







MOZ
LOCAL

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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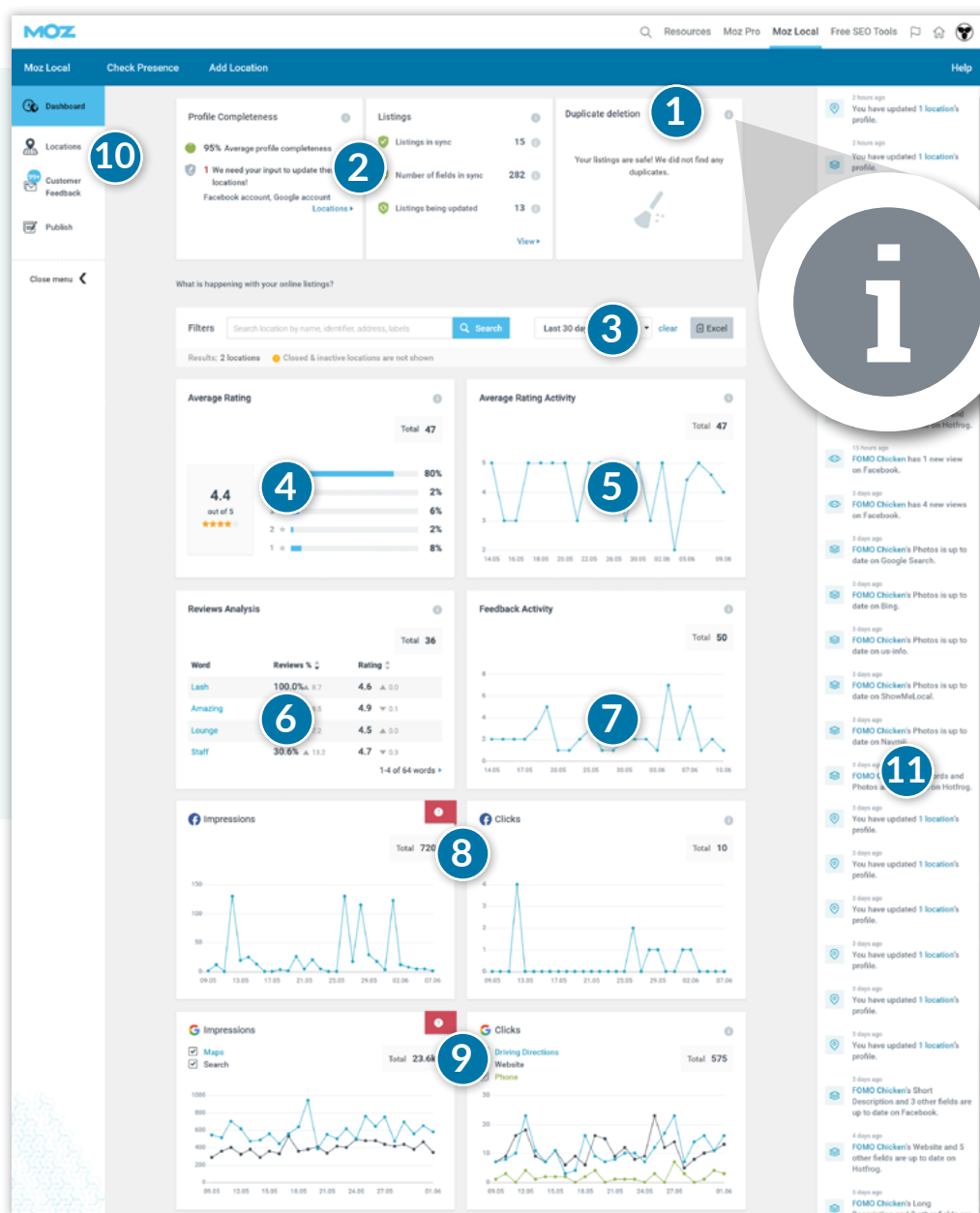





Dashboard

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.

The screenshot shows the Moz Local dashboard. The top navigation bar includes links for Resources, Moz Pro, Moz Local, Free SEO Tools, and Help. The sidebar on the left has links for Dashboard, Locations, Customer Feedback, and Publish. The main content area is titled 'Locations' and features a search bar, a 'Profile Suggestions' button, and a table of locations. The table has columns for Location name and Identifier, Address, Contract status, Count, Sync Status, Contract Status, Directory Connection Status, and View. Two locations are listed: 'FOMO Chicken' and 'Location 2'.

Location name and Identifier	Address	Contract status	Count	Sync Status	Contract Status	Directory Connection Status	View
FOMO Chicken	113 Southeast 28th Avenue 97214 Portland	06/06/2020	10/15	100%	—	4.7	133
Location 2	123 Main Street Anytown, USA	06/06/2020	5/15	91%	Keywords	—	n/a

ADD LOCATION

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.

The screenshot shows the Moz Local dashboard with the 'Add Location' button highlighted by a callout bubble. The button is located in the top navigation bar, next to 'Check Presence'. A large number '1' is placed above the button, indicating the first step in the process. The sidebar and main content area are visible, but the focus is on the 'Add Location' button.

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.

Review your purchase

Your business location

Business Name

Enter a location

Address Line 1

Address Line 2

Country

United States

City

State / Province

Postal Code

Phone Number

Payment information

Payment summary

Moz Local - Listing Basic

Today's charge: \$129

Then \$129 per year + applicable tax beginning on June 30, 2020.

☐ I agree to the Moz [Terms of Use](#) and understand that this is a recurring subscription. I will be charged automatically on a recurring basis unless I cancel.

Purchase Location

Let's set up your location profile!

Only a few steps till you can lean back!

Location Name

Address Line 1 (Street and street number)

Address Line 2

ZIP/Postcode

City/Suburb

☐ I don't serve customers at my location address.

Phone

Categories

Type a category, e.g., "Dentist"

Let's go!

0 / 5

4. Help customers get in touch with you by adding your location’s website details, contact information, and opening hours.

Help your customers get in touch with you

We found some suggestions for your location on existing online profiles. You can confirm them if they are correct, or discard them and input new data.

Website

Confirm Discard

E-Mail

Confirm Discard

Opening Hours

Mon - Thu	11:00 AM	10:00 PM	x
Friday	11:00 AM	11:00 PM	x
Saturday	08:00 AM	11:00 PM	x
Sunday	08:00 AM	10:00 PM	x

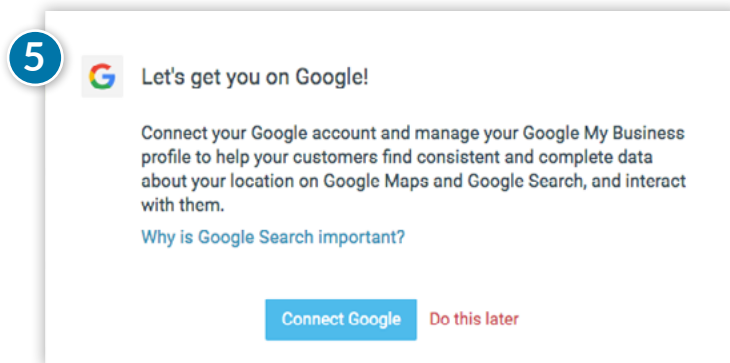
Add time period

Confirm Discard

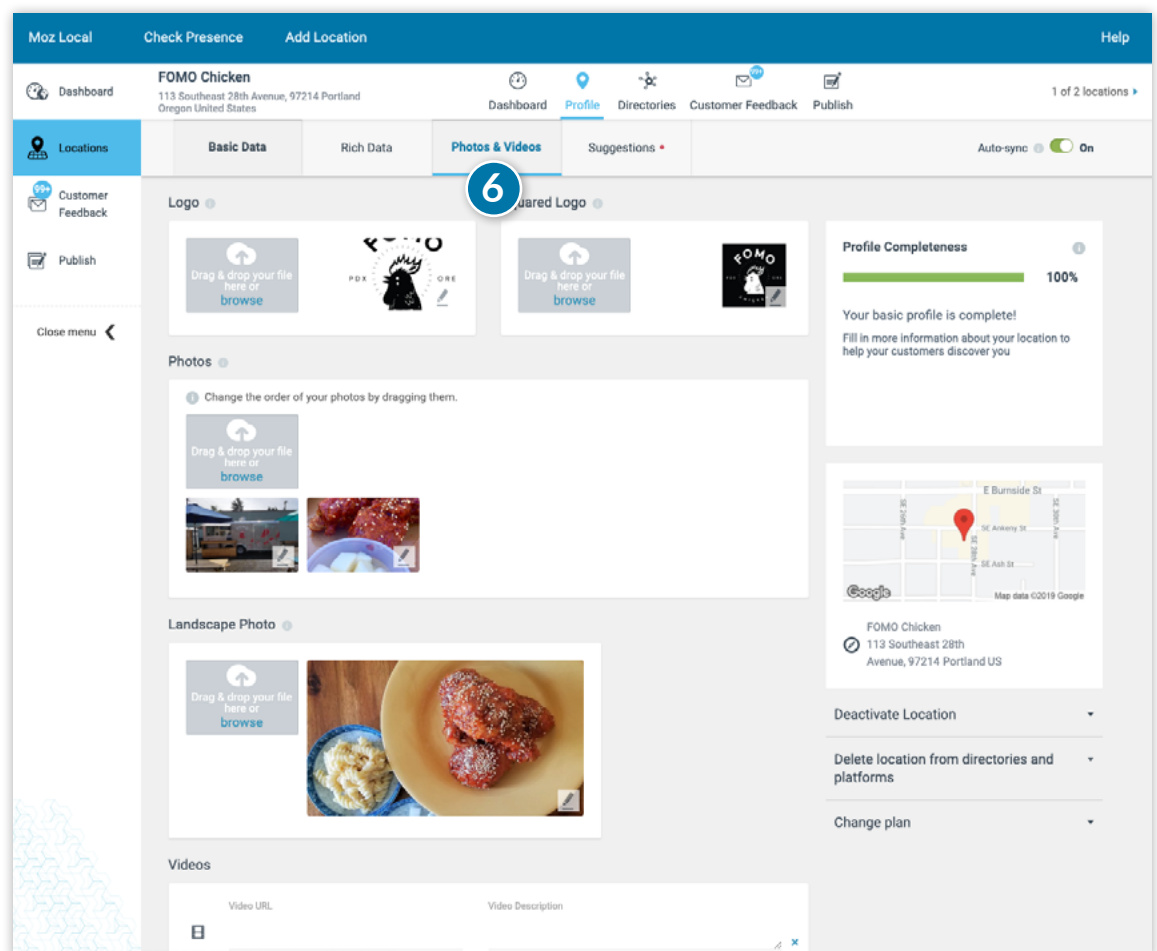
Overlapping time periods will be automatically merged.

You're almost done!

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.



EDIT LOCATION

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.

The screenshot shows the Moz Local interface for editing a location profile for "FOMO Chicken". The interface includes a sidebar with navigation options: Dashboard, Locations, Customer Feedback, and Publish. The main content area is divided into tabs: Basic Data, Rich Data, Photos & Videos, Suggestions, and Auto-sync. The "Basic Data" tab is active, showing contact information fields: Phone (+1 503-308-0258), Mobile Phone, Fax, Website (http://www.fomochicken.com/), E-Mail (fomochicken@gmail.com), and Opening Hours (Mon - Sun, 12:00 PM - 08:00 PM). A callout box labeled "1" points to the "Mobile Phone" field. Another callout box labeled "2" points to the "Auto-sync" toggle switch, which is currently turned "On". Below the form, there are two buttons: "Discard changes" and "Save changes".

Pro tip:

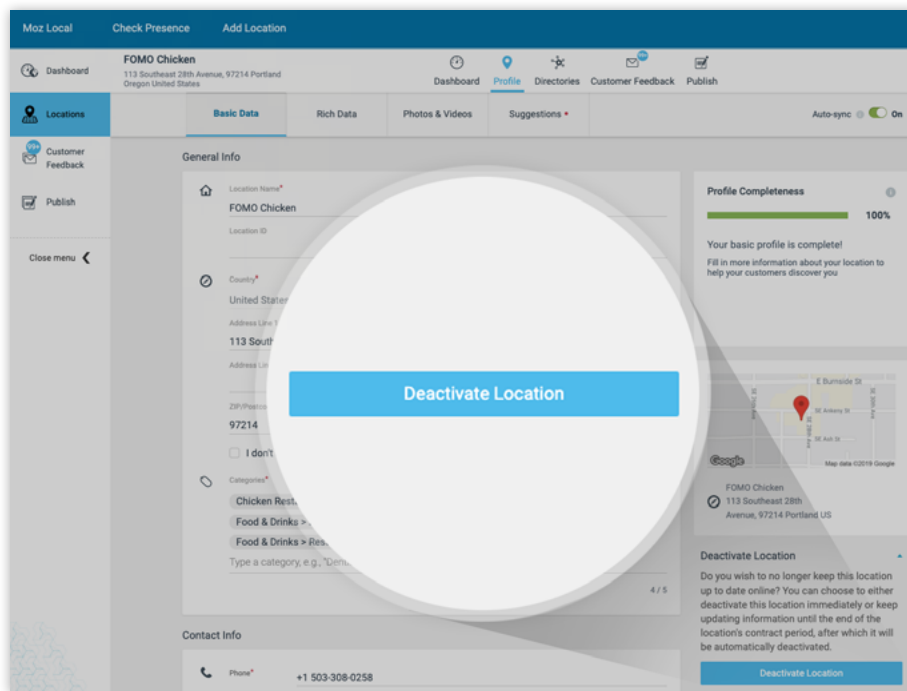
This edit option is especially helpful if your business is moving to a new location. Just edit your address information in the Profile section and Moz Local will begin to distribute your new location's information out to our partners.

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.

STOP UPDATING

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.

CANCEL RENEWAL

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.

Cancel on renewal

Any updates you make to your location information in Moz Local will continue to be sent to our partners until your subscription ends on your renewal date (May 30, 2020). Your subscription will no longer auto-renew, but you can reactivate your subscription at any time before then.

Cancel on renewal

REMOVE LOCATION

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.

The screenshot displays the Moz Local Customer Feedback interface. The top navigation bar includes 'Moz Local', 'Check Presence', and 'Add Location'. The left sidebar shows 'Dashboard', 'Locations', 'Customer Feedback' (highlighted), and 'Publish'. The main content area features a search bar, filters for 'Date range' and 'Rating', and a list of reviews for 'FOMO Chicken 97214 Portland'. A circular callout highlights the 'Customer Feedback' section. The reviews include text, ratings, and source information (Google Search, Facebook). A large image of the restaurant's outdoor seating area is also visible.

Customer Feedback

99+ Customer Feedback

FOMO Chicken 97214 Portland
Google Search - 10 hours ago

FOMO Chicken 97214 Portland
Google Search - 11 days ago

So I've been here a few times and by far, this place has the best chicken in Portland. I'm also talking specifically about the gluten free chicken, which I always order even though I'm not gluten free! Today, I brought my mother and we both ordered the gluten free bowl because I've been telling her for years how amazing the chicken is. Fomo did not disappoint! The chicken was amazing. However, the mashed potatoes were so peppery, we could only eat a few bites. We took the mashed potatoes home and added sour cream and butter and still couldn't eat it. Please back off on the pepper!

★★★★☆

FOMO Chicken 97214 Portland
Google Search - 11 days ago

★★★★★

FOMO Chicken 97214 Portland
Facebook - 13 days ago

Very good! Too much black pepper, especially in the mashed potatoes, but reasonably priced and really delicious gluten free southern fried chicken. The slaw amazing and not loaded with mayo.

Esther Park

[Show original](#)

FILTER FEEDBACK

Collect and filter customer feedback

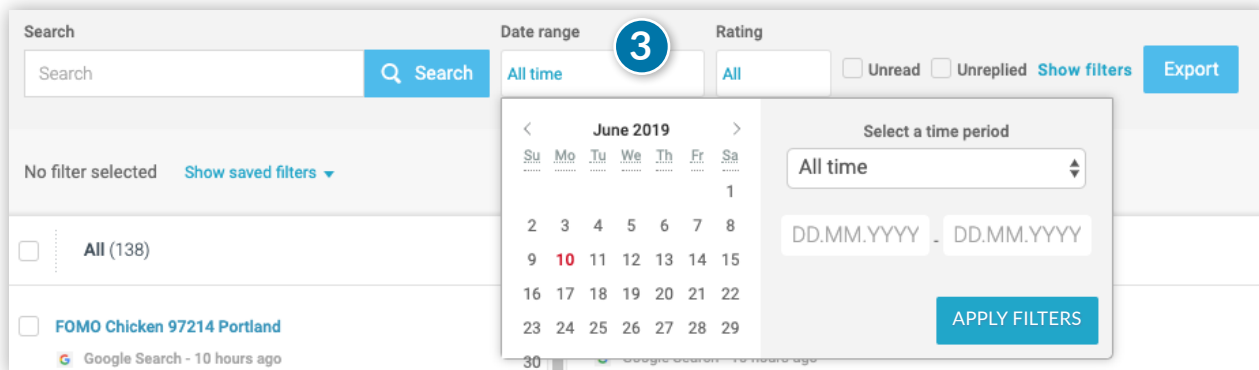
All ratings, feedback, and photo uploads from your locations are collected and listed under the Customer Feedback menu. Access to this information helps you take an active role in managing your online reputation. You'll be able to detect emerging reputation problems early and maintain awareness of any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



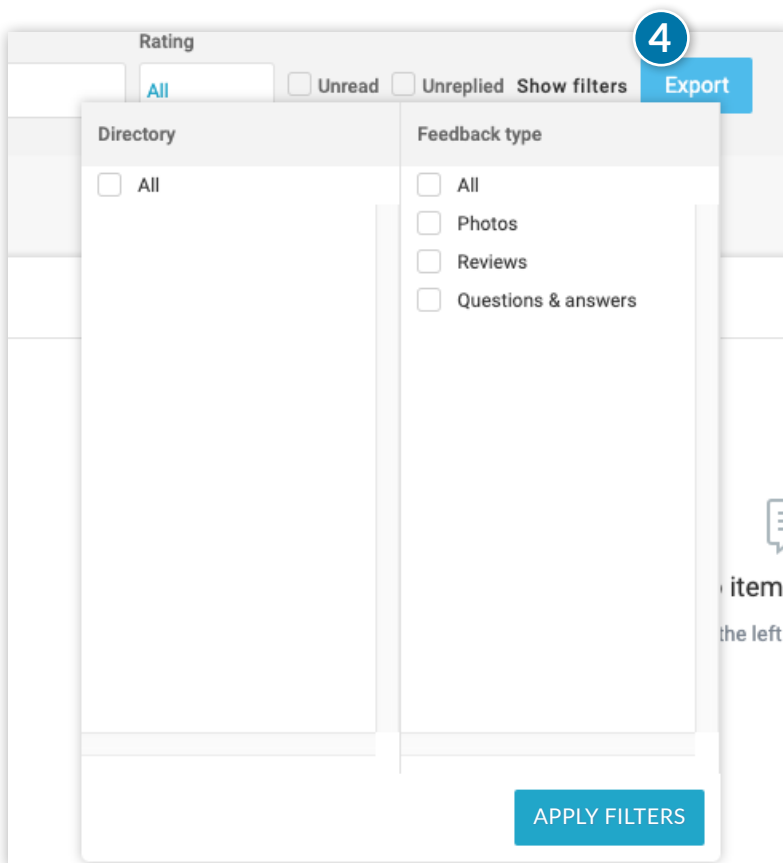
If you'd like to gather customer feedback from your Google My Business and Facebook accounts, you'll need to connect them to Moz Local first.

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.



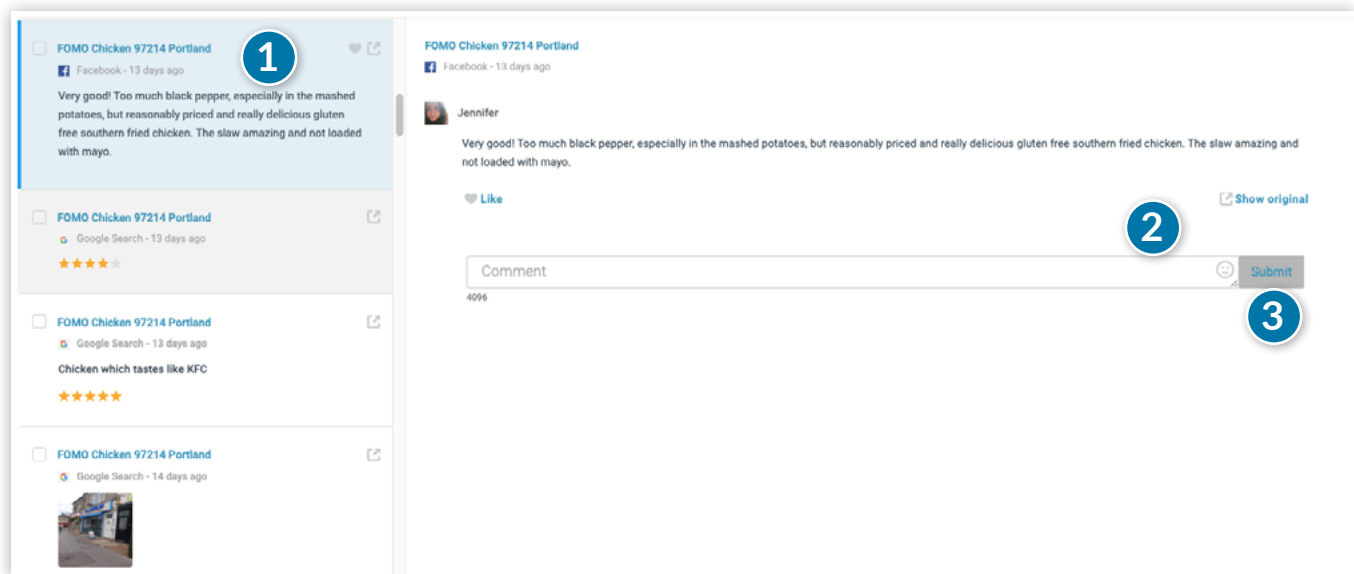
4. Click “Show Filters” for more ways to segment customer feedback by type (like photos, reviews, and questions) or by platform (like Foursquare or Facebook).



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.

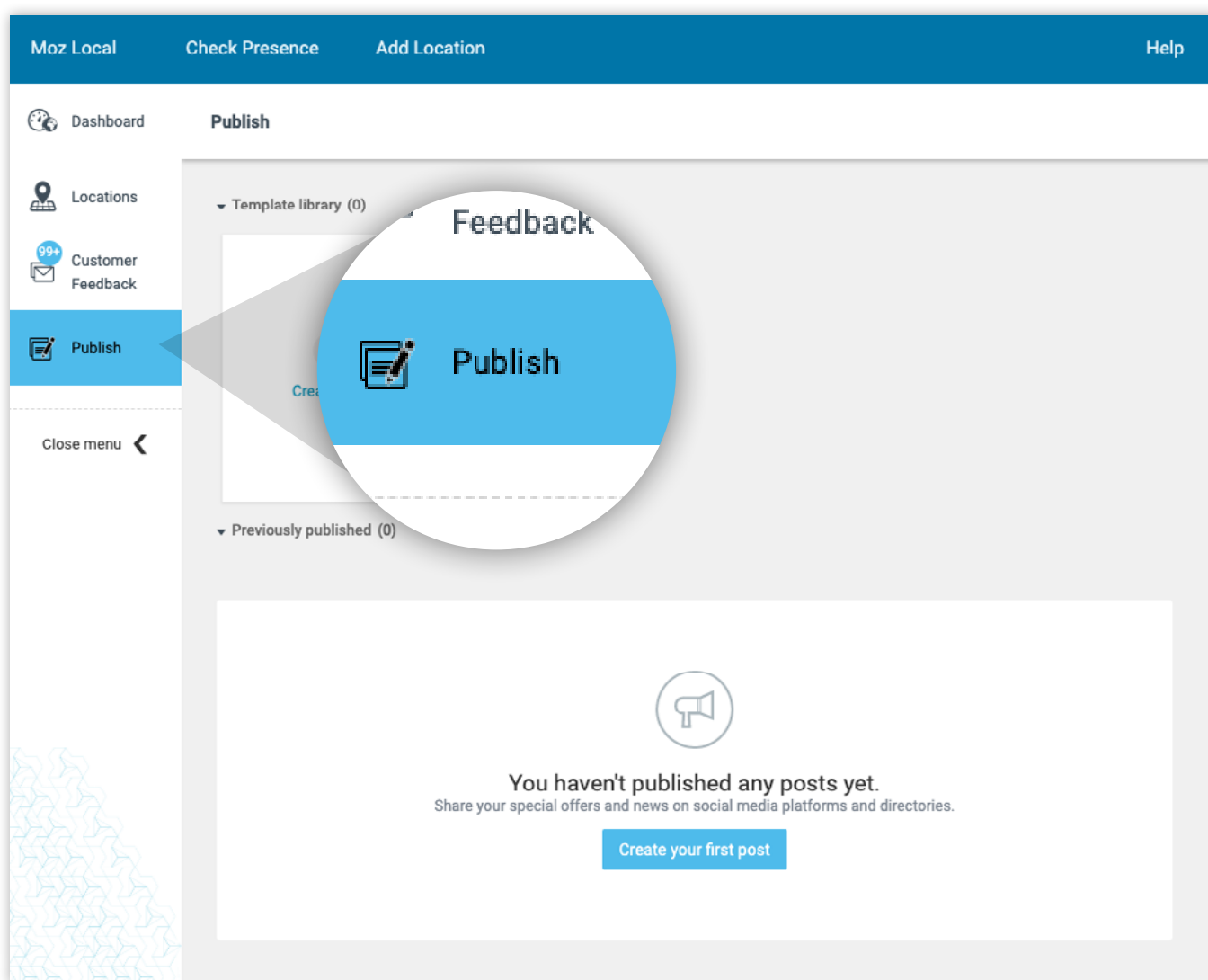


1. Click on the review you want to respond to.
2. Write your answer in the text box. You can also preview the original message directly in the directory by clicking on "Show original."
3. After you've written your answer, click "Submit." Your reaction will appear in the respective directory. On Google, "Owner's Reply" appears; on Facebook, the name of the company's website is given as the responder.

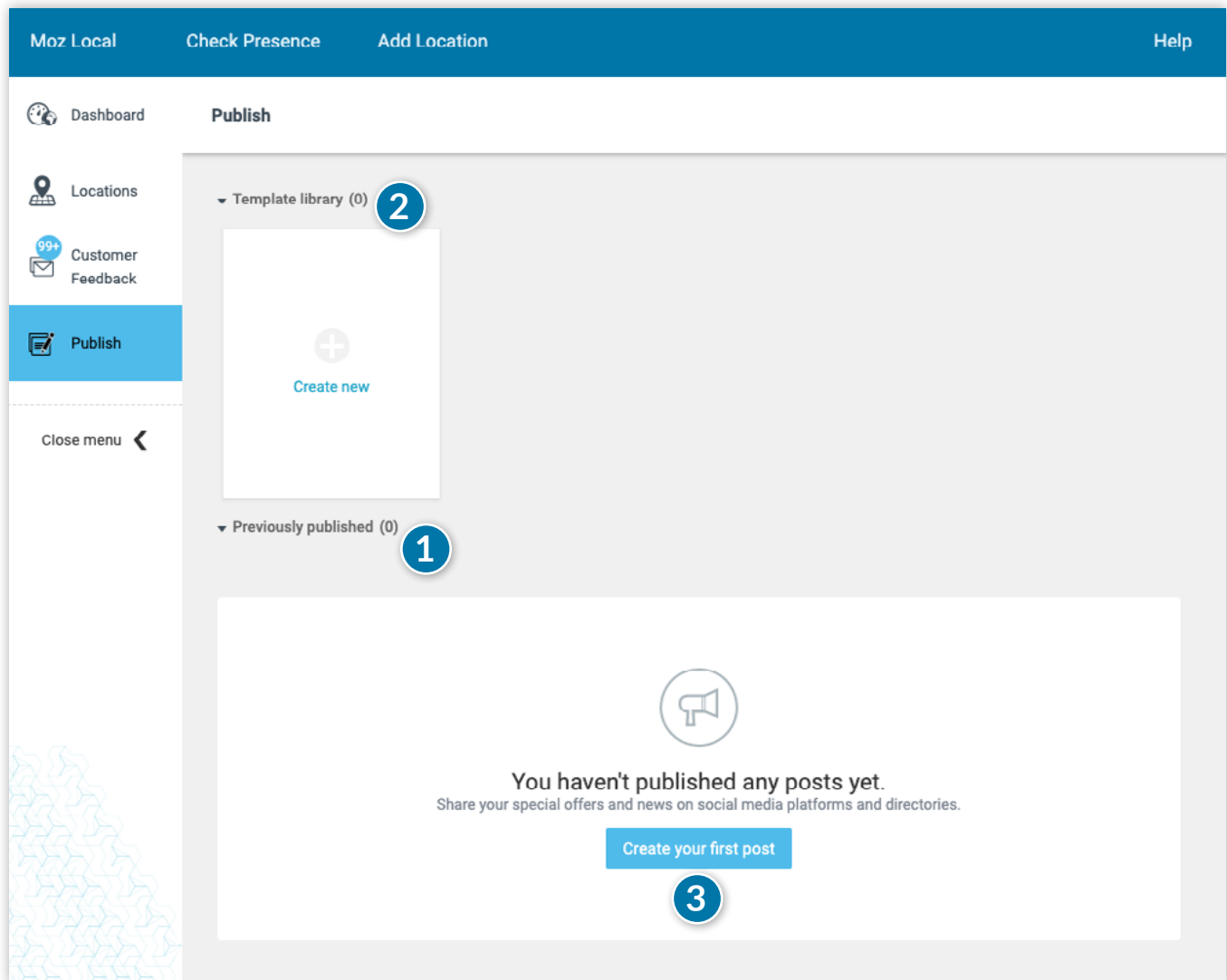


PUBLISH

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.

The screenshot shows the Moz Local 'Publish' interface. The top navigation bar includes 'Moz Local', 'Check Presence', 'Add Location', and 'Help'. The left sidebar has 'Dashboard', 'Locations', 'Customer Feedback', and 'Publish' (highlighted). The main content area is titled 'Publish' and contains a 'CREATE A NEW POST' form and a 'LIVE PREVIEW' section.

Form Fields:

- 4. Type of post:** Three buttons: 'NEWS' (selected), 'OFFER', and 'QUESTIONS & ANSWERS'.
- 5. Select locations:** A dropdown menu labeled 'Select locations'.
- 6. Post on:** Three checkboxes: 'Facebook', 'Google Search', and 'Other directories (3)'.
- 7. Title:** A text input field.
- Content:** A large text area with a camera icon for image upload.
- 8. Link:** A text input field.
- Publication date:** A dropdown menu with 'Publish now' selected.

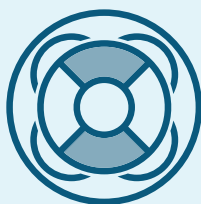
Buttons: 'Save as Template' and 'Post' (with a callout 9).

LIVE PREVIEW: Shows a preview of the post on Facebook, Google, and Directories. The content area is labeled 'The content will appear here.' and includes a placeholder image and social media icons.

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.

