USER MANUAL

Your Guide to Getting Started with Moz Local
Thank you for choosing Moz Local to manage your brand’s location data — we’re happy to have you! We’ll be walking you through the most important aspects of the product to help Moz Local start working for you as quickly and effectively as possible.

We’ll go step-by-step through each of the tabs in your left-side dashboard menu. Let’s get started!

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Dashboard

When you first log into your Moz Local account, you’ll land on the Dashboard tab view, which gives you a handy at-a-glance overview of how your locations are doing.

1. Tooltip
2. Overview widgets
3. Metrics filter
4. Average Rating
5. Average Rating Activity
6. Review Analysis
7. Feedback Activity
8. Facebook metrics
9. Google metrics
10. Left nav bar
11. Notification feed
1. Hover over the icon for useful tool tips that explain each of the widgets.

2. The top three widgets in the dashboard provide an overview of your listings status. This includes how complete your listings are, how well the data of your listings around the ecosystem matches the data you’ve provided Moz, whether you need to take any specific actions to improve your listings, and the status of duplicate listings that Moz has found and closed for you.

3. Filter dashboard metrics by location name, address, or location ID. Add a filter for a particular time period to get more specific. You can download your metrics as an excel file for more in-depth analysis.

4. The Average Rating widget provides a quick view of your average star rating as rated by consumers across the platforms Moz Local monitors.

5. The Average Rating Activity widget shows your star rating over time.

6. The Review Analysis widget surfaces up to 100 words commonly used by your reviewers, the percentage of your reviews mentioning each word, and the average rating of your reviews that mention each word.

7. The Feedback Activity widget tracks consumer feedback (both with and without star ratings) across time.

8. Connect your account to Facebook so that Moz Local can provide data on the impressions and clicks your Facebook listing is receiving.

9. Connect your account to Google so that Moz Local can provide a variety of insights. These include both Google Search and Google Maps impressions, clicks-to-call, clicks-to-website and clicks for directions, photo impressions, and an overview of the number of customers finding your Google listing via branded, direct, and indirect queries.

10. If you manage more than one location, the navigation bar on the left side of the dashboard allows you to move comfortably between the menu items.

11. The notification feed on the right side of the dashboard keeps a running log of activity relating to your listings, such as incoming reviews, updates to your data, and more.
Locations

If you manage multiple locations, this area will provide you with the main overview of all of your locations. Our robust filtering options let you drill down to specific locations by name or other factors. Toggle back and forth between the list view and the map view, and pay close attention to the “missing data” column of the list view — this indicates whether any of your locations require action on your part. The Profile Suggestions button will bring you to our profile suggestion engine, which helps make sure your locations' profiles are complete.

How to add a single new location

Below are the steps you’ll take any time you need to add a single new business location.
1. First, click the “Add Location” button in the top navigation, and you'll be taken to a form:

2. Enter your location’s data and complete the checkout process, including selecting the appropriate plan for your location. Clicking “Purchase Location” will bring you to the next step.

3. After adding your new location, you'll be taken to the Moz Local platform to finish adding your location’s details. Add in your basic data, including business name, address, phone number, and up to five categories.

4. Help customers get in touch with you by adding your location's website details, contact information, and opening hours.
5. Connect your Google My Business and Facebook profiles now. If it’s more convenient, you can return to connect the profiles later on as well.

6. Your location is now created — hooray! Review the information in the Profile tab and add in additional data about your location, including Rich Data and Photos & Videos. You want your listings to be as informative and persuasive as possible for consumers, so it’s worth it to take the time to add these extra details.
7. If you’re satisfied, begin synchronization with the directories by clicking the “Sync Now” button.

8. To ensure that your company’s location data can be transmitted to the directories at any time, be sure to activate the “auto-sync” feature. We recommend this option so that changes to your business information are automatically sent to the directories, keeping your listings up to date.

**How to quickly edit data for a single location**

1. If data changes for one of your business locations (like new hours of operation), you can make a quick edit directly in the tool. Edit the desired fields in Basic Data, Rich Data, and Photos & Videos, then click “Save Changes.” The Profile Suggestions tab will also provide you with suggestions to complete your location’s profile.

2. If you’ve enabled auto-sync, saving the change will ensure quick submission to our partners. If you do not have auto-sync enabled, be sure to click the Sync button to submit the change to our partners.

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**Pro tip:**
This edit option is especially helpful if your business is moving to a new location. Just edit your address information in the Profile section and Moz Local will begin to distribute your new location’s information out to our partners.
How to stop updating the data for a location

If at any time you want to deactivate Moz Local’s data updates for a specific location, head to the Location tab. Looking at the list of your locations, click on the one you want to deactivate to bring up its individual profile page. In the lower-right of this page, click the “Deactivate Location” button.

You’ll have the option to either deactivate the location immediately or to keep syncing data until the end of your contract period, at which time it will be automatically deactivated.

How to cancel a location’s renewal

If you want Moz Local updates to continue to the end of your contract but you don’t want to renew, choose the option titled “Cancel on renewal.” Canceled locations will continue to update until the end of the location’s contract period. After that, they’ll be automatically deactivated.
How to remove a closed location from our directory partners

If your business's location closes permanently, you have the option to choose the "Delete Location from Directories" function. Your listings on our directory partners will either be removed or marked as permanently closed.

Delete location from directories and platforms

If your location closes down, your customers should be informed! Closing down this location results in all listings being deleted from directories and platforms or marked as permanently closed.

Delete Location from Directories and Platforms

Pro tip:
If a business moves locations, or if it's managing a scenario in which listings for practitioners or partners have become obsolete, be sure to consult current best practices for how to handle this change. It's not typically appropriate to mark such listings as permanently closed.
Customer Feedback

This is an optional upgrade. If you choose to upgrade, this highly interactive section of Moz Local provides insight into consumer sentiment. This includes reviews, ratings, and questions, as well as the ability to respond to incoming consumer feedback.
Collect and filter customer feedback

All ratings, feedback, and photo uploads from your locations are collected and listed under the Customer Feedback menu. Access to this information helps you take an active role in managing your online reputation. You'll be able to detect emerging reputation problems early and maintain awareness of any spam reviews or photos that appear on your listings.

*If you'd like to gather customer feedback from your Google My Business and Facebook accounts, you'll need to connect them to Moz Local first.*

1. This is the list of reviews and questions being tracked for your location. Feedback is arranged chronologically, with the most recent sentiments displayed first.

2. If you’re managing multiple locations, use the filtering functions to drill down to the information you need by location.
3. You can also filter by time period.

4. Click “Show Filters” for more ways to segment customer feedback by type (like photos, reviews, and questions) or by platform (like Foursquare or Facebook).
**MANAGE REVIEWS**

Manage customer reviews

Protect and improve your reputation by responding directly to customers' reviews and questions. Just click on any sentiment you’d like to reply to and write your response in the text field. Click “Submit” to publish your response. If you’d prefer it, you can also go to the original source of the customer feedback by clicking on the “Show Original” link.

1. Click on the review you want to respond to.

2. Write your answer in the text box. You can also preview the original message directly in the directory by clicking on “Show original.”

3. After you’ve written your answer, click “Submit.” Your reaction will appear in the respective directory. On Google, “Owner’s Reply” appears; on Facebook, the name of the company’s website is given as the responder.
PUBLISH

This is an optional upgrade. If you choose to upgrade, this interactive area of Moz Local lets you publish influential content to your listings proactively. For example, you can publish Posts to your Google Business Profile that bring visibility to your company’s news and special offers.
1. If you’ve already published content, you’ll be taken straight to the overview, where your contributions are sorted chronologically by publication date.

2. You can now save posts as templates and share them with other users. Saved templates are displayed on top of the Publish tab, in a section called “Template Library.”

3. To publish new content, click on the “Create New” button.
4. On the “Edit Your Post” page, you’ll first specify what kind of post you’re creating. Would you like to announce news, such as an “open house” or a “company anniversary?” Do you want to create a special offer? Or do you want to proactively post questions based on your customers’ FAQs to the Q&A section of your Google Business Profile?

5. Moz Local lets you tailor communications to a specific business location. You can either manually select the locations you’d like to create content for, or click the “All Locations” checkbox.

6. Select the directories to which your post should be published.

7. Create the headline and text for your content. You can also upload an image by clicking the camera icon.
8. Your potential customers may want further information after reading your post, so be sure to provide the correct website link. For news, enter the date of publication; for special offers, enter the period for which your offer is valid.

9. In the preview on the right, check to make sure everything is correct and then click “Post.” For offers and Questions & Answers, your post will be published instantly on the selected platforms. For news, your post will be published on the selected date of publication.

We hope this guide has helped you start off on the right foot with Moz Local.

Do you have a product question that wasn’t covered here? Visit our Help Hub to dig in further, or drop our friendly Help Team a message 24/7.