



ECHORANK · PRACTICAL FIELD GUIDE

From Zero Visibility to a Trusted Online Reputation

The Complete Echorank Guide: a step-by-step playbook for building reviews, reputation, search visibility, and AI visibility from a standing start.

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ECHORANK

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Executive Summary

This guide takes a business or individual with no reviews, no search presence, and no established reputation program and walks them, step by step, to a credible, measurable online presence using Echorank together with standard SEO practice.

Echorank combines two disciplines that are usually sold separately: **reputation management** (collecting, monitoring, analyzing, and responding to customer reviews) and **visibility management** (classic SEO tooling plus AI visibility — how often AI assistants mention and recommend your brand). The core workflow this guide teaches:

1. **Audit** your starting position honestly (Chapter 2).
2. **Import your review history** using the Echorank browser extension or CSV import so analysis starts with context, not a blank slate (Chapters 3–4).
3. **Analyze** what customers actually say — themes, sentiment, risks, competitive gaps (Chapter 5).
4. **Generate reviews ethically** with repeatable request workflows and professional responses (Chapter 6).
5. **Convert reputation signals into visibility** — on your website, in local search, and in AI answers (Chapters 7–8).
6. **Execute a 90-day roadmap** with defined KPIs and milestones (Chapter 9).

How to read this guide. Anything tagged **ECHORANK** describes confirmed product functionality. Anything tagged **GENERAL** is industry best practice that applies with or without Echorank. Interface labels change; steps that depend on the current interface are marked **Verification required**.

No guarantees. Nothing in this guide promises specific rankings, review counts, ratings, or revenue. Reputation and SEO outcomes depend on service quality, competition, and platform algorithms outside anyone's control. All case-study figures in Chapter 10 are illustrative examples, not verified claims.

1. Introduction to Echorank

1.1 What Echorank is

ECHORANK Echorank (echorank360.com) is a software-as-a-service platform for **online reputation management and visibility management**. It helps a business gather its customer reviews into one place, understand them, respond to them, and use what it learns to improve how it appears in Google search, local search, and AI assistants.

The platform has four pillars:

Pillar	What it does	Where it lives
Review collection & import	Brings existing reviews in via a browser extension, CSV upload, or a connected Google Business Profile; keeps new reviews syncing from configured sources.	Data Sources / Imports, Extension, Monitoring
Monitoring & analysis	Sentiment scoring, dashboards, trend views, alerts and email digests, downloadable PDF reports.	Dashboard, Monitoring, Reporting
AI visibility	Audits how AI assistants see your site and brand: answer tracking, prompt trends, Brand Radar, AI Lens (checks whether AI crawlers see your real content), AI Trust Score.	Visibility section
Classic SEO tools	A tools hub covering keyword research, rank tracking, site audits, backlinks, Search Console insights, SERP checks, and more.	Tools hub (under Visibility → Tools)

1.2 Who it is for

- **Local and service businesses** that live or die by Google reviews and local rankings.
- **Small e-commerce and SaaS brands** that need Trustpilot/Facebook review oversight and search visibility.
- **Professional practices** (legal, accounting, healthcare-adjacent) where trust signals drive client acquisition.
- **Agencies** managing reputation and SEO for multiple clients (higher tiers add reporting and larger quotas).
- **Founders and marketers** who want one place for reviews + SEO + AI visibility instead of five subscriptions.

1.3 Plans at a glance

ECHORANK Current published pricing (USD, monthly / annual-equivalent per month):

Plan	Price	Positioning	Monthly search quota*
AI Visibility	\$29 / \$24	AI visibility only: audits, prompt tracking, visibility dashboard.	—
Starter	\$79 / \$63	Core reputation + tools for a single business.	250 searches, 25 tracked keywords
Growth	\$199 / \$159	Adds competitive/risk intelligence and larger quotas.	1,000 searches, 100 tracked keywords
Agency	\$499 / \$399	Multi-client work, monitoring reports, largest quotas.	5,000 searches, 500 tracked keywords
Enterprise	Custom	Contact sales.	Custom

*Search quotas apply to the data-driven SEO tools (keyword research, SERP checks, rank tracking). New accounts start with a 14-day free trial; no credit card required to start. **Verification required:** confirm current prices and quotas on the live pricing page before quoting them to clients.

1.4 How Echorank supports each goal

- **Reputation management:** one inbox of reviews across sources, sentiment analysis, response tracking, alerting on negative signals.
- **Review monitoring:** configured sources sync new reviews automatically; alerts and digests surface changes without daily manual checking.
- **Visibility:** a free website/AI-visibility audit, ongoing answer tracking, and the SEO tools hub to act on findings.
- **Local SEO:** Google Business Profile connection, GBP monitoring, and review-driven content workflows (Chapter 7).
- **Brand growth:** PDF reports for stakeholders, a public API and MCP server for automation, and a measurable 90-day operating rhythm (Chapter 9).

2. Starting From Zero

GENERAL “Zero” usually means some mix of: fewer than 10 reviews, no claimed business profiles, a website that doesn’t rank for your own brand name, and no process for asking customers for feedback. The fix is sequencing, not heroics: claim your assets, capture your history, then build the habit.

2.1 The beginner reputation & visibility audit

Spend 60–90 minutes answering these questions honestly. Write the answers down — they become your baseline for the 90-day roadmap.

Area	Question	How to check
Branded search	What appears when you Google your exact business name (in a private/incognito window)?	Search “[business name]” and “[business name] reviews”.
Google Business Profile	Does a listing exist? Is it claimed, accurate, and categorized correctly?	Google Maps search; look for “Own this business?”.
Review inventory	How many reviews exist across Google, Facebook, Trustpilot, and industry directories? Average rating? Date of the newest one?	Visit each profile; note counts and dates.
Response history	What percentage of existing reviews have an owner response?	Count on each platform.
Website basics	Does the site load fast, work on mobile, state clearly what you do and where, and show contact details consistently?	Open on a phone; run the free Echorank audit (2.3).
AI visibility	Do ChatGPT/Claude/Gemini mention you when asked for recommendations in your category and city?	Ask each assistant 3–5 realistic prompts; record answers.
Competitors	Who ranks and who has the reviews you want? What do their customers praise?	Search your top 3 service keywords + city.

2.2 Assets to prepare before using Echorank

1. **Google Business Profile (GBP):** claimed, verified, correct name/address/phone (NAP), primary category, hours, photos, and a short description. This is the single highest-leverage asset for a local business.
2. **Website:** at minimum a homepage that states what you do and for whom, a contact page, and one page per core service. Consistent NAP in the footer.
3. **Facebook Page:** claimed, with reviews/recommendations enabled if relevant to your audience.

4. **Trustpilot profile:** claim the free listing if you sell online or serve a wide area.
5. **Industry directories:** the 2–3 that matter in your vertical (e.g., Houzz, Avvo, Healthgrades, TripAdvisor).
6. **A review destination decision:** pick ONE primary platform (usually Google) to concentrate requests on for the first 90 days.
7. **Email/SMS access to customers:** a list, a CRM export, or even invoices — you need a way to reach real past customers.

2.3 Run the free Echorank audit

ECHORANK Before creating an account, you can run one free AI-visibility/site audit per day from the Echorank AI Visibility landing page: enter your website URL in the audit widget and it returns a score with itemized checks (technical basics, structured data, robots access, and AI-visibility signals). No account is needed for the first audit. Use this as your day-zero benchmark and save the downloadable PDF report.

[Screenshot placeholder: Echorank free audit widget with a URL entered and the resulting score card]

2.4 Foundation checklist

- ☐ Baseline audit answers written down (2.1), with date
- ☐ GBP claimed, verified, category and NAP correct
- ☐ Website live, mobile-friendly, NAP consistent
- ☐ Facebook Page claimed; Trustpilot claimed if relevant
- ☐ Top 2–3 industry directories claimed
- ☐ Primary review platform chosen
- ☐ Customer contact list exported or accessible
- ☐ Free Echorank audit run; PDF saved as day-zero benchmark
- ☐ Echorank account created (14-day trial); business/tenant named correctly

3. Installing the Echorank Extension

ECHORANK The Echorank browser extension exists to solve one specific problem: **most review platforms give you no “download my reviews” button**. The extension reads the reviews already visible on a listing page you have open and sends them, structured, into your own Echorank account. It supports Google (Maps and Search listings), Facebook Pages, and Trustpilot.

3.1 Requirements

- **Browser:** a Chromium-based browser that allows extension installation — Microsoft Edge, Brave, Opera, or Vivaldi work out of the box. Plain Chrome requires the developer-mode “load unpacked” method (3.3). Safari and Firefox are not supported.
- **An Echorank account** (any plan, including trial).
- **An extension token** generated from your dashboard (3.4) — this is how the extension knows which account to deliver reviews to.

3.2 Where to get it

Download page and illustrated instructions: echorank360.com/extension/download.html. A step-by-step help page lives at echorank360.com/extension/help.html, and an overview of all review-import routes at echorank360.com/extension/getting-reviews-in.html. An installation walkthrough video is embedded on the download page.

3.3 Installation steps

Packaged install (Edge, Brave, Opera, Vivaldi)

1. Open the download page and download the extension package.
2. Follow the browser prompt to add the extension. If your browser blocks direct install, use the load-unpacked method below.

Load-unpacked install (any Chromium browser, including Chrome)

1. Download the extension ZIP from the download page.
2. Unzip it to a **permanent** folder (not Downloads — if you delete the folder later, the extension breaks).
3. Open `chrome://extensions` (or `edge://extensions`, etc.).
4. Turn on **Developer mode** (toggle, top right).
5. Click **Load unpacked** and select the unzipped folder.
6. Pin the Echorank icon to your toolbar for easy access.

Developer-mode installs show a “disable developer mode extensions” notice at browser startup. This is normal for unpacked extensions; dismiss it. **Verification required:** if the extension has since been published to a browser web store, the store install supersedes these steps — check the download page for the current recommended path.

[Screenshot placeholder: chrome://extensions with Developer mode on and Load unpacked highlighted]

3.4 Connecting the extension to your account

1. Log in to Echorank and open the **Extension** page in the dashboard.
2. Click to create a new **extension token**. It looks like `er_ext_<id>.<secret>`. Copy it immediately — the secret is shown once.
3. Click the Echorank extension icon in your browser, open its **Settings**, and paste the token.
4. The popup should now show a connected state. You're ready to import (Chapter 4).

Token hygiene. Treat the token like a password. You can rotate or revoke it from the Extension page at any time; revoke it if a laptop is lost or a contractor leaves.

3.5 Installation troubleshooting

Symptom	Likely cause	Fix
“Load unpacked” button missing	Developer mode off	Enable the Developer mode toggle first.
Extension vanished after cleanup	Unzipped folder was deleted/moved	Re-unzip to a permanent folder and load again.
Popup says not connected / unauthorized	Token mistyped, expired, or revoked	Generate a fresh token on the Extension page and paste the full string including the <code>er_ext_</code> prefix.
Scan button does nothing	Not on a supported listing page	Open the actual business listing (Google Maps place page, Facebook Page reviews tab, or Trustpilot company page), then click the icon.
“Rate limited” message	Too many scans in a short window	Wait a minute and retry; per-token limits are roughly a dozen scans per minute (see 4.6).
Imports never appear in dashboard	Wrong account's token, or sync delay	Confirm the token came from the business (tenant) you're looking at; allow a few minutes; check the Monitoring page, not only the Dashboard.
Browser blocks the download	Security policy on packaged files	Use the ZIP + load-unpacked route instead.

4. Collecting and Importing Reviews

Your review history is data. Importing it means Echorank's sentiment analysis, trends, and dashboards start with real context instead of an empty chart. There are four routes; pick per platform.

Route	Best for	Effort	Notes
Browser extension	Google, Facebook, Trustpilot listings you can open in a browser	Low	Structured, no file handling, re-scan any time.
CSV import	Exports from a previous tool, hand-built spreadsheets, any platform	Medium	Universal fallback; 5 MB per file.
Google Business Profile connection	Your own GBP	Low	Connect once; reviews import and stay synced.
Google Takeout	Last resort for your own Google reviews	High	JSON output, often incomplete; see 4.5.

Compliance first. Only collect reviews that are publicly visible or that you own (your business's profiles). Respect each platform's terms of service, robots directives, privacy law (GDPR/CCPA and local equivalents), and data-use restrictions. Never bypass CAPTCHAs, logins, paywalls, or other technical safeguards, and never use collected personal data for anything beyond managing your own reputation. The extension deliberately reads only what is already rendered on the page in front of you.

4.1 Google reviews (Business Profile and Maps)

ECHORANK Preferred: connect your **Google Business Profile**. Connecting your GBP imports your reviews and begins scoring immediately, and new reviews continue to sync. Use this for the business you own.

Extension route (also works for listings you manage but haven't connected):

1. Open the business listing on Google Maps (the place page showing the review panel) or the Google Search knowledge panel.
2. Confirm it is the correct listing: check the exact name, address, and review count against reality. Chains and common names produce near-duplicate listings.
3. Scroll the reviews panel so reviews are loaded on the page.
4. Click the Echorank icon → **Scan & Import Reviews**.
5. The popup reports how many reviews were captured and sent.
6. In Echorank, open **Monitoring** and verify the imported reviews, dates, and star ratings look right.
7. Re-scan whenever you want to pull newer reviews; duplicates are skipped automatically.

[Screenshot placeholder: Google Maps listing open with the Echorank popup showing "Scan & Import Reviews"]

4.2 Trustpilot reviews

1. Open the company's public Trustpilot page (`trustpilot.com/review/<domain>`).
2. Page through or scroll so the reviews you want are visible; the extension captures what the page has rendered.
3. Click the Echorank icon → **Scan & Import Reviews**. Repeat on subsequent pages for deeper history.
4. Verify in Monitoring; re-run monthly or after review bursts.

4.3 Facebook Page reviews and recommendations

1. Open your Facebook Page's **Reviews / Recommendations** tab while logged in with an account that can view it.
2. Scroll to load the recommendations you want captured.
3. Click the Echorank icon → **Scan & Import Reviews**.

Facebook "recommendations" are yes/no rather than star-rated; imported entries reflect that, so don't be surprised if rating fields differ from Google's five-star scale.

4.4 Other platforms and directories: CSV import

ECHORANK For platforms without extension support (industry directories, older tools, marketplaces), normalize everything into one CSV and upload it on the **Data Sources / Imports** page (up to 5 MB per file; split larger files). Columns:

```
reviewer_name,rating,review_text,review_date,platform,review_url,owner_reply
"Jane D.",5,"Great service, fast and friendly.",2026-05-14,GOOGLE,https://
maps.google.com/...,"Thanks Jane!"
"Mark T.",2,"Waited too long, no follow-up.",2026-04-30,TRUSTPILOT,,,
```

- **rating:** 1–5 integer. **review_date:** YYYY-MM-DD. **platform:** uppercase source name (GOOGLE, FACEBOOK, TRUSTPILOT, OTHER).
- Leave unknown fields empty rather than guessing.
- If you exported from another reputation tool, map its columns to this schema in a spreadsheet before uploading.
- A CSV how-to lives at `echorank360.com/extension/howto-import-reviews.html`.

4.5 Google Takeout (last resort)

GENERAL Google Takeout can export your Business Profile data, but the review export is JSON, arrives one file per location, and Google has changed what it includes over time — exports sometimes come back without usable review text. Workflow if you still want it: request the Business Profile export at takeout.google.com, wait for the email link, unzip, convert the JSON to the CSV schema above, and upload. If the export lacks review text, fall back to the extension or GBP connection instead of fighting it.

4.6 Limits, logins, and errors

Constraint	Detail	What to do
Extension rate limits	Per-token limits of roughly 12 scans/minute and 1,500 reviews/minute	Space out scans on very large listings; the popup will tell you if you're throttled.
Page-rendered content only	The extension captures what the page has loaded	Scroll/paginate before scanning; deep histories take several scans.
Login requirements	Facebook Page reviews require you to be logged in with page access; Google/Trustpilot public pages don't	Log in first; the extension never asks for platform credentials.
Duplicates	Re-scans resend overlapping reviews	Handled automatically: imports are idempotent and duplicates are skipped, so re-scanning is safe.
Truncated text	Platforms clip long reviews behind "More" links	Expand long reviews before scanning when full text matters.
CSV rejects rows	Bad dates, ratings outside 1–5, malformed quotes	Fix in the spreadsheet, re-save as CSV, re-upload; only failed rows need correcting.

4.7 Post-import verification checklist

- ☐ Total imported count roughly matches the platform's visible count
- ☐ Star ratings and dates spot-checked against 5 random originals
- ☐ Correct business/tenant received the data (multi-client agencies: check twice)
- ☐ No duplicate entries after re-scans
- ☐ Oldest and newest review dates recorded in your baseline notes

5. Organizing and Analyzing Reputation Data

5.1 What Echorank gives you out of the box

ECHORANK Once reviews are in:

- **Dashboard:** volume, average rating, and sentiment over time at a glance.
- **Monitoring:** the full review stream, filterable by source, rating, and date; configured sources keep syncing new reviews on a regular cadence so the stream stays current without manual checking.
- **Sentiment scoring:** each review is scored, letting you separate a polite 3-star from an angry 3-star.
- **Alerts & digests:** email digests summarize new activity; visibility alerts flag losses (e.g., a drop in AI recommendations) so problems surface within a day, not a quarter.
- **PDF reports:** downloadable Review Monitoring and Competitive Intelligence reports (plan-gated: monitoring reports on Agency/Enterprise; intelligence reports on Growth and above) plus AI Visibility reports on visibility plans — built for sharing with owners and clients.

[Screenshot placeholder: Monitoring page with source and rating filters applied]

5.2 Categorize before you analyze

GENERAL Slice the data six ways; each slice answers a different question:

Slice	Question it answers
By source	Where does my reputation actually live? Where are the gaps?
By date	Is this trending up or down? What changed when it turned?
By rating	What separates my 5-star and 2-star experiences?
By location/branch	Is one site dragging the brand down?
By product/service	Which offering generates praise? Which generates complaints?
By sentiment/theme	What words do customers repeat — good and bad?

5.3 Find the patterns that matter

1. **Recurring complaints:** any negative theme appearing in 3+ reviews is operational, not bad luck. Name it precisely ("callback delays after quotes", not "communication").
2. **Recurring praise:** your marketing copy is hiding here. Customers' exact phrases become headlines (Chapter 7).

3. **Reputation risks:** mentions of safety, billing disputes, legal threats, or health issues get escalated same-day regardless of star count.
4. **Service gaps:** requests for things you don't offer ("wish they did weekends") are demand signals.
5. **Competitive advantage:** run the same theme analysis on 2–3 competitors' public reviews. Their recurring complaints are your positioning openings.

5.4 Trend detection over time

Check monthly: review velocity (new reviews/month), rolling average rating, sentiment mix, response rate, and response time. A falling velocity with stable rating usually means your request process stalled; a falling rating with stable velocity means an operational problem shipped. The dashboard trend views make both visible; export the monthly PDF report as the record.

5.5 From insight to operational change: worked example

EXAMPLE

A plumbing company imports 84 historical Google reviews. Filtering 1–3 star reviews surfaces "arrival window" in 9 of 14. Fix: booking confirmation SMS now states a 2-hour window plus a 30-minutes-out text. Follow-up 60 days later: the theme disappears from new reviews and average rating on new reviews rises. The insight cost nothing — it was sitting in already-public data.

6. Building a Reputation Strategy

6.1 Rules of ethical review generation

Never do these. No fake reviews, purchased reviews, or reviews from staff/family posing as customers. No **review gating** (pre-screening customers and only asking happy ones publicly — explicitly prohibited by Google). No incentives that violate platform rules (Google prohibits offering anything of value for reviews; Trustpilot and Facebook have similar restrictions). No posting the same review across platforms yourself. Violations risk review removal, listing suspension, FTC penalties (US), and consumer-protection action elsewhere.

GENERAL What works and is allowed: ask **every** customer, ask **soon** after service, make it **one tap**, and ask **personally**. Volume comes from consistency, not cleverness.

6.2 Request workflows

Channel	When	Mechanics
Email	Same day or +1 day after service/delivery	Short personal note + direct review link. One reminder after 5–7 days, then stop.
SMS	Within hours of completion	Highest response rates. One message, direct link, easy opt-out. Note: sending SMS through Echorank requires SMS enablement on the account.
QR code	At point of service	QR to your Google review link on counter cards, tables, vans, packaging.
Website	Always on	"Review us" link in footer and thank-you pages.
Invoice/receipt	With every bill	One line + link/QR under the total.
Post-purchase flow	7–14 days after delivery (e-commerce)	After the product has been used; combine with support check-in.

Your Google review link: in your Google Business Profile, use "Ask for reviews" to get the short share link. Put that exact link everywhere; every extra click halves completion.

6.3 Request templates

EMAIL — SERVICE BUSINESS

Subject: How did we do, {{first_name}}?

Hi {{first_name}}, thanks for choosing {{business}} for your {{service}} today. If you have 60 seconds, a Google review helps neighbours find us and tells us what to keep doing: {{review_link}}. If anything wasn't right, reply to this email and I'll fix it personally. — {{owner_name}}

SMS

Hi {{first_name}}, it's {{owner_name}} from {{business}}. Thanks for today! If you'd leave us a quick Google review it would mean a lot: {{review_link}} Reply STOP to opt out.

INVOICE LINE

Happy with our work? A 60-second Google review helps us a lot: {{review_link}} (or scan the QR code).

Note the email invites unhappy customers to reply privately *in addition to* the public ask, not instead of it — that's service recovery, not gating, because everyone gets the same review link.

6.4 Responding to reviews

GENERAL Respond to 100% of negative and neutral reviews within 24–48 hours and to positive reviews within a week. Formula for negatives: thank → acknowledge the specific issue → state the fix → take it offline → sign a real name. Never argue, never reveal customer details (critical in healthcare/legal — don't even confirm someone is a client), never copy-paste identical responses.

POSITIVE (5 STAR)

Thank you, {{name}} — glad the {{specific_thing_they_praised}} worked well for you. We'll pass this to {{staff_member}}. See you next time! — {{owner_name}}

NEUTRAL (3 STAR)

Thanks for the honest feedback, {{name}}. Glad {{positive_part}} went well, and you're right that {{issue}} should have been better. We've {{concrete_change}}. If you give us another chance, I'd like to make sure it shows. — {{owner_name}}

NEGATIVE (1–2 STAR)

{{name}}, I'm sorry — {{issue}} is not the experience we aim for. I'd like to understand what happened and put it right: please call me directly at {{phone}} or email {{email}}. We've already {{immediate_step}}. — {{owner_name}}, Owner

SUSPECTED FAKE / NOT A CUSTOMER

{{name}}, we take every review seriously, but we can't find any record of serving you. If you believe this is in error, please contact us at {{email}} so we can investigate. (Then report the review through the platform's flagging process.)

6.5 Escalation and closing the loop

1. **Escalate same-day:** legal threats, safety allegations, discrimination claims, billing-fraud accusations, anything involving a minor or a health outcome. Owner handles personally; consider professional advice before replying publicly.
2. **Log the root cause** of every 1–3 star review in a simple tracker (Echorank's monitoring stream + your notes).
3. **Monthly:** pick the #1 recurring complaint, ship one operational fix, and note the date — then watch whether the theme fades from new reviews (5.4).

7. Using Echorank to Improve Visibility

7.1 Why reputation signals move visibility

GENERAL Review quantity, recency, rating, and owner responses are documented factors in Google's local ranking systems, and review content feeds the "justifications" Google shows under local results. Beyond rankings, reviews raise click-through and conversion: a listing with 80 recent reviews at 4.7 outperforms an identical listing with 6 stale reviews even at the same rank position. AI assistants likewise lean on review corpora and structured, crawlable content when deciding which businesses to recommend — which is exactly what Echorank's AI-visibility tooling measures.

7.2 Turn customer language into content

Your review themes (Chapter 5) are a keyword and copywriting source no tool can synthesize:

1. **Business descriptions:** rewrite your GBP and homepage descriptions using the exact phrases customers repeat ("same-day", "explained everything", "no surprise fees").
2. **Service pages:** each recurring praise theme becomes a headed section with proof; each recurring pre-sale question becomes body copy.
3. **FAQs:** mine reviews and complaint patterns for real questions; publish an FAQ page and mark it up with FAQPage structured data (machine-readable Q&A code that search engines and AI crawlers parse).
4. **Landing pages:** local pages ("[service] in [city]") built around what reviewers from that area actually said.

7.3 Track visibility in Echorank

ECHORANK The Visibility section gives you the measurement loop:

- **Site/AI audit:** re-run the audit after changes; the score and itemized checks show what improved.
- **Answer tracking & prompt trends:** tracks whether AI assistants mention your brand for the prompts that matter, with trend sparklines over time.
- **Brand Radar:** a consolidated visibility summary for your brand.
- **AI Lens:** compares the raw HTML your server sends with the fully rendered page to compute a "content gap" — the share of your content invisible to AI crawlers that don't execute JavaScript. A 0% gap means crawlers see everything; a large gap explains missing AI mentions and points to server-side rendering fixes.
- **AI Trust Score:** a composite trust snapshot tracked over time. **Verification required:** confirm this feature's availability on your plan in the current interface.
- **GSC Insights:** connects Google Search Console to show real queries, impressions, and clicks inside Echorank (see 8.2). New sites: expect little data for the first weeks — that's Google, not the tool.

- **Visibility alerts:** notify you when a tracked recommendation is lost, so regressions get caught fast.

[Screenshot placeholder: Visibility dashboard with answer-tracking card and prompt-trend sparkline]

7.4 Measurable goals

Metric	Where measured	Reasonable 90-day target from zero*
Review count (primary platform)	Echorank dashboard	+15–30 new reviews
Average rating (new reviews)	Echorank dashboard	≥ 4.5
Response rate / time	Platform + your tracker	100% of negatives < 48h
Branded search impressions	GSC Insights	Establish baseline, then growth
Local rankings (3–5 core terms)	Rank Tracker	Movement into top 20; top 3 is market-dependent
AI mentions on tracked prompts	Answer tracking	First mentions appear
Website visits / calls / leads	GA4, GBP insights, call tracking	Baseline + upward trend

*Targets are planning aids, not promises; adjust to your market and volume.

8. Classic SEO Tools and Techniques

Reputation work compounds when paired with classic SEO. Echorank ships a tools hub so most of this happens in one place; this chapter maps the hub to the discipline and to the external tools worth keeping.

8.1 The Echorank tools hub

ECHORANK Available to paid plans under **Visibility** → **Tools**, organized in six groups (some tools are staged rollouts — the hub labels what's live vs. coming soon; **verification required** for current status of individual tools):

Group	Tools
Search Marketing	Site Explorer, Keywords Explorer, Rank Tracker, GSC Insights, SERP Checker, Backlinks, Brand Radar, AI Lens, Custom Prompts
Website Performance	Audit Site, Lighthouse, Web Analytics, Bot Analytics
Content Marketing	Content Explorer, AI Content Helper, Social Media Manager
Reporting	Dashboard, Portfolios, Report Builder
Local SEO	GBP Monitor
Developers	Access API, MCP Server

- **Keywords Explorer:** keyword suggestions with data-backed volumes; counts against your plan's monthly search quota (1.3). A free basic suggester also runs on the public landing page.
- **SERP Checker & Rank Tracker:** queued checks — results usually land in a few minutes rather than instantly; tracked keywords re-check on schedule. Quota note: a search is only counted when you actually receive a result.
- **Backlinks:** the most data-expensive lookup; use it for monthly snapshots, not daily curiosity.
- **Access API & MCP Server:** tenant API keys (`er_api_...`) expose keyword suggestions, latest audit, and visibility summary over a public REST API (60 requests/min) and an MCP endpoint, so agencies can pipe Echorank data into their own dashboards or AI agents.

8.2 External tools that still earn their place

Tool	Purpose	When	How it complements Echorank
Google Search Console	Google's own query/click/indexing data	Set up week 1; forever	Feeds GSC Insights; verifies indexing of new pages.
Google Analytics 4	Traffic and conversion measurement	Week 1; forever	Proves whether visibility gains become visits and leads.
Google Business Profile	Your local listing itself	Week 1; weekly upkeep	The asset Echorank's review and GBP monitoring watch.
Google Keyword Planner	Free volume estimates (ads-skewed)	Occasional cross-check	Sanity check on Keywords Explorer output.
Bing Webmaster Tools	Bing indexing/queries	Month 1, then monthly	Bing feeds several AI assistants; free coverage.
Ahrefs / Semrush / Moz	Deep backlink indexes, content gap, site audits at scale	When budget allows or agency-side	Deeper link data than any all-in-one; overkill for month 1.
Screaming Frog	Desktop site crawler	Quarterly technical audits	Finds broken links/redirect chains beyond hosted audits.
PageSpeed Insights	Core Web Vitals	After site changes	Pairs with the hub's Lighthouse tool.

8.3 The disciplines in one paragraph each

- **Keyword research:** find the phrases customers actually type; prioritize by intent (ready-to-buy beats curious) and feasibility. Start from review language, expand in Keywords Explorer, verify demand, assign one primary keyword per page.
- **Competitor analysis:** for your top 5 keywords, study who ranks: their page type, content depth, review counts, and backlinks tell you the price of admission.
- **On-page SEO:** one topic per page; keyword in title tag, H1, first paragraph, and URL; descriptive headings; internal links between related pages; unique meta descriptions written to earn the click.
- **Technical SEO:** crawlable, fast, mobile-friendly, HTTPS, no duplicate-content traps, XML sitemap submitted in GSC, structured data (LocalBusiness, FAQPage) valid. The hub's Audit Site + AI Lens cover the AI-crawler angle most tools miss.
- **Content optimization:** update beats new — refresh pages that rank 5–20 first; add the questions and vocabulary your reviews surface.
- **Backlink analysis:** earn local links (chamber, suppliers, sponsorships, local press) before chasing anything exotic; watch competitors' new links monthly.
- **Local SEO & citations:** consistent NAP everywhere; core citations (Google, Bing Places, Apple Maps, Facebook, Yelp, industry directories); GBP posts and photos on a schedule.

- **Rank tracking & reporting:** track a stable basket of 10–25 keywords; report monthly on the KPI set from 7.4 using the hub's Reporting group and PDF exports.

8.4 Workflows that connect reputation to SEO

WORKFLOW A — REVIEW LANGUAGE → KEYWORD PLAN

1) Export recurring praise/complaint phrases (Ch. 5). 2) Feed each into Keywords Explorer; keep terms with real volume and buying intent. 3) Map each surviving term to a page (existing or new). 4) Add tracked keywords in Rank Tracker. 5) Re-check monthly.

WORKFLOW B — COMPLAINTS → FAQ → STRUCTURED DATA

1) Take the top 8–12 real customer questions from reviews and inquiries. 2) Publish an FAQ page answering them plainly. 3) Add FAQPage structured data. 4) Re-run the Echorank site audit to confirm it's detected. 5) Watch GSC Insights for question-query impressions.

WORKFLOW C — LOCAL LANDING PAGE LOOP

1) Pick one service + one city. 2) Build the page using that area's review quotes as proof. 3) Internal-link from homepage and service page. 4) Request reviews from customers in that area mentioning the service. 5) Track "[service] [city]" in Rank Tracker; compare calls in GBP insights after 60 days.

WORKFLOW D — CONVERSION OPTIMIZATION

1) Identify pages with impressions but poor clicks (GSC Insights). 2) Rewrite titles/descriptions using review superlatives. 3) Add review snippets and rating context near CTAs. 4) Measure click-through and lead changes over the next month in GA4.

9. The Zero-to-Success Roadmap (30 / 60 / 90 Days)

9.1 Phase 1 — Days 1–30: Foundation & History

Goal: every asset claimed, all history imported, the request habit started.

Cadence	Tasks
Once (week 1)	Complete Chapter 2 audit + checklist; create Echorank account; connect GBP; run and save the day-zero audit PDF; set up GSC + GA4; install the extension and import history from Google, Facebook, Trustpilot; CSV-import everything else.
Daily (10 min)	Ask every served customer for a review (pick your channel from 6.2); respond to any new review.
Weekly (45 min)	Review Monitoring stream; log complaint themes; add 2 photos + 1 post to GBP; fix one on-page basic (titles, H1s, NAP).

Expected outcomes by day 30: full review history in Echorank with baseline metrics; first 5–10 new reviews; 100% response rate established; GSC/GA4 collecting; keyword shortlist drafted from review language.

9.2 Phase 2 — Days 31–60: Analysis & Content

Goal: turn data into pages and fixes.

Once	Full theme analysis (Ch. 5); ship one operational fix for the top complaint; run Workflow A (keywords) and Workflow B (FAQ + structured data); set up Rank Tracker basket (10–25 terms); claim remaining citations; baseline AI-visibility prompts in answer tracking.
Daily	Requests + responses continue (non-negotiable).
Weekly	One content improvement (refresh a service page or publish an FAQ answer); check visibility alerts; review rank movements without panicking — direction over position.

Expected outcomes by day 60: 15+ total new reviews; FAQ live with structured data; audit score improved from baseline; rankings baselined with early movement; one measurable operational fix shipped.

9.3 Phase 3 — Days 61–90: Visibility & Reporting

Once	Run Workflow C (first local landing page) and Workflow D (CTR pass on underperforming pages); competitor review analysis (5.3 #5); first monthly stakeholder report from the Reporting group / PDF exports; AI Lens check — fix any large content gap.
Daily	Requests + responses.
Weekly	Content improvement; GBP upkeep; theme log review.
Monthly	KPI report (7.4 metrics); pick next month's #1 complaint fix; re-run site audit; backlink snapshot.

Expected outcomes by day 90: 20–30+ new reviews at healthy rating; visible local-ranking movement on core terms; branded search growing; first AI mentions on tracked prompts (market-dependent); a repeatable monthly operating rhythm documented.

9.4 Simple progress tracker

KPI	Day 0	Day 30	Day 60	Day 90
Total reviews (primary platform)				
Average rating (new reviews)				
Response rate / median response time				
Echorank audit score				
Keywords in top 20 / top 3				
Branded impressions (GSC)				
AI prompts with brand mention				
Calls / leads / conversions				

10. Realistic Examples and Case Studies

All three cases are illustrative composites. Numbers show plausible magnitudes, not verified customer results.

10.1 Local service business: "Northside Electric"

Start: 12-year-old electrician business, 7 Google reviews (4.1), unclaimed Facebook Page, single-page website, invisible for "electrician [city]".

Echorank workflow: connected GBP; extension-imported Facebook recommendations; day-zero audit score 54. Theme analysis on just 7 reviews + 30 old email inquiries surfaced "emergency call-out" demand nobody had built a page for.

Actions: SMS review request after every job; emergency call-out page + FAQ with structured data (Workflows B/C); citations fixed; 100% response rate.

Day-90 (illustrative): 31 Google reviews at 4.8; audit score 78; "emergency electrician [city]" entering top 10; calls from GBP up meaningfully month-over-month; owner spends 15 min/day on the system.

10.2 Restaurant: "Casa Lupe"

Start: 180 Google reviews (3.9) — volume without management: no responses in 2 years, recurring "slow weekend service" complaints, stale menu on the listing.

Echorank workflow: imported full history; rating-by-date view showed decline began when the patio opened (understaffed weekends). Monitoring alerts on for ≤3-star reviews.

Actions: weekend staffing fix; response backlog cleared oldest-negatives-first; QR table cards; monthly PDF report to the two owners.

Day-90 (illustrative): new-review average 4.6 vs 3.7 prior quarter; "slow service" theme drops from 40% to 10% of negatives; overall rating climbs to 4.1 and continues; response time under 24h.

10.3 E-commerce brand: "Fjellrev Outdoor Gear"

Start: Shopify store, 22 Trustpilot reviews (4.3), zero AI visibility — assistants recommended competitors for "durable hiking backpack" prompts; JS-heavy theme.

Echorank workflow: extension-imported Trustpilot + Facebook; AI Lens revealed a large content gap (product detail invisible to non-JS crawlers); answer tracking baselined 10 category prompts at zero mentions.

Actions: post-purchase review flow at day 10; pre-rendered product content + FAQ/Product structured data; buying-guide content built from review vocabulary ("fits torso under 5'6\"", "survived Iceland").

Day-90 (illustrative): 71 Trustpilot reviews at 4.5; content gap near zero on product pages; first AI mentions on 3 of 10 tracked prompts; organic non-branded clicks up from a near-zero base.

11. Troubleshooting and FAQ

11.1 Troubleshooting matrix

Problem	Check first	Then
Extension install issues	Section 3.5 table	Try ZIP + load-unpacked in Edge/Brave.
Reviews missing after scan	Were they rendered on the page? Platforms lazy-load.	Scroll/paginate, expand "More" links, re-scan; large listings need multiple passes.
Incomplete imports	CSV row errors (dates, ratings)	Fix flagged rows and re-upload; imports skip duplicates so partial retries are safe.
Duplicate data	Same review from two sources (e.g., CSV + extension)	Dedupe is automatic on re-scans; for cross-source dupes, prefer one canonical source per platform going forward.
Wrong listing imported	Chains/similar names	Verify address + review count before scanning; agencies: confirm the active tenant before importing.
Account permission errors	Token from a different tenant; revoked token; plan gate	Reissue token from the correct business; some tools require a paid plan or higher tier (1.3, 5.1).
Unsupported platform	Extension covers Google/Facebook/Trustpilot	Use CSV import (4.4) for everything else.
Slow collection / SERP checks pending	Rate limits (4.6); queued SERP tasks	Normal — SERP/rank checks usually complete within a few minutes; retry rate-limited scans after a minute.
Report button missing	Plan gating and data presence	Monitoring reports need Agency/Enterprise + connected sources; intelligence reports need Growth+ and competitor/risk data. Buttons hide until both conditions hold.
Rankings jump around	Location/personalization variance	Judge 4-week trends, not day-to-day moves; keep the tracked basket stable.
GSC Insights shows no queries	New property / tiny site	Google withholds query rows below anonymity thresholds; data appears as impressions grow. Connection can be healthy with zero rows.

11.2 Frequently asked questions

Is importing reviews with the extension allowed? The extension reads only publicly visible content already rendered in your browser and sends it to your own account for your own reputation management.

You remain responsible for complying with each platform's terms and applicable privacy law; don't use it to harvest data at scale or for purposes beyond managing reputations you're responsible for.

Can Echorank delete bad reviews? No tool can. You can respond well, report policy-violating reviews to the platform, and outweigh outliers with volume. Be wary of any service promising removal.

How many reviews do I need? Enough to be credible in *your* market — match the median of the top 3 local competitors, then keep velocity steady. Recency matters as much as count.

Why don't I see my imports on the Dashboard? Check the Monitoring page first; allow a few minutes after import; confirm you're in the right business/tenant.

Do I need the AI-visibility features as a small local business? Increasingly yes — assistants answer "best [service] near me" questions daily. The free audit costs nothing to check.

Will annual billing lock me in? Annual pricing discounts roughly 20%; start monthly during your trial evaluation if unsure. **Verification required:** confirm current billing terms at checkout.

Can my agency use one account for many clients? Yes — higher tiers are built for multi-client work with larger quotas and reporting; keep one tenant per client and verify the active tenant before every import.

What if a platform blocks or CAPTCHAs me? Stop and use another route (CSV, GBP connection). Never attempt to bypass security controls.

12. Final Checklists and Templates

12.1 Echorank setup checklist

- ☐ Account created; business name, website, and locale correct
- ☐ Google Business Profile connected
- ☐ Review sources configured in Monitoring
- ☐ Day-zero audit run and PDF saved
- ☐ Alerts/digest emails enabled and arriving
- ☐ Plan selected to match quota needs (1.3)

12.2 Extension installation checklist

- ☐ Supported browser chosen (Edge/Brave/Opera/Vivaldi, or load-unpacked)
- ☐ Extension installed from a permanent folder and pinned
- ☐ Token generated on the Extension page and pasted into popup Settings
- ☐ Connected state confirmed; test scan on your own Google listing verified in Monitoring

12.3 Review collection checklist

- ☐ Correct listing verified (name, address, review count) before each scan
- ☐ Google, Facebook, Trustpilot history scanned (multiple passes for deep history)
- ☐ Other platforms normalized to CSV schema and uploaded
- ☐ Post-import verification done (4.7)
- ☐ Re-scan/re-sync cadence set (monthly or after bursts)

12.4 Reputation audit checklist

- ☐ Branded search results reviewed in incognito
- ☐ All profiles inventoried: count, rating, newest date, response rate
- ☐ Top complaint and praise themes named precisely
- ☐ Risk mentions (safety/billing/legal) flagged
- ☐ Competitor review themes analyzed for 2–3 rivals
- ☐ Baseline recorded in the 9.4 tracker

12.5 Review response checklist

- ☐ Negatives/neutrals answered within 48h; positives within 7 days
- ☐ Response names the specific issue — no boilerplate
- ☐ Offline contact offered on every negative
- ☐ No customer details revealed or relationship confirmed (regulated fields)
- ☐ Serious allegations escalated to owner same-day
- ☐ Root cause logged; monthly fix chosen

12.6 Local SEO checklist

- ☐ GBP complete: category, services, hours, photos, description, review link in use
- ☐ NAP identical across site, GBP, and all citations
- ☐ Core citations claimed (Google, Bing Places, Apple Maps, Facebook, Yelp, industry)
- ☐ LocalBusiness + FAQPage structured data valid
- ☐ One page per core service; city page(s) where justified
- ☐ GBP post + photos weekly

12.7 Monthly reporting checklist

- ☐ KPI table (9.4) updated
- ☐ Echorank PDF report(s) exported and filed
- ☐ Rank movements summarized as trends
- ☐ Top complaint theme + shipped fix documented
- ☐ Next month's single biggest priority named

12.8 90-day action-plan checklist

- ☐ Phase 1 (foundation + history) complete by day 30
- ☐ Phase 2 (analysis + content) complete by day 60
- ☐ Phase 3 (visibility + reporting) complete by day 90
- ☐ Daily request habit unbroken for 90 days
- ☐ Day-90 vs day-0 comparison written up

12.9 Reputation reporting template

MONTHLY ONE-PAGER STRUCTURE

1. Headline metrics: reviews gained, average rating (new), response rate/time.
 2. Sentiment & themes: top praise, top complaint, movement vs last month.
 3. Visibility: audit score, rank trend on core basket, branded impressions, AI mentions.
 4. Actions shipped: the one operational fix + content published.
 5. Next month: single priority + expected outcome.
- Attach: Echorank PDF report exports.

Review request templates: see 6.3. Review response templates: see 6.4.

Glossary

AI visibility	How often and how favorably AI assistants (ChatGPT, Claude, Gemini, etc.) mention or recommend a brand.
Answer tracking	Recording whether specific AI prompts produce a mention of your brand, over time.
Citation	Any listing of your business name, address, and phone (NAP) on another site.
Content gap (AI Lens)	The share of page content present after JavaScript rendering but absent from the raw HTML — invisible to non-rendering crawlers.
CSV	Comma-separated values; a plain spreadsheet file any spreadsheet app can save.
GBP	Google Business Profile — your listing on Google Search and Maps.
GSC	Google Search Console — Google's free tool showing your queries, clicks, and indexing status.
Idempotent import	Re-sending the same data has no additional effect; duplicates are skipped automatically.
MCP	Model Context Protocol — a standard letting AI agents call a service's tools (Echorank exposes one for its API).
NAP	Name, Address, Phone — must be identical everywhere.
Review gating	Filtering customers by satisfaction before showing them the public review link; prohibited by Google.
SERP	Search engine results page.
Structured data	Machine-readable markup (Schema.org, e.g., LocalBusiness, FAQPage) describing your content to search engines and AI crawlers.
Tenant	One business workspace inside Echorank; agencies run one per client.
Token (extension)	A one-time-shown secret key connecting the browser extension to a specific Echorank account.

Final Summary and Next Steps

Going from zero to a trusted online reputation is a sequencing problem: **claim your assets, capture your history, build the request habit, respond to everything, turn what customers say into content, and measure monthly.** Echorank supplies the machinery — import, monitoring, analysis, visibility tracking, SEO tools, and reports — but the compounding comes from the boring daily ten minutes.

Your next three actions:

1. Run the free audit at echorank360.com and save the PDF — that's your day zero.
2. Complete the Chapter 2 checklist this week.
3. Install the extension, import your history, and send your first five review requests today.

Feature names, navigation labels, prices, and plan gates were accurate to the July 2026 product but change with releases — where this guide says "Verification required," check the live interface or the help pages under echorank360.com/extension/ before publishing derived material. Nothing herein is legal advice; for platform-policy or privacy-law questions affecting your business, consult a professional.