

Empowering SMBs with the new Online Presence and Web Reputation



In an era where digital marketing was often reserved for larger enterprises, our brand, rankingCoach, recognized the need for accessible and effective solutions tailored to the challenges faced by small and local businesses. We're proud to present our innovative product, marketingRadar, focusing on the new features of Online Presence and Web Reputation.

Every moment, so much can change online. How can small businesses keep competing and stay up to date? Thousands of businesses search daily for the best way to use the internet to help them survive. They need to be found on Google to manage their online reviews and to understand the impact of local marketing on their business. The main problem has always been their need for more resources, budget, and knowledge in digital marketing. With rankingCoach, we are giving them the power to monitor, understand, and protect their brand online, helping them to see the areas they need to work on to improve their online visibility.

[rankingCoach's](#) mission is clear and consistent: to allow SMBs to grow their business in a simple, affordable, and efficient manner, even if they lack digital marketing experience or knowledge. It offers a variety of resellable marketing solutions covering SEO, listings, brand monitoring, Google Ads, and mobile and social media marketing.

Every year, rankingCoach strives to develop new features and solutions for its users, ensuring they have everything they need to grow their online business.

The newest Local Marketing 2.0, Online Presence & Web Reputation, finally came to life in April 2023 after hard work.

The Online Presence Suite rollout will allow for a seamless experience for the user throughout all parts of the feature, including Online Presence, Web reputation, and Google Business Profile connection or creation. The new release will provide the user with in-depth information on all aspects of the online presence of their business.

The **Online Presence** feature aims to allow for the coherent creation or connection of the Google Business Profile to remove any hassle or roadblocks users may find challenging to overcome and provide a simple and easy solution for those with limited knowledge of the data required for this. In addition, the online presence feature offers comprehensive knowledge, allowing users to understand which aspects of their business are performing well online and which would need improving.

Web reputation aims to provide the user with a simple way to understand, grow, and maintain a positive business reputation online. Through extensive reporting, competitor comparisons, and review management, users can cultivate and preserve their business's position online.

We are confident that we can make an important contribution to the success of small and local businesses, enabling them to compete against the big players and chains by making all of the latest and most important aspects of digital marketing simple, effective, and affordable to them. Furthermore, we believe in the importance of information as a determining factor for success. With rankingCoach, we are giving small businesses the power to monitor and protect their brand reputation online, showing them the areas they need to work on and which online events impact their business.

The new [Local Marketing 2.0, Online Presence & Web Reputation](#), is here to help the user understand the incredible value of having local listings and their significance in boosting a business's visibility and making it stand out. Previously, users could only sync their information into directories; now, rankingCoach allows them to have a solid & effortless online presence and visibility throughout the internet, directly communicate and engage with their customers, and track their progress within the platform.

USPs:

- FREE - No payment data required
- UNIQUE - #1 all-in-one App in the market
- EASY TO USE - No prior knowledge needed
- COMPLETE - All in one single place
- RELEVANT - Crucial information
- IMMEDIATE - Real-time performance
- USER FRIENDLY - No technical knowledge required
- PERSONALISED - Individualised data
- TRUSTWORTHY - 32 countries, 14 languages, >800,000 sites optimized, +20 awards

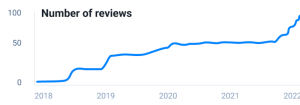
Key capabilities:

- ✓ Import or create a business profile
- ✓ Fine-tune your profile by adding attributes and services
- ✓ Automatically publish the business profile in up to 46 online directories
- ✓ Showcase your products, create events and offers, and directly chat with your clients
- ✓ Insights about how your customers find you, their actions, and other vital information
- ✓ Manage your Social Media posts in one dashboard
- ✓ Monitor reviews from multiple platforms in one place
- ✓ Respond to reviews quickly with predefined or automatic AI driven replies
- ✓ Invite your best clients to leave reviews via SMS or email
- ✓ Download ready-to-use print materials that have a QR code to help clients leave a review
- ✓ Insights about your reputation rate & comparison with direct competitors

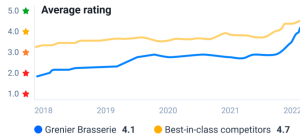
We are thrilled to be applying for the MarCom award this year, and we are confident that our latest solution, the new Local Marketing 2.0, Online Presence & Web Reputation, is worthy of the trophy. At rankingCoach, we are dedicated to continuously innovating our products and services to help SMBs succeed in the digital marketplace, and our new solution is no exception.

Your reputation trend

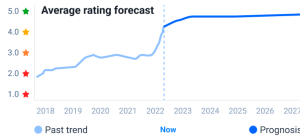
All time



In the past, Grenier Brasserie received reviews in very irregular spurts, but recently a constant influx of reviews is visible.



You were able to significantly improve your rating recently. However, the average of the best-in-class competitors has also increased slightly.



If the current trend continues, Grenier Brasserie will achieve a rating of 4.7 stars in March 2023

Our new solution is the first of its kind in the market, offering SMBs full control over their online presence, reputation, and visibility. The Online Presence feature enables SMBs to create or connect their Google Business Profile seamlessly, removing any roadblocks that they might have faced in the past. The Web Reputation feature provides an innovative way for SMBs to monitor their online reputation,

compare themselves to their competitors, and manage their reviews from multiple platforms in one place. Furthermore, SMBs can additionally work on their online visibility with SEO and boost their traffic with Google Ads, ensuring they have everything they need to succeed online: This is [rankingCoach 360](#), the all-in-one digital marketing suite that empower SMBs to be successful online.

Selected competitors

Local competitors ranked by Online Reputation in Innenstadt, Köln

Rank	Business Name	Rating	Reviews
1	Eat like a man	5.0	144
2	Steak House	4.7	136
3	Pepper - Steak & Shake	4.7	136
...
11	Grenier Brasserie	4.0	112

Map labels include: #3 Pepper - Steak & Shake (4.7), #1 Eat like a man (5.0), #4 Picasso Boutique (4.6), #6 Art Grill Bistro (5.0), #11 Grenier Brasserie (4.1), #9 House & Wine Bar (4.7), #2 Steak House (4.7), #7 Steak & Wine Bar Bistro (4.5), #10 Nissara (2.5), #5 Epoca Steak House (5.0), #8 Pepper Joy (5.0).