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What is Local?

Bazaarvoice Local helps you promote customer reviews on your business and services. Your brand company will solicit post-interaction emails from your customers, inviting them to leave feedback on your services. Bazaarvoice moderates the reviews and confirms their authenticity. You then can post a display of these reviews on your website.

Unlike third-party listings like Yelp or Angie's List, you can control the environment where the reviews display. You will receive mobile-friendly email messages when a review is published, and you can respond by simply replying to the email.

This guide walks you through the following tasks:

- [Setting up Local](#) so post-interaction email messages to your customers will include your logo and other business information
- Selecting the [review notifications](#) you want to receive
- Selecting the [design of the review display](#) that will appear on your business's website
- Adding a [widget](#) to your website so you can display reviews.

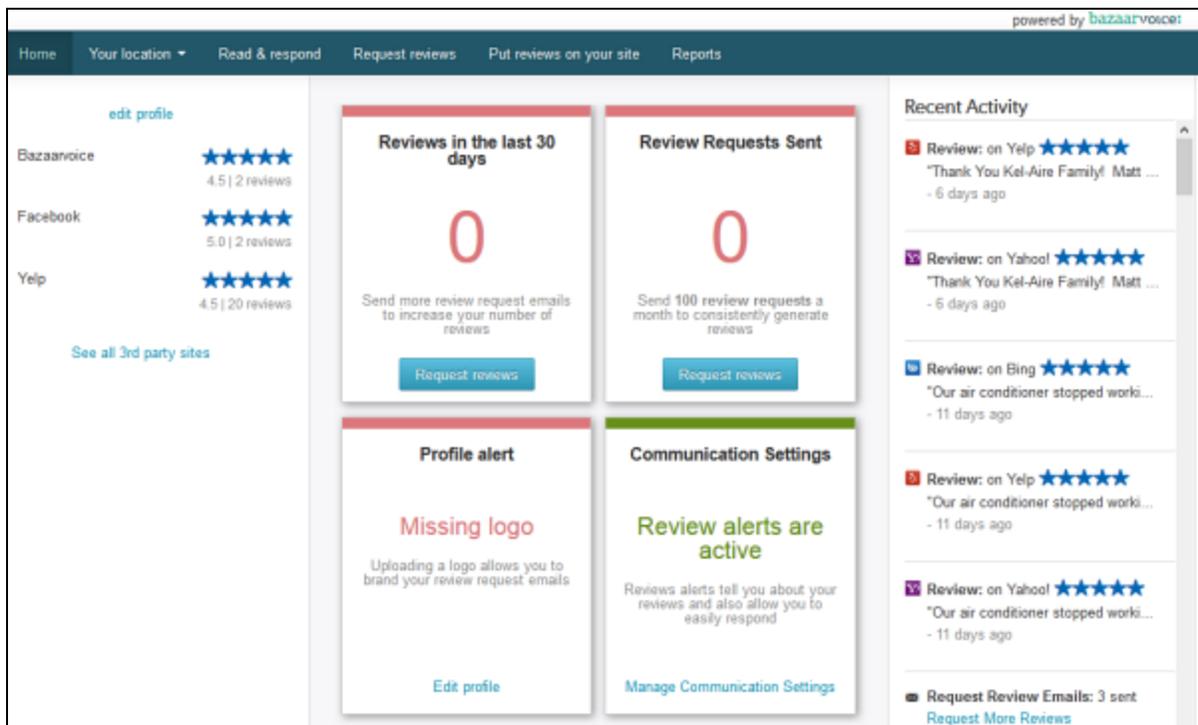
Note: Your brand company might not enable all Local features described in this knowledge base. Contact your brand company if you are unsure whether your version of Local includes a particular feature.



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What's the Local dashboard?

After you log in to your brand company's website, you can access the Local dashboard. The following example shows the front page of the Local dashboard.



Note: Your brand company might not enable all Local dashboard features shown in the above example.

Use the top menu bar to access the following Local dashboard pages:

- **Your location**—Select **Profile** from the drop-down menu to view and edit your business's [public contact information](#). Select **Communication settings** to change your [email notification settings](#), add additional users to notifications, and receive weekly reports.
- **Read & respond**—View and [reply to reviews](#), and view the status of your review responses.
- **Request reviews**—Send [review request emails](#) to customers.
- **Put reviews on your site**—Get JavaScript code for a [review display widget](#) that will display the latest reviews on your website.
- **Reports**—Read [reports about your review data](#) online.

In addition, scroll to the bottom of the Local dashboard front page to view and copy a link to your personalized review submission form.

The Local dashboard front page includes the following displays in multiple columns under the menu bar:



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Third-party review summaries

If your brand has enabled third-party review monitoring, you can view a summary of review data for your business from third-party sites and your brand's website. The left column of the Local dashboard front page displays the average star rating and the total number of reviews from Yelp, Google+, and your brand's website. If Google+ or Yelp reviews are not available for your business, review data from a different third-party website appears. Click the **See all 3rd party sites** link to view a complete list in a pop-up window.

Note: Depending on your brand's Local configuration, the label for reviews posted to your brand's site may not be "Bazaarvoice Reviews" but something different, such as "My Reviews" or your brand's name.

Click the **Edit profile** link at the top of the third-party review summary column to display the Profiles page etc.

Action tiles

Action tiles represent actionable insights for your business. The tiles appear in order of importance. Red tiles indicate actions you should take to improve your Local strategy, such as improving a low review count, sending review requests, or adding your logo. Green tiles indicate positive events that might interest you, but do not require action, such as your average star rating increasing by more than a point.

Up to four action tiles appear on the front Local dashboard page. You can click the arrow to the right of the block of tiles to scroll to any remaining action tiles.

Action tiles can alert you to the following status updates about your business:

- **Low number of reviews collected in the last 30 days**—After the first five reviews, the tile appears if you have not collected at least two reviews during the time period.
- **Average star rating for reviews**—Appears if your rating has increased or decreased by at least half a star.
- **Number of review requests sent in the last 30 days**—Appears if you have entered fewer than 100 [review request emails](#) during the time period.
- **Number of reviews that might need a response**
- **Status of review alerts**—Appears if you need to set up [review alerts](#).
- **Status of your profile**—Appears if you need to upload a logo on your [profile page](#).

Recent Activity feed

The Recent Activity feed in the right column of the Local dashboard front page provides a complete history of ratings, reviews, and review responses for your business. The feed is similar to news feeds on social media sites like Facebook. If your brand has enabled third-party review monitoring, the feed includes websites where your reviews are published.



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The Recent Activity feed shows the most current updates first, but you can scroll down the column to view a history of activity since you started using Local.



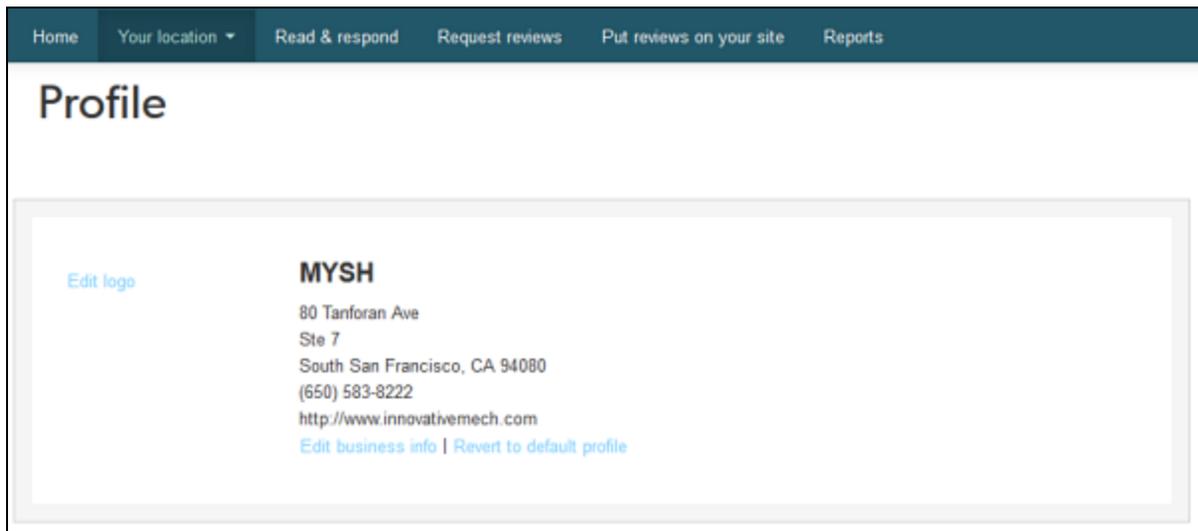
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How can I update my business information?

You can edit your business logo and address information from the Local dashboard. This information appears on [review request](#) email messages and in [review responses](#).

Note: Depending on your brand company's Local configuration, you might be able to update only your logo and business name.

From the top bar of the Local dashboard, click **Your location**, then select **Profile** from the drop-down menu. The **Profile** page opens, as shown in the following example.



Your brand company supplies the default contact information and logo on your profile page. Click the **Edit logo** and **Edit business info** links to update or correct the information on the page.



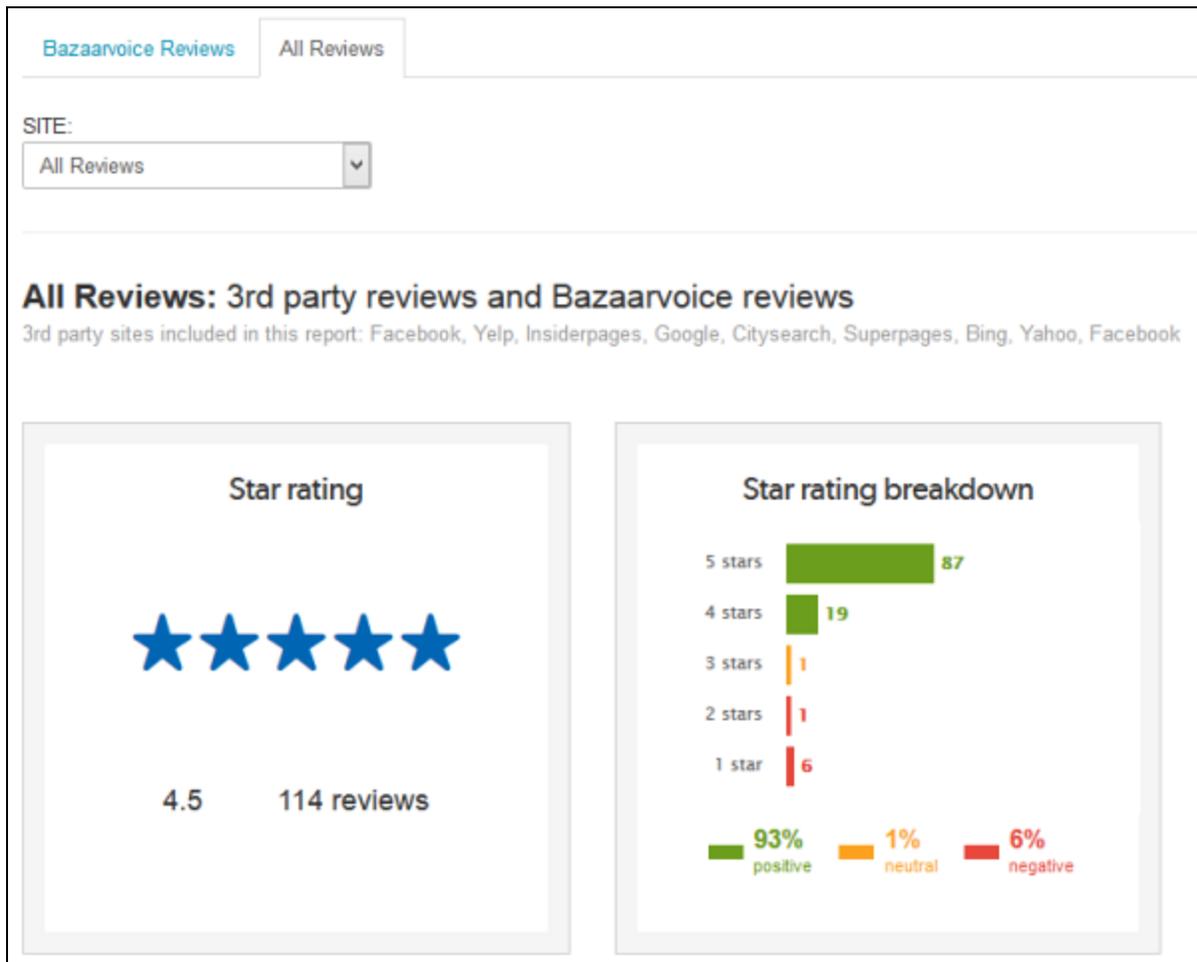
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How can I view data about reviews?

From the Local dashboard, you can access data about reviews for your business submitted to your brand company's website, and reviews published to third-party websites like Yahoo and Yelp. You can also [receive weekly reporting emails](#).

Note: Depending on your brand company's Local configuration, information about reviews posted to other websites might not be available.

From the top menu bar of the Local dashboard, click **Reports** to view the Reports page, as shown in the following example:



The dashboard includes two tabs: Bazaarvoice Reviews and All Reviews.

Note: Depending on your brand company's Local configuration, the label for reviews posted to your brand company's site might not be "Bazaarvoice Reviews" but something different, such as "My Reviews" or your brand company's name.



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On the All Reviews tab, use the **Site** drop-down menu to filter the data by a specific third party. For example, you might want to view only data from Facebook reviews.

From the Reports page, you can view the following information:

Star rating—Displays the average number of stars rated in each review, and the total number of reviews

Star rating breakdown—Displays the number of reviews for each star rating, and the percentage of total reviews that each star rating receives, as a histogram.

Review request email response rate (Bazaarvoice Reviews tab only)—Displays the percentage of review request email messages that resulted in a customer posting a review. Includes the total numbers of messages sent and reviews received.

Number of reviews—Displays the quantity of reviews for each month for the past six months, and the cumulative number of reviews over the past six months.



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Overview

Bazaarvoice Local helps your company gather and promote reviews of local service affiliates. Unlike third-party service provider listings, with Local you can control the user-generated content related to your local provider reviews and the environment in which the reviews are presented. This gives you instant access to authentic customer feedback, which you can use to determine which local providers are most effective.

This Knowledge Base walks you through the processes of implementing the Local product for your company and its local providers. The Local implementation processes use the same configuration tools as Bazaarvoice Conversations. Topics in the [Conversations Knowledge Base](#) can also be useful and are referenced throughout this guide. Any differences in Local implementation tasks from Conversations are noted in this Knowledge Base.

You can find the most up-to-date information in the Conversations section of the Bazaarvoice Knowledge website at <http://knowledge.bazaarvoice.com/conversations>.



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Adding locales to local provider feeds

If you are using Local in multiple countries and languages, you must add locale-specific information to the [local provider feed](#) you provide Bazaarvoice for all locales except the United States (en_US).

Brand additions

In the [brand section](#) of the local provider feed, add a **Names** element and name each additional locale, as shown in the following example.

```
<Brands>
  <Brand>
    <Name>Lending Company</Name>
    <Names>
      <Name locale="en_GB">Lending Company</Name>
      <Name locale="fr_FR">Société de prêt</Name>
      <Name locale="de_DE">Darlehensgeberin</Name>
    </Names>
  </Brand>
</Brands>
```

Category additions

In the [category section](#) of the feed, add locale-specific information for the following elements:

- Name
- CategoryPageUrl
- ImageUrl

Local provider additions

In the [local provider section](#) of the feed, add locale-specific information for the following elements:

- Name
- BrandLocatorPageUrl
- LocalProviderPageUrl
- LogoUrl

If you use the ContactInfo element in the local provider section of the feed, follow these guidelines:

- The State/Province value is only required for local providers in the United States and Canada.
- PostalCode values do not need to be strictly alphanumeric; for example, you can include Canadian postal codes.
- Country values need to be valid two-letter [ISO 3166](#) country codes.



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- Phone numbers can begin with a plus sign (+) where appropriate. You can include spaces or dashes between the numerals in phone numbers.

You can find an example of a complete local provider data feed in the Bazaarvoice repository on GitHub. From <https://github.com/bazaarvoice/HostedUIResources>, click **LocalProviderFeed**. The Local Provider Feed page contains sample XML feeds you can download and customize for your company's local providers, including an example feed with locale-specific information.

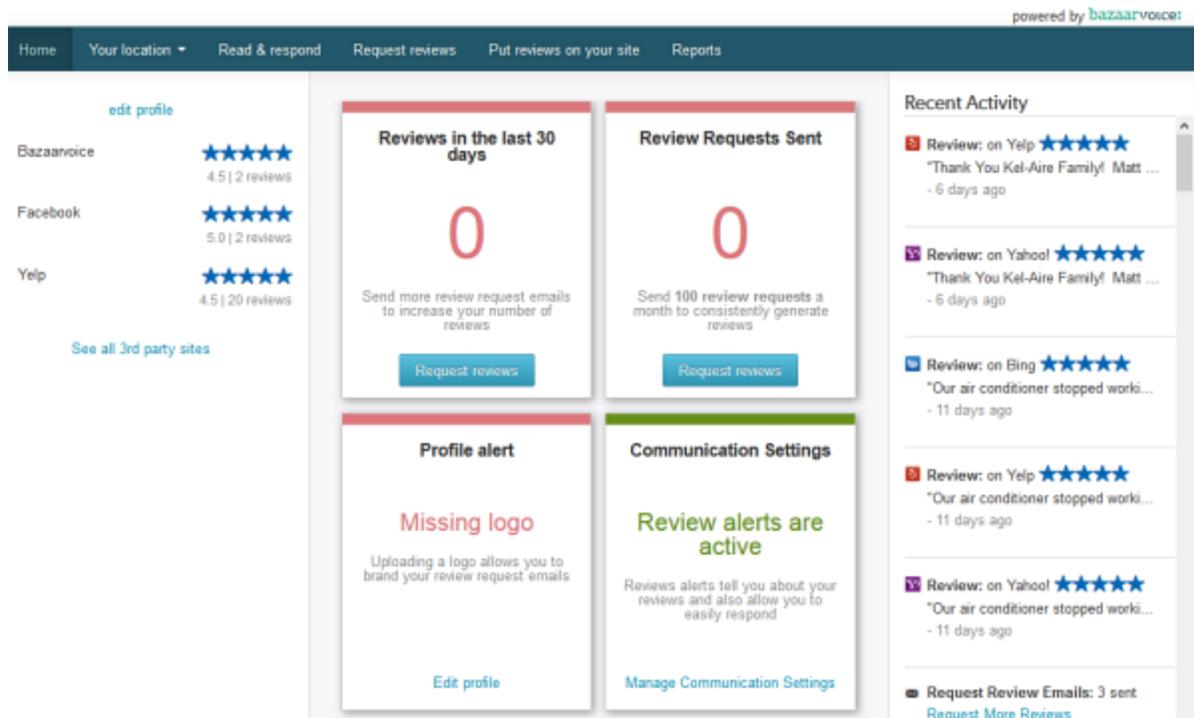


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Configuring Local settings

Set up and configure your Local dashboard. Local providers [use this dashboard](#) for tasks such as reading and responding to reviews, adding reviews to their web pages, and adding customer email addresses. You can use the Local dashboard for administrative tasks such as overriding a rejection on a local provider's review response.

Access the Local dashboard from the Bazaarvoice client portal. From the **Settings** drop-down menu, select **Access Local Dashboard**.



Your Bazaarvoice implementation team will work with you to integrate the dashboard with your existing website. You will need to select and configure the options you want to offer local providers. Use the [Administrative dashboard](#) and the Conversations configuration hub to customize your implementation and send the Welcome email to your local providers.

If your Local implementation supports multiple locales, dashboard users can set locale/language preferences from the drop-down menu in the right corner of the Local dashboard. Available options depend on the locales your company supports.

Action tiles

The action tiles on the center of the Local dashboard represent actionable insights for local providers. The tiles appear in order of importance. Red tiles indicate actions each local provider should take to improve Local strategy, such as improving a low review count, sending review requests, or adding the business's logo. Green tiles indicate positive events of interest to local



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providers, but do not require action, such as the local provider's average star rating increasing by more than a point.

Action tiles alert local providers to the following status updates:

- **Low number of reviews collected in the last 30 days**—After the first five reviews, the tile appears if local providers have not collected at least two reviews during the time period.
- **Average star rating for reviews**—Appears if a local provider's rating has increased or decreased by at least half a star.
- **Number of review requests sent in the last 30 days**—Appears if a local provider has entered fewer than 100 [review request emails](#) during the time period.
- **Number of reviews that might need a response**
- **Status of review alerts**—Appears if a local provider needs to set up [review alerts](#).
- **Status of your profile**—Appears if a local provider needs to upload a logo on the provider's [profile page](#).

Up to four action tiles appear on the front Local dashboard page. You can click the arrow to the right of the block of tiles to scroll to any remaining action tiles.



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Using the Administrative dashboard

The Administrative dashboard, accessible from the Local dashboard, enables your company to send the welcome email, upload bulk communications settings, test your [single sign-on \(SSO\) integration](#), and validate your [local provider feed](#).

From the top right corner of the Local dashboard, click **Admin** to display the Administrative dashboard. The **General admin** page displays, as shown in the following image.

The screenshot shows the 'General admin' dashboard. On the left is a navigation menu with 'General admin' (highlighted), 'Bulk communication settings', 'Local Provider Feed', and 'UAS utility'. The main content area is titled 'General admin'. It contains two sections: 'Welcome email' and 'Send test welcome email'. The 'Welcome email' section has a message: 'The BV Local welcome email can only be triggered once from here for enabled brands.' and an 'Already sent' button. The 'Send test welcome email' section has three input fields: 'Locale' (USA - English), 'Provider' (Innovative Mechanical Inc), and 'Email address' (noreply@noreply.com).

Use the left column to browse the dashboard pages: **General admin**, **Bulk communication settings**, **Local provider feed**, and **UAS utility**. To return to the Local dashboard, click the **Exit admin** link in the top right corner.

Note: If you are using Local Basic, click the **Log out** link to exit the Administrative dashboard.

General admin page

Use the **General admin** page to complete the following tasks:

- Trigger your brand's initial welcome email for local providers.
- Send a test welcome email to an email address and local provider you specify.
- Customize your reply-to settings for messages Bazaarvoice sends to local providers, such as the welcome email, review requests, and reports.
- Specify the label for reviews Local collects. By default, the reviews are described as "Bazaarvoice reviews" on the Local dashboard, in reports, and on review responses.



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However, you can enter the name of your company or your company's specific local provider program.

- Specify the URL for your brand's portal.
- Upload the default brand logo used on the Local dashboard and in the welcome email, review requests, and reports.
- Specify up to 10 email addresses for technical contacts who will receive status and account messages, and specify the contacts' locale.
- If you are using [social sharing](#), specify the third-party review websites you want to include.

You **must** complete the tasks on this page for Local to work correctly.

Note: If your Local implementation supports multiple locales, the above settings can be customized for each locale, where appropriate. For example, you can specify and upload a logo image for each locale, and you can specify locales/languages for email messages and technical contacts.

Bulk communication settings page

Use the **Bulk communication settings** page to upload the .CSV file containing local provider contact information, which is required if you want Bazaarvoice to send [review alerts](#), review requests, and reports to local providers. The page includes instructions for creating and formatting the file, as well as a sample spreadsheet you can download.

If your Local implementation supports multiple locales, you optionally can add locale IDs to the .CSV file. However, you must then include this information for all local provider entries on the spreadsheet.

Local provider feed page

Use the **Local provider feed** page to start processing your [local provider feed](#) and view the process status.

After you upload the feed to the FTP server, click the **Process feed now** button to start the process immediately. Otherwise, the process takes place overnight. This is useful if you are testing new feeds for potential errors.

Any errors that would cause the feed to fail are listed under **Status information**. The results are sent to the technical contacts you specify on the top-level **General admin** page.

UAS utility page

Use the **UAS utility** page to troubleshoot and debug your single sign-on integration, which is required for local providers and other authorized users to access Local. You can assemble an SSO URL and verify whether it works correctly. Refer to Establish dashboard access for details about single sign-on.



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Third-party review monitoring and reports

Third-party review monitoring gives you the ability to view other websites' consumer-generated content about your local providers. Bazaarvoice Local imports review data from sites like Google, Citysearch, Yelp, Bing, Superpages, Facebook, Yahoo, and Insiderpages. The websites for each local provider depend on each site's relevance to the primary category specified in the [local provider feed](#).

Contact Bazaarvoice to activate third-party review monitoring for your company. You must [add information to your local provider feed](#) before the feature will work correctly.

After you implement third-party review monitoring successfully, you can access extensive reports from the Bazaarvoice client portal. From the **Settings** drop-down menu on the client portal, select **Access Local 3rd Party Monitoring** to view review data for all your local providers.

You and your local providers can also view third-party review data for individual local providers from the Local dashboard. The left column of the Local dashboard front page displays the average star rating and the total number of reviews from Yelp, Google+, and your brand's website. If Google+ or Yelp reviews are not available for a local provider, review data from a different third-party website appears. Click the **See all 3rd party sites** link to view a complete list in a pop-up window.

In addition, you can select the following options on the top menu bar of any Local dashboard page:

- **Read & Respond**—[View Bazaarvoice and third-party reviews](#) for a local provider. The icon in the left corner of each review indicates the site where the review was published, such as Yelp or Yahoo.
- **Reports**—[View aggregate data](#) about Bazaarvoice and third-party ratings and reviews.



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Enabling third-party review monitoring

Third-party review monitoring is available as part of local brand management. Contact Bazaarvoice to activate the feature for your company.

After third-party review monitoring is activated, you must add the following information to your local provider feed before the feature will work correctly:

- Add data to the [local provider feed](#) about the primary category and keywords the service is using.
- Include contact information in the ContactInfo element [for each local provider](#) in the feed.

The following code provides an example of the third-party review monitoring code in the local provider feed:

```
<ExternalReviewMonitoring>
  <Implementation name="Chatmeter">
    <OverrideBusinessName>Jo's Auto Works</OverrideBusinessName>
    <PrimaryCategory>auto parts</PrimaryCategory>
    <CategoryKeywords>
      <CategoryKeyword>flat tire</CategoryKeyword>
    </CategoryKeywords>
    <CategoryKeywords>
      <CategoryKeyword>windshield wipers</CategoryKeyword>
    </CategoryKeywords>
  </Implementation>
</ExternalReviewMonitoring>
```

The third-party review monitoring section contains the following tags:

- **Implementation name** — Use the name of the third-party monitoring service as the value for this tag.
- **OverrideBusinessName** (optional) — The third-party monitoring service requires that the local provider's business name **exactly match** the name the local provider uses on Yelp and Google+. If the name you use for a local provider in the local provider feed is different than the name found on the social media sites (for example, you included a store number or city), you must use the override tags to specify the appropriate name.
- **PrimaryCategory** — The value that determines which competing businesses to include when benchmarking. You should receive a list of primary categories and their values from Bazaarvoice during Local implementation. You can include only one primary category for each local provider, but different providers can have different categories.
- **CategoryKeyword** (optional) — Keywords or phrases that you and your local provider want to use when monitoring your rank on search-engine websites. Create a CategoryKeyword listing for each separate keyword or phrase.



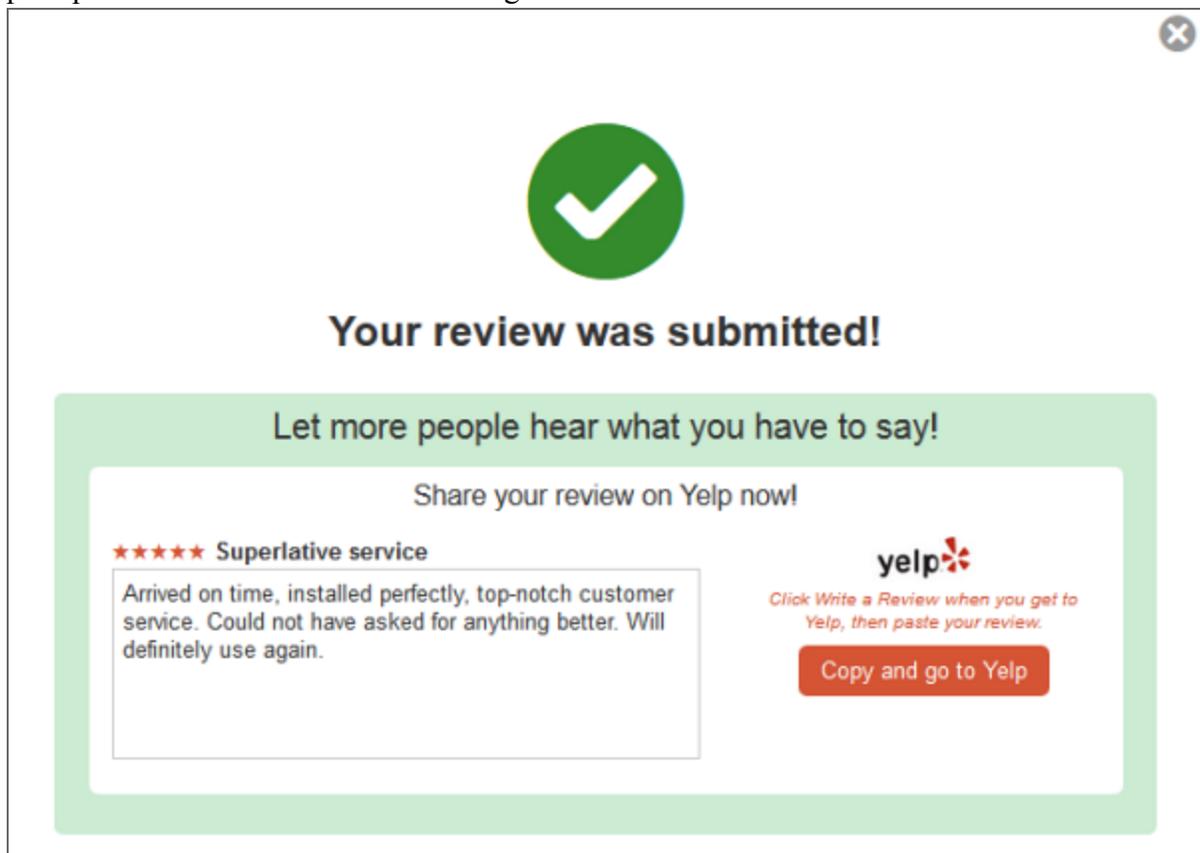
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Enabling social sharing

You can use the social sharing feature in Local to encourage customers to share the reviews they write about local providers to third-party sites such as Facebook, Google+, and Yelp. This authentic content can improve local providers' reputations on these sites. Customers can access the social sharing feature not only from computers but also mobile devices.

Here's how social sharing works:

1. After your company has purchased the feature, you activate and configure the feature, as detailed in the [Configuring the social sharing feature](#) section below.
2. After a customer submits a review for a local provider, the confirmation page includes a prompt to share the review on a third-party site, as shown in the following screenshot. The prompt includes the reviewer's star rating and the text of the review.



3. The reviewer clicks the **Copy and go to Yelp** (or other social media outlet) button, which links to the local provider's page on the appropriate social media site. Clicking the button also copies the review content to the reviewer's clipboard.
4. From the social media page, the reviewer clicks the link or button to write a review.
5. From the review submission form on the social media site, the reviewer can then paste the Local review content into the form and submit the review.

Note: If a customer is using a device that does not support Flash (for example, an iPhone), the **Copy and go to Yelp** button displays as to **Go to Yelp** because review content will not copy



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automatically to the reviewer's clipboard. The text on the dialog box encourages the customer to manually copy and paste the review on the social media site.

Configuring the social sharing feature

Your implementation contact at Bazaarvoice can activate the social sharing feature for you upon request. After the feature is activated, you can configure settings from the General Admin page of the Local dashboard.

By default, Local alternates between prompting customers to leave reviews on Facebook, Google+, and Yelp. Each customer receives a prompt for a single third-party site. From the General Admin page, you can select any or all of the third-party sites to include in the rotation.

Note: For Facebook reviews, each local provider must have a Facebook Page with a category of Local Businesses, which enables the page's Reviews tab.

For social sharing to work correctly, you must add the following information to the [local provider feed](#):

- Contact information in the ContactInfo element [for each local provider](#) in the feed.
- The primary category the service is using, copied from a list your implementation contact provides. Refer to the [Enabling third-party review monitoring](#) topic for an example of the code to use.
- The local provider's name in the OverrideBusinessName element, where needed for each local provider. Social sharing will work correctly only if the local provider's business name **exactly matches** the name the local provider uses on Facebook, Yelp, and Google+. If the name you use for a local provider in the local provider feed is different than the name found on the social media sites (for example, you included a store number or city), you must use the override tags to specify the appropriate name.

Refer to Building the LocalProvider element in the local provider feed for more information about creating the feed.

You can find an example of a complete local provider data feed in the Bazaarvoice repository on GitHub. From <https://github.com/bazaarvoice/HostedUIResources>, click **LocalProviderFeed**. The Local Provider Feed page contains a sample XML feed you can download and customize for your company's local providers.