): Select **edit** to go to the source to update listings, **not mine** on irrelevant listings to remove them from the list, or **ignore errors** if you don't want to make any changes (use with caution).

**REVIEWS** enables you to monitor reviews of your business from numerous sources. You'll see reviews from the sites that are marked in Listings as **accurate** or **found with errors**. If you see reviews for an irrelevant business, go back to Listings and follow the steps outlined previously. Go to the source of the review to respond.

**MENTIONS** displays unstructured chatter about your business and key people. **Mention** searches are broken up into six different categories. Click on a section to view all mentions in that category. For repeated irrelevant mentions, hit **view details** to see which keywords retrieved that mention and then click **edit searches** to go improve the search.

**SOCIAL** enables you to monitor your social media likes, followers and check-ins over time. The **monitor social activity** tab automatically pulls in recent posts on the Social sites that were found under the Listings tab.

**COMPETITION** shows how your business measures up against competitors in volume of search results for particular service categories, as well as the growth of your social media audiences.

**REPORTS** provides a list of weekly and monthly Executive Reports, dating back to when your account was created. Click **edit report** settings to enter email addresses for people who need to receive alerts and reports, change the frequency of Executive Report emails, and customize which daily email alerts are received.