



Reputation Intelligence Made Simple

A plain-English guide to setting up, monitoring,
and improving your business reputation with EchoRank.

30 min

to complete the core
setup

24/7

reputation
monitoring

1 view

for reviews,
feedback, visibility
and risk

Your reputation, in one operating system

EchoRank brings public reviews, private customer feedback, review campaigns, AI visibility, alerts, competitor tracking and reputation risk into one place. The aim is simple: help your team see what customers and AI systems are saying, respond quickly, and fix problems before they hurt demand.

What this guide helps you do

Complete the core setup in about 30 minutes, then build a simple daily and weekly routine. Feature availability is noted where Growth or Agency access is required.

THE ECHORANK OPERATING SYSTEM



Inside this whitepaper

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01

Why reputation management matters

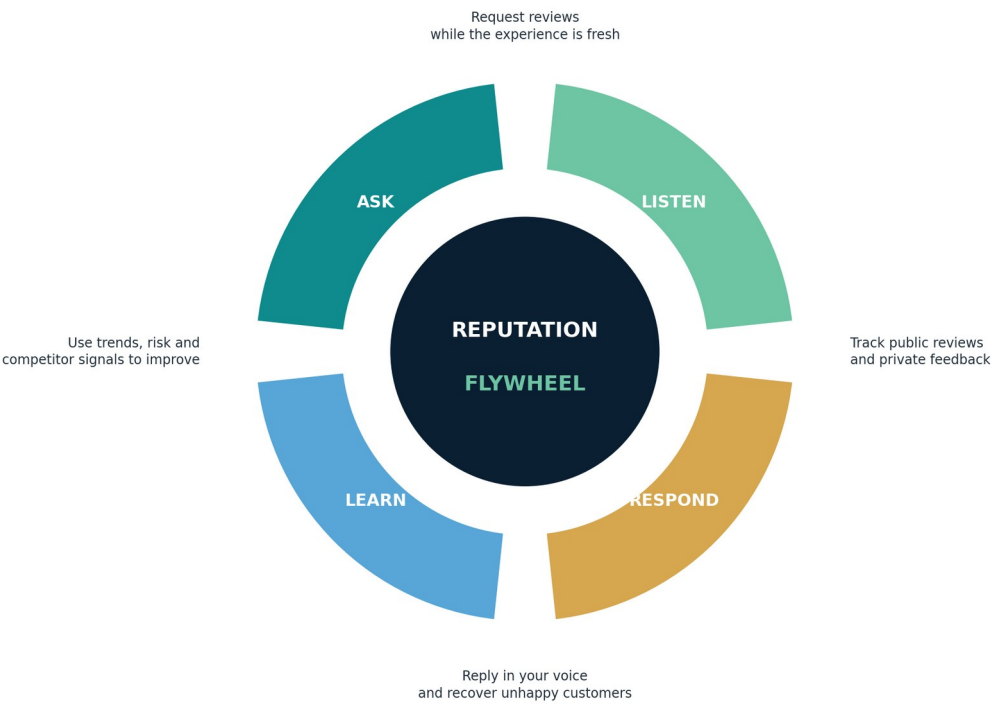
Reviews are more than comments to answer. They are a live source of customer insight, trust, risk and competitive information.

A review management platform helps a small local business and a large multi-location organization solve the same basic problem: customer opinion is scattered, fast-moving and hard to manage by hand. EchoRank turns that information into a repeatable operating process.

Consistent brand voice Draft replies in a tone that fits your business, while keeping human approval before anything is published.	One view across locations Bring locations, sources and languages into a shared workflow instead of checking each platform separately.
Less manual work Automate collection, sentiment scoring, drafting and routing so your team spends minutes instead of hours.	Measurable satisfaction Turn review and feedback language into trends that can be tracked over time.
Earlier risk detection Surface recurring complaints, slowing review activity and suspicious changes before they become a crisis.	Better business decisions Use trends, changes and estimated revenue exposure to decide what needs attention first.
Competitive awareness See when a competitor is gaining review volume or momentum faster than your business.	Stronger AI visibility Check whether AI assistants can reach, understand and trust the information on your website.

Think of reputation as a flywheel

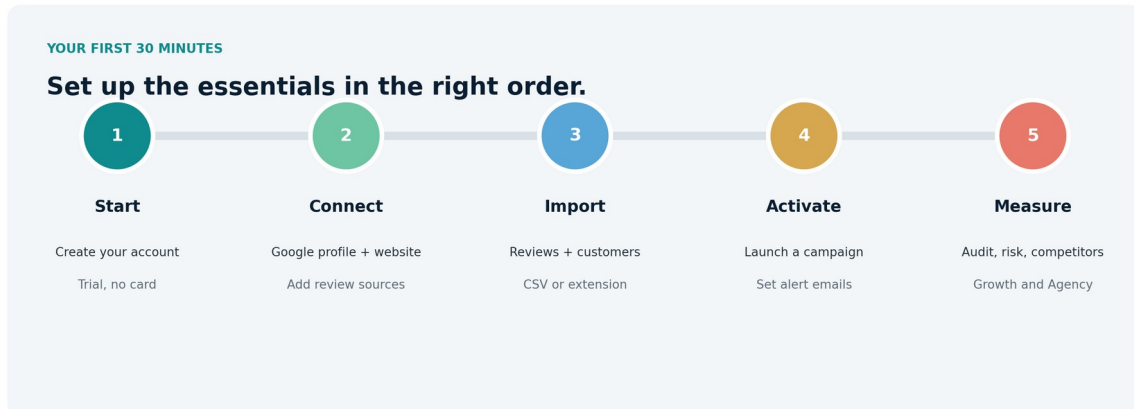
The fastest gains come from a closed loop: ask at the right time, listen across every channel, respond well, learn from patterns, and improve the customer experience. Each cycle gives the next cycle better data and stronger trust.



02

The 30-minute setup

Connect the right sources first, import history, then switch on outreach, alerts and intelligence.



Step-by-step checklist

1. Create your account

Enter your name, work email, business name and a password of at least eight characters. Every new account starts with a 14-day trial and no credit card is required. The person who creates the account becomes the owner.

2. Connect your Google Business Profile

This imports your Google reviews and starts scoring them. Make sure you connect the Google account that manages the correct business profile.

3. Connect your website and other review sources

Add your website domain so the first AI visibility audit can run. Use Monitoring to connect any other supported review sources.

4. Import your history

Bring in past reviews and customers with a CSV file or the browser extension. Historical data gives scores and trends useful context from day one.

5. Add customers and launch a campaign

Upload or add customer contacts, choose an email or SMS template, select the audience and launch your first request campaign.

6. Set alert destinations

Add the email addresses that should receive risk, visibility and other important alerts.

7. Run the Growth-level intelligence checks

On Growth and above, run the first AI visibility audit, add a competitor and review the Reputation Risk Score.

Good setup order

Connect live sources first, then import history. This avoids starting with a blank score and makes the first trends more meaningful.

03

Core review and feedback workflows

Use the dashboard as your daily control center, then move into campaigns, monitoring, responses and recovery as needed.

The dashboard

The dashboard is the fastest way to understand what has changed. It shows recent reviews, private feedback, campaign activity and the current state of your reputation intelligence. Use the deeper sections when you need detail: Intelligence for risk and competitors, Monitoring for sources and reviews, and Campaigns for outreach.

Review campaigns

Campaigns ask customers for reviews by email or SMS. Create a campaign, choose or write a template, select customers from your list and launch. Email is available immediately. SMS requires SMS sending to be enabled on the account.

Consent matters

EchoRank respects opt-outs, but your business is responsible for having permission to contact recipients under the laws that apply to them.

Review links and QR codes

A review link takes a customer directly to the right review page. Each link can also be downloaded as a QR code for receipts, counters, table tents, vehicles or printed leave-behinds. The goal is to remove steps so the customer can scan, land and review quickly.

Private feedback and service recovery

Not every unhappy customer should have to post publicly before the business listens. Feedback forms create a private route. New submissions appear in the feedback inbox, go to the right person and contribute to the risk score within the same hour. The Recovery page then tracks each unhappy case until it is resolved.

Monitoring and review imports

Monitoring combines reviews from connected sources into one feed. Each incoming review is scored for sentiment. You can add or remove sources at any time. Past reviews can be imported through a CSV file or directly from supported pages with the browser extension.

AI-assisted response drafting

EchoRank drafts a reply in your business voice. Positive reviewers are thanked with specific language. Problems are acknowledged without arguing, and unhappy customers are invited to continue the conversation offline. You can review and edit every draft before publishing. Nothing is posted without approval.

04

AI visibility and answer tracking

Help AI assistants find, understand and trust your business information - then watch how your brand appears in answers.

Customers increasingly ask AI assistants which business to choose. Those systems look for accessible pages, clear structure, consistent information and fresh trust signals. EchoRank measures these conditions so your team can improve them deliberately instead of guessing.

WHAT THE AI VISIBILITY AUDIT CHECKS

The result is a score, a grade, and a prioritized fix list.

1

Crawler access

Can AI systems reach the important pages?

2

Machine readability

Can they understand what the pages say?

3

Clear structure

Are facts and services organized consistently?

4

Trust signals

Do reviews and business details support confidence?

AI visibility audit - Growth and above

Run the audit from the Visibility page. It returns a score from 0 to 100, a grade and a roadmap ordered by likely impact. The audit looks at crawler access, machine readability, structure and trust signals. After making changes, run it again to see whether the score improves.

Scheduled re-audits and alerts - Growth and above

Visibility can change after a website update, a hosting change or a new crawler rule. Scheduled re-audits watch for score drops and changes in crawler access. This helps the team notice a silent visibility problem before it lasts for weeks.

AI answer tracking - Agency

Agency users can define the questions real customers ask. EchoRank runs those questions against ChatGPT, Perplexity and Google AI each day, then records whether the business is cited, missing or described incorrectly. The history shows when recommendations change over time.

Best time to re-run manually

Run the visibility audit after any website, hosting, CDN, robots.txt or structured-data change.

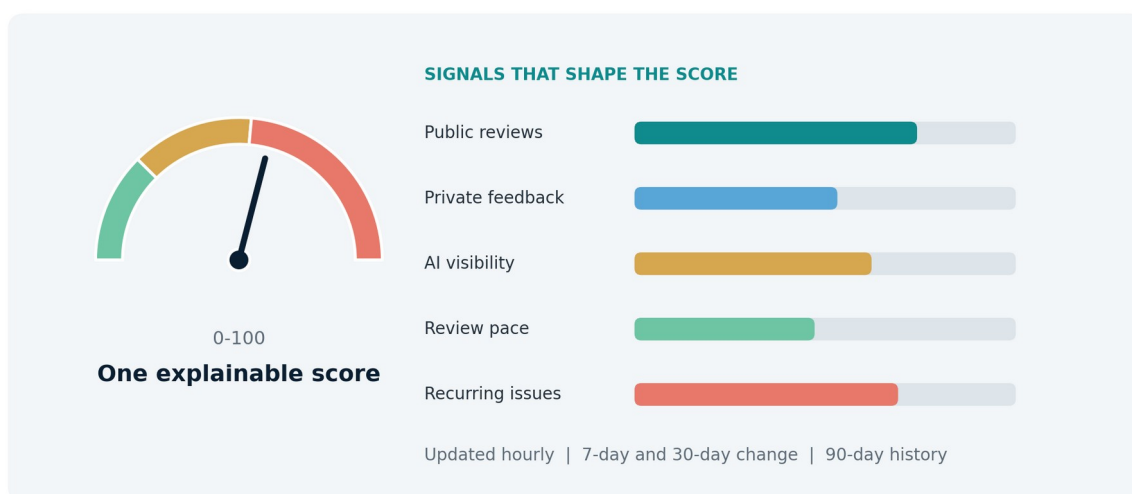
05

Risk, alerts and competitor intelligence

Turn scattered warning signs into one explainable risk view, then act before the problem becomes expensive.

The Reputation Risk Score - Growth and above

Reputation problems usually build slowly: a drop in review pace, a cluster of complaints, weaker visibility or a run of negative private feedback. The Reputation Risk Score summarizes those signals in one number from 0 to 100. The score is explainable, so the dashboard names the drivers instead of giving you a black-box result.



Illustrative signal view. EchoRank names the actual drivers inside the product.

The score is recalculated every hour. It also shows seven-day and 30-day movement and a 90-day history, making it easier to see whether a problem is improving, stable or getting worse. Find it under Intelligence, then Risk.

Revenue at risk - Growth and above

Enter monthly revenue in the risk settings and EchoRank converts the risk score into an estimated amount of monthly revenue exposure. Use this estimate to prioritize work and support decisions. It is not an accounting figure or a guaranteed forecast.

Alerts

Alerts are triggered when risk crosses a threshold, jumps over a seven-day period or receives a critical new signal. Each alert includes the cause. Duplicate alerts are suppressed, so the same threshold crossing does not create a message every hour. Digest emails group bursts of related events.

Competitor monitoring

A stable rating can hide a competitive problem if another business is adding reviews faster. EchoRank takes daily snapshots of competitor ratings and review counts, calculates momentum and compares it with your own review pace. When a competitor gains ground faster, a momentum alert can surface the change that week.

- Growth supports one competitor.
- Agency supports up to five competitors.
- Find competitor tracking under Intelligence, then Competitors.

06

Working across teams, locations and clients

Create repeatable workflows for customer lists, templates, roles, locations and agency workspaces.

Customers and templates

The Customers page is the contact base for review campaigns. Add people one at a time or import them in bulk. Templates store reusable email and SMS messages, which makes it faster to launch consistent campaigns.

Teams, multiple locations and languages

Invite teammates from the Team page and assign roles. Multi-location management is a core use case, so teams can manage reviews and feedback across more than one business location. Centralized workflows also make it easier to keep the response style consistent when customers write in different languages.

Agency workspaces and white label

Agency accounts can run separate client workspaces and use white-label options so clients see the agency brand. This keeps each client environment distinct while allowing the agency team to use a shared operating process.

Plan guide

Capability	All plans	Growth and above	Agency additions
Campaigns, feedback, monitoring and response drafting	Included		
Visibility audits, risk score, alerts and revenue at risk		Included	
Competitor monitoring		1 competitor	Up to 5 competitors
Answer tracking, multi-client workspaces and white label			Included

Subscriptions renew automatically until cancelled. Cancellation takes effect at the end of the current billing period. Manage billing from the Billing page.

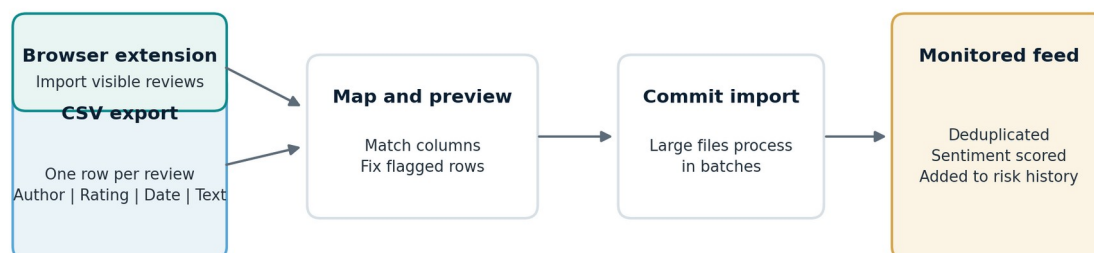
	Data and support Export your data at any time and request deletion, subject to the backup cycle and legal retention rules in the Privacy Policy. Questions: privacy@echorank360.com.
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Importing reviews and customer data

Bring historical context into EchoRank through a CSV file or the browser extension.

TWO WAYS TO IMPORT REVIEW HISTORY



Download reviews as a CSV

Many review platforms allow business owners to export their own data. For Google Business Profile, use Google Takeout and select the Google Business Profile product. Other platforms often place exports under settings, analytics or reports. Aim for one review per row with columns such as author, rating, date and review text. Exact column names do not need to match EchoRank because the importer includes a mapping step.

Upload the CSV into EchoRank

1. Open the Imports page and upload the file.
2. Match each source column to the correct EchoRank field. Accept suggested matches or correct them.
3. Review the preview and fix any problem rows.
4. Commit the import. Large files are processed in batches, and you can continue working while the import runs.

Imported reviews are added to the monitored feed, deduplicated, scored for sentiment and included in risk history like other signals.

Use the browser extension in Chrome or Brave

The extension works in Chromium-based browsers, including Google Chrome and Brave. Install it from the link on the Extension page. Brave can use the Chrome Web Store, so the same Add and confirm process applies.

5. Open the extension, sign in and connect it to your EchoRank account using the secure token from the Extension page.
6. Open a supported review page you are allowed to access, such as your own Google Business listing or business page on a supported platform.
7. Select Import. Visible reviews are sent to the account, deduplicated and scored.

Use data responsibly

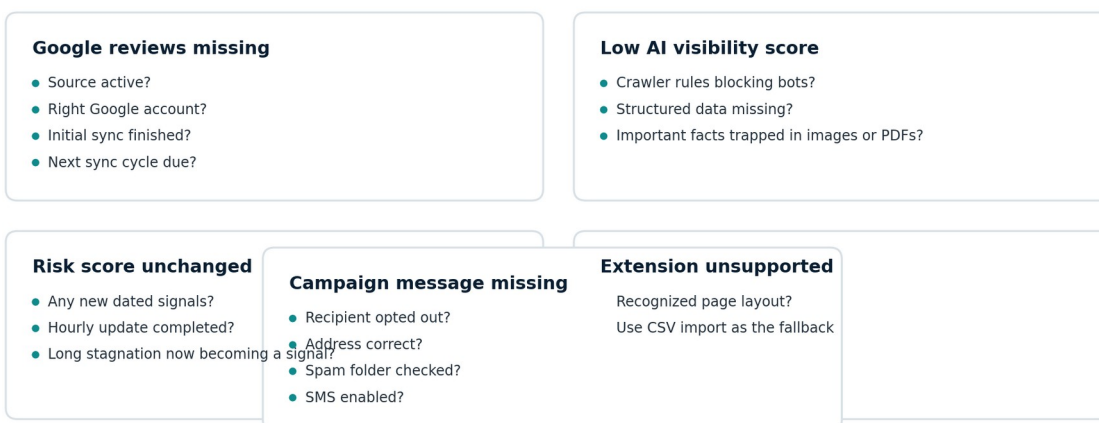
Only import reviews for your own business or reviews you have the right to process. Follow each platform's terms. If the page layout is not supported, use the CSV route instead.

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Troubleshooting common issues

Start with the most likely cause, check each item in order, and use the CSV route when a page-based import is not supported.

FAST TROUBLESHOOTING CHECKS



Why are Google reviews not importing?

- Confirm the Google Business Profile source is connected and active in Monitoring.
- Confirm you used the Google account that manages the correct profile. Connecting the wrong account is a common cause.
- Allow the first sync to finish. Large profiles can take several minutes.
- Very recent reviews may arrive on the next sync cycle rather than immediately.

Why is the AI visibility score low when the website looks fine?

A page can look good to a human and still be difficult for an AI crawler to read. Common causes include robots.txt rules that block GPTBot, ClaudeBot, PerplexityBot or Google-Extended; missing structured data; and important facts stored only inside images or PDF files. The audit report identifies each failed check.

Why has the Risk Score not changed?

The score updates hourly using dated signals. If no new review, feedback item or audit result has arrived, the score may stay the same. A score that remains unchanged for a long period can eventually become a stagnation signal itself.

Why does the extension say a page is unsupported?

The extension only reads recognized page layouts. Unsupported pages are blocked by design. Export the reviews and use the CSV import process instead.

Why are campaign messages not arriving?

Check that the recipient has not opted out, confirm the email address or phone number, and ask the recipient to check spam for the first email. For SMS, also confirm that SMS sending is enabled on the account.

09

Best practices and frequently asked questions

Build a small operating habit around reviews, alerts, competitors and visibility. Consistency matters more than occasional large clean-up projects.

A SIMPLE OPERATING RHYTHM

DAILY	WEEKLY	AFTER A WEBSITE CHANGE
● Check new alerts ● Reply to new reviews ● Route private feedback	● Review competitor momentum ● Look for repeated complaint themes ● Check campaign performance	● Run the AI visibility audit again ● Confirm crawler access ● Work through the fix list

Seven habits that create value

- Ask for a review within 24 hours of service. Response rates fall quickly after the experience is no longer fresh.
- Respond to every review, including positive reviews. A thoughtful reply builds trust with future customers and adds a signal AI systems can read.
- Import historical reviews before relying on scores. Context produces more useful trends than starting from zero.
- Review alerts each morning and act on the cause, not only the score.
- Check competitor momentum every week so a slow competitive shift does not go unnoticed.
- Re-run the AI visibility audit after website or infrastructure changes.
- Treat repeated complaint themes as operational problems. Fix the root cause, then let better customer experiences improve the reviews.

Frequently asked questions

Can EchoRank respond to reviews automatically?

EchoRank creates the draft, but you approve the final reply. Nothing is published without explicit approval. This protects the business from a confident but inappropriate automated response.

Can I monitor multiple locations?

Yes. Multi-location management is a core use case. Agency users can also run separate client workspaces with white-label branding.

How often should I run an AI visibility audit?

Growth and Agency plans include scheduled re-audits. You should also run the audit manually after any material website or infrastructure change.

Do Google reviews affect AI recommendations?

Reviews can contribute important trust signals, including freshness, volume and business responses. The visibility audit helps you see how these signals fit with crawler access, structure and information consistency.

What happens to my data if I cancel?

You can export your data and request deletion. Removal is subject to a short backup cycle and any legal retention duties described in the Privacy Policy.

Make reputation a compounding advantage.

Listen earlier. Respond better. Learn faster.

Support: privacy@echorank360.com

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