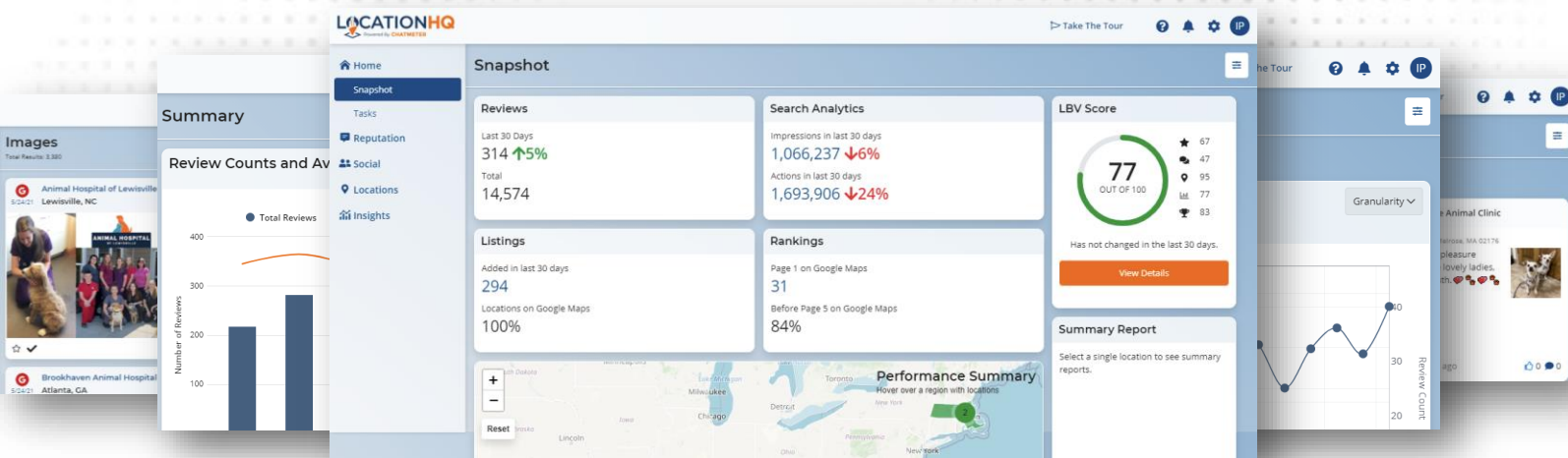




We provide our veterinary practices a
“one-stop shop” for Reputation and Listings Management!



Local SEO

Outrank the competition with local SEO tools built to help you gain the local online visibility your brand deserves.

Review Management

Read, analyze, and respond to reviews everywhere. Our review tools help you to engage with local customers.

Listing Management

Update, and optimize your local listings with Chatmeter and see how you can expand your reach.

Social Media

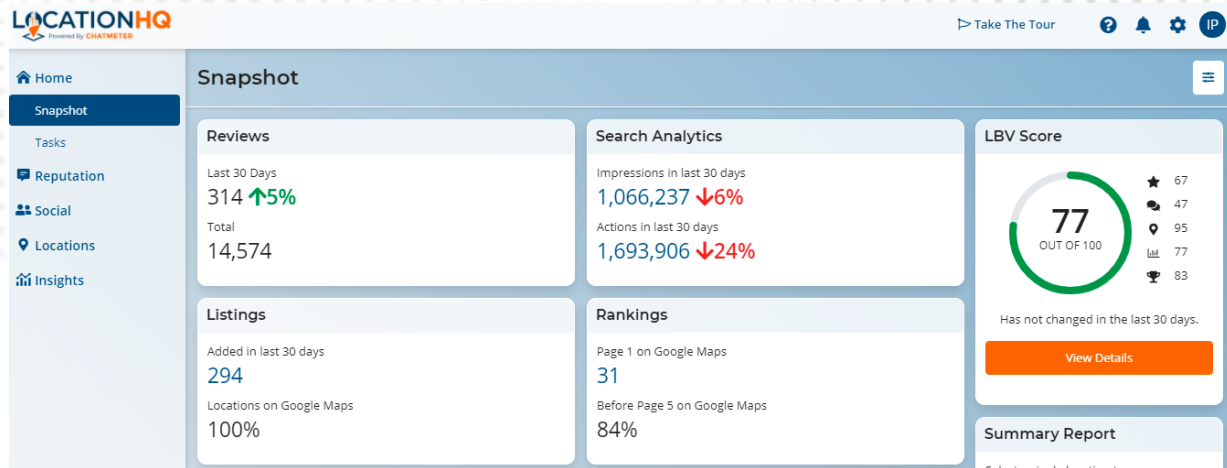
Listen and learn with your loyal fans on social media. Easily monitor all social activity across 100's of accounts.

Visit <https://www.chatmeter.com/learn/>
to subscribe to the blog and webinars!



Log In to you Chatmeter dashboard: <https://live.chatmeter.com/>

On the first screen, you will see a Snapshot which is an overview of all the components being monitored for your hospital.



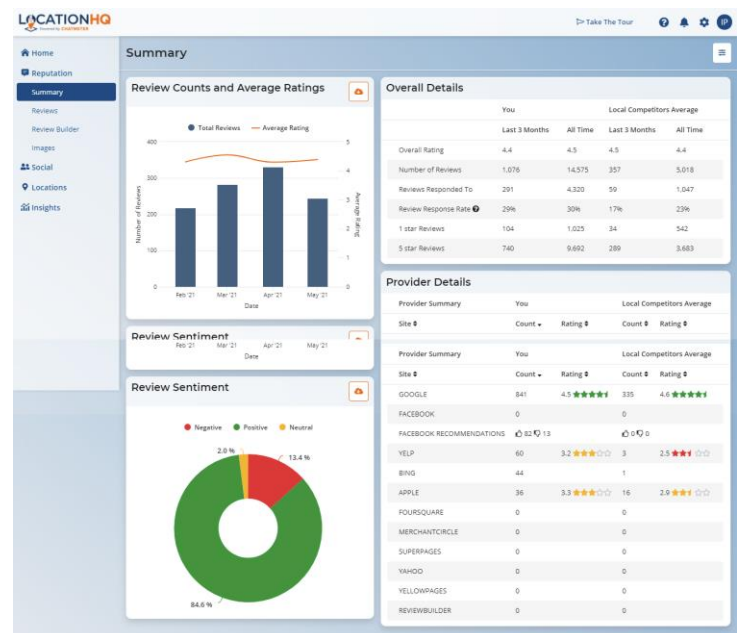
- Reputation:** Monitor & respond to all your online reviews directly from one place.
- Social:** Track your social activity AND access Q&A with clients (and potential clients) from Google.
- Locations:** Track your accuracy & presence across major providers & directories to ensure you are being found.
- Insights:** See your KPI's from keyword tracking to GMB insights & build custom reporting or email alerts.

GETTING STARTED

Reviews: Monitoring & Responding

Under Reputation > Summary you can view:

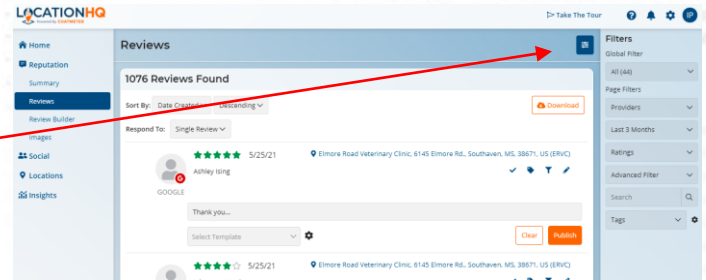
1. Review volume vs average rating
2. Key details including competitor benchmarking
3. A sentiment overview breaking down positive to negative
4. Details of review volume and ratings by site



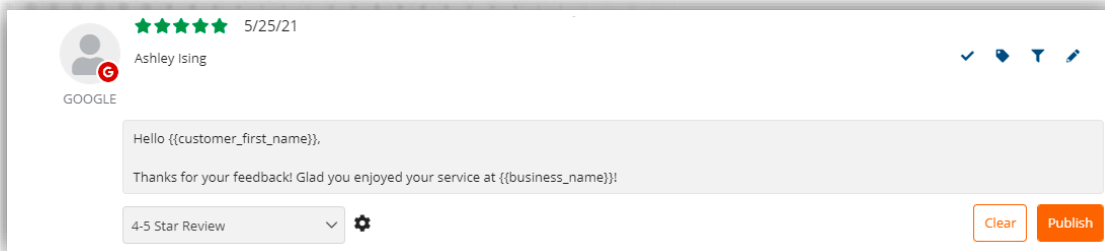


Under Reputation > Reviews you can view:

1. All online reviews with
 - Use the filters for specific site, type, or timeframe
2. Respond to online reviews by typing in the response window OR selecting a template pre-loaded for you
3. Export Reviews



Enter your response to the review, then click “Publish” to post your reply.



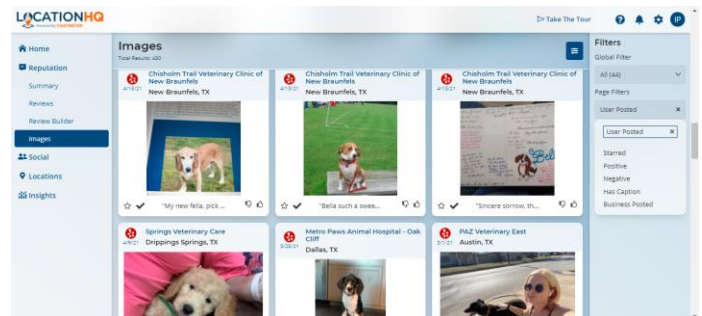
Pro Tip: Reviews can be frustrating, but they also can be a tremendous asset to you and your clinic.

- Share as much positive feedback as possible to build morale and recognize team members.
- Use reviews as a teaching and empowerment tool so your staff will recognize areas to improve or enhance.

Pro Tip: Having trouble finding the right words to respond? Refer to the **Importance of Your Online Reputation Guidebook**.

Under Reputation > Images you can view:

1. Pictures and images that are associated with your listings
2. Use Filters to view any images a User might have posted to ensure it does not go against branding



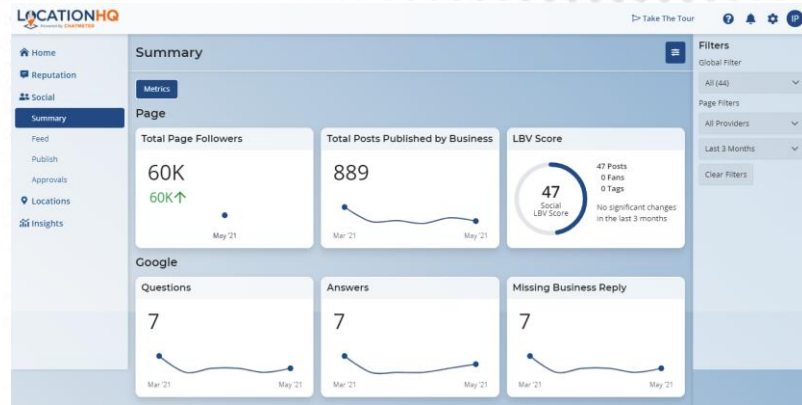
Pro Tip: If there is an image you feel needs to be removed, please contact marketing@innovetivepetcare.com for support in reporting and monitoring the status.



Google: Q&A

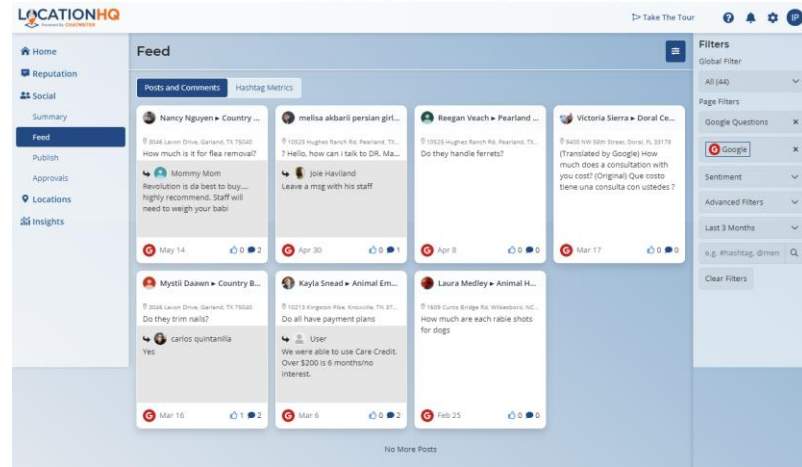
Under Social > Summary you can view:

1. Key Social Metrics
2. Breakdown of Google questions and those missing a reply from you

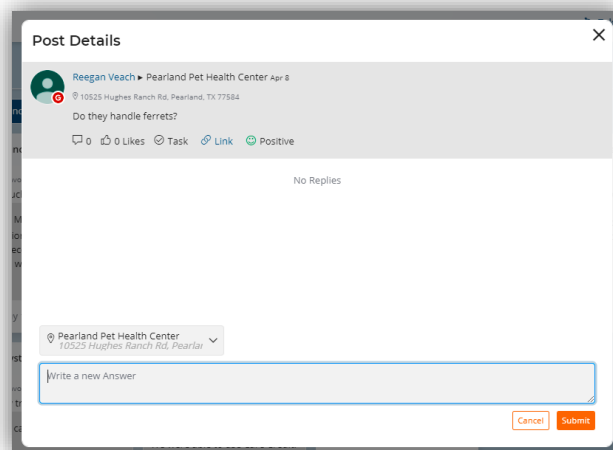


Under Social > Summary you can:

1. Select Google Questions from the Filter
2. Answer questions directly
3. Engage with other users who have contributed an answer



Click into the Activity Card to begin responding with your answer.



Pro Tip: Best practice is to be responsive to the question yet minimize online medical advice. Encourage pet owners to contact your clinic. You can refer to our **Google Q&A Best-Practices**.