How to Set Up Your Profile Page

This resource will guide you through the various settings you can configure for your ClearlyRated.com profile page. Depending on your subscription level, how many locations your company has, if you have surveyed with us before, if your survey has fielded and if you have location specific survey data, your configuration set up may vary, so find the scenario below that fits your company best and follow along!

Where to access your profile page settings -

Access your profile page settings within your ClearlyRated dashboard, in the Online Profile tab.
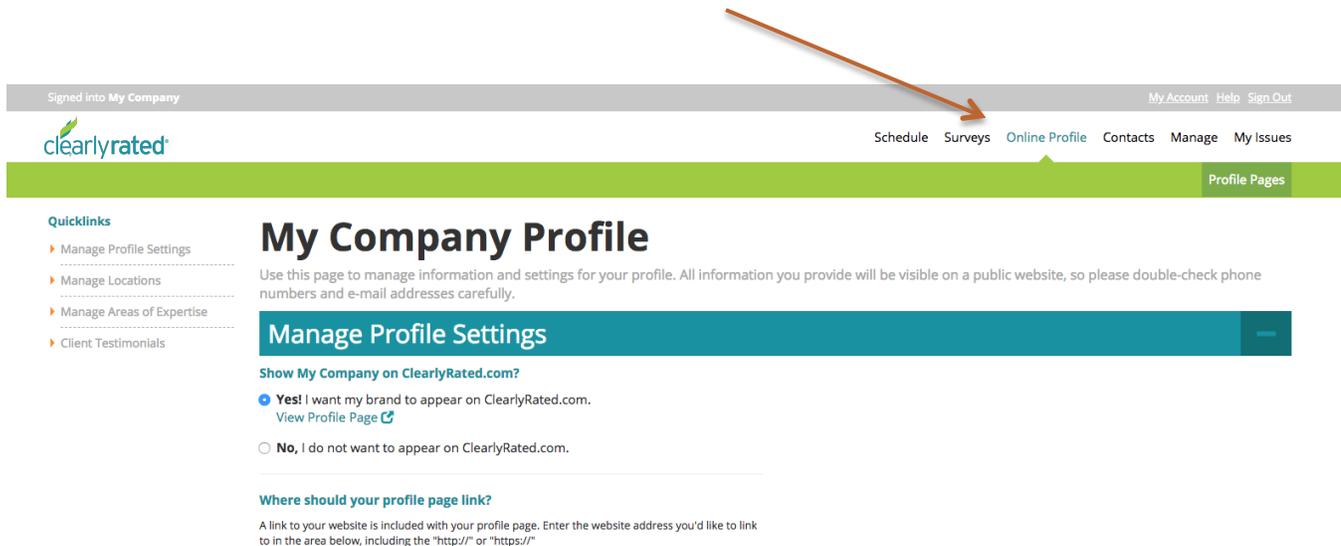
Choose the scenario that fits you best:

- Current client (you have surveyed with us before)
- New client (survey has not been sent yet)

Detailed explanations for individual configurations:

- Single Location Settings
- Multiple Location Settings
- Tips and Best Practices

Current client (you have surveyed with us before)

If you have surveyed with us before, you most likely will already have some existing data and configurations set up for your profile. Your online profile management area will look something like this and you will have the option to configure the following fields:

- Display your profile on ClearlyRated.com (or don't, but we think you should 😄)
    - If you have "no" selected, you will not be able to configure any of your settings
- Update company website URL
- Update your logo *(Basic subscription - feature not included)*
- Manage how ratings and testimonials will display *(Basic subscription - testimonial feature not included)*
- Add locations
- Update areas of expertise
- Manage testimonials *(Basic subscription - testimonial feature not included)*

New client (survey not yet sent)

If you are a new client and your survey has not been sent yet, your online profile management area will look something like this and you will have the option to configure the following settings:

- Display your profile on ClearlyRated.com (or don't, but we think you should 😁)
  - If you have "no" selected, you will not be able to configure any of your settings
- Update company website URL
- Add a logo *(Basic subscription - feature not included)*
- Manage how ratings and testimonials will display *(Basic subscription - testimonial feature not included)*
  - NOTE: Default setting is for ratings and testimonials to appear as soon as your survey launches and responses begin to come in.
- Add locations
- Select areas of expertise

Location Settings – Single Location

General location information can be updated by clicking into the location name. The more information you can fill in here, the better, for a more complete profile page.

Manage Locations

Search

Name	MSA	State/Province	Type	Listed
Portland	Portland-Vancouver, OR-WA	Oregon	HQ	●

Have additional locations? Add them here.

Add a location

25 ⬍ per page   « Prev   1 - 1 of 1   Next »   Page 1 of 1

Manage Locations

Locations / Portland

Portland

☑ **This location is the headquarters** for My Company.

☑ **Walk-in visits** are permitted at this location.

ADDRESS

522 SW 5th Ave #600

CITY, STATE / PROVINCE

Portland, OR

ZIP / POSTCODE

97204

COUNTRY

United States

PHONE NUMBER

555-555-5555

FAX NUMBER

E-MAIL ADDRESS

Info@mycompany.com

Cancel Changes   Save Changes

Location Settings – Multiple Locations

If you have more than one location, there are a few additional settings you need to configure to get the most out of your profile pages. By clicking into the location name, you can update and configure the following settings:

- Address and contact information
- Turn profile page on or off
- Enable location specific ratings and testimonials
    - This is why having location data in your survey contact list is <u>so important</u>. You are able to enable location specific ratings and testimonials which makes your profile page more valuable and useful for your potential clients and adds another layer of differentiation.
    - If you are unsure if you have locations in your survey data or have questions, reach out to your account manager.
    - This configuration will not be available until you upload your contact list.

Manage Locations

Search

Name	MSA	State/Province	Type	Listed
Portland	Portland-Vancouver, OR-WA	Oregon	HQ	●

Have additional locations? Add them here.   Add a location

25 ⇕ per page

Manage Locations

Locations / Portland

Portland

☑ **This location is the headquarters** for My Company.
☑ **Walk-in visits** are permitted at this location.

ADDRESS
522 SW 5th Ave #600

CITY, STATE / PROVINCE   **ZIP / POSTCODE**
Portland, OR   97204

COUNTRY
United States

PHONE NUMBER
555-555-5555

FAX NUMBER

E-MAIL ADDRESS
Info@mycompany.com

Location Profile Page Settings

⦿ **Yes!** I want this location to appear on ClearlyRated.com
   View Profile Page ⎘

◯ **No,** I do not want this location to appear on ClearlyRated.com

Show Location Ratings and Testimonials?
◯ **Yes!** Show location star ratings and testimonials on this page.
⦿ **No,** I do not want to display these features on this page.

Survey Location Data
In order for location ratings and testimonials to display on this page, you must select corresponding location data from your surveys.

LOCATIONS FOUND IN SURVEYS

✓ -- Select Location --
   Helena
   New York
   Portland

Cancel Changes   Save Changes

Tips and Best Practices

Here are a couple of tips and best practices to help you to get the most out of profile page configurations.

- **KEEP YOUR PROFILE PAGE ENABLED.** Resist the urge to disable your page until your survey has fielded or even closed and you have reviewed your results. Google prefers consistency and if you are turning your page on and off, it doesn't like that and won't index your page properly. That means your page won't show up as high in Google searches, which is one of the major benefits of having this profile page. Additionally, if your page is hidden you cannot configure all of your settings as those features will be hidden.

- **FILL IN ALL OF YOUR INFO.** The more information you provide, the better. Get your logo in there, fill out all of your contact information, etc. This page is a way to set your company apart, make sure it looks the part!

- **ENABLE STAR RATINGS AND TESTIMONIALS.** This is a key factor for differentiation, so make sure these features are enabled. *Ratings update every 15-30 minutes.

- **LOCATION RATINGS AND TESTIMONIALS.** If you only have one location, no need to worry about this piece. However, if you have multiple locations, it is so important to be able to show both your overall company rating and testimonials as well as the targeted location rating and testimonials. If you have a potential client that is interested in working with your Portland office, you want to be able to show how awesome it will be to work with you at that location as well as how much you rock as a company overall.
  - This is why having location data in your survey contact list is <u>so important</u>. You are able to enable location specific ratings and testimonials which makes your profile page more valuable and useful for your potential clients and adds another layer of differentiation.

- **SHARE YOUR PROFILE PAGE.** Be proud of your service quality and share your page with the world! Not only will this drive traffic to your site, but the more people that visit your profile page, the higher Google will continue to rank your page in organic searches.