

Online Review Tracking Dashboard How-To Guide

This guide will walk you through how to use the Online Review Tracking Dashboard effectively to monitor, manage, and respond to online reviews. By following these steps, you'll be able to extract valuable insights, streamline your review management process, and create action plans to maintain and improve your business's online reputation.

1. Input Your Review Data

1. **Open the Dashboard File** and go to the "**Reviews**" sheet.
2. **Enter or Import Review Data** into the respective columns:
 - **Review ID**: A unique identifier for each review.
 - **Date**: The date the review was posted.
 - **Rating**: The star rating given by the reviewer (from 1 to 5).
 - **Platform**: The platform where the review was posted (e.g., Google, Yelp, Facebook, TripAdvisor).
 - **Reviewer**: The name or username of the reviewer.
 - **Review Text**: The actual text of the review.
 - **Sentiment**: An analysis of the sentiment (e.g., Positive, Neutral, Negative).
3. **Tip**: If you have a large number of reviews, consider exporting data from your review platforms in CSV format and then copy-pasting the data into the "Reviews" sheet.

2. Understand Your Key Metrics

1. Navigate to the "**Dashboard**" sheet.
2. Review the **Key Metrics** section to get a snapshot of your current review performance:
 - **Overall Rating**: The average rating of all reviews.
 - **Total Reviews**: The total count of reviews you have received.
 - **Average Monthly Reviews**: A calculated average of reviews received per month.
 - **Positive Reviews (4-5 stars)**: The percentage of reviews that are positive.
 - **Negative Reviews (1-2 stars)**: The percentage of reviews that are negative.
3. **How to Use This**: Key metrics give you an overall health check of your online reputation. Use this section to track if your ratings are trending up or down.

3. Monitor Rating Distribution

1. In the "**Rating Distribution**" section, you will see the distribution of different star ratings (5, 4, 3, 2, 1 stars).
2. This section includes:
 - **Rating Count:** How many reviews were given for each star rating.
 - **Percentage:** What percentage of the total reviews each rating represents.
3. **How to Use This:** Use this distribution to identify trends. For example, a high percentage of 1- and 2-star reviews may indicate recurring issues that need to be addressed immediately.

4. Track Platform Performance

1. Look at the "**Platform Distribution**" section to see which platforms generate the most reviews.
 - **Platform:** The name of the review platform (e.g., Google, Yelp).
 - **Count:** The number of reviews per platform.
 - **Percentage:** What percentage of the total reviews each platform contributes.
2. **How to Use This:** Understanding which platform your customers use most can help you decide where to focus your engagement and review solicitation efforts.

5. Review Monthly Trends

1. In the "**Monthly Trend**" section, review your average ratings and the total number of reviews for the last six months.
 - **Month:** Each row represents a specific month.
 - **Average Rating:** The average star rating for each month.
 - **Total Reviews:** The number of reviews received each month.
2. **How to Use This:** This section helps you identify seasonal trends and measure the impact of changes in your service or marketing strategies.

6. Analyze Sentiment Using Response Templates

1. Go to the "**Response Templates**" sheet.
2. Review the pre-written response templates for different review sentiments:
 - **Positive:** Use these templates to thank your happy customers and encourage continued loyalty.
 - **Neutral:** Use these templates to address feedback and suggest improvements.
 - **Negative:** Use these templates to apologize, acknowledge mistakes, and offer solutions.

3. **How to Use This:** These templates save time and ensure that all responses are professional and consistent. Copy and paste the template, and then customize it based on the specific context of the review.

7. Create Follow-Up Actions Using the Action Items Sheet

1. Go to the "**Action Items**" sheet.
2. Use this sheet to track your follow-up actions based on specific reviews:
 - **Date:** The date the action was created.
 - **Review ID:** Link the action to a specific review.
 - **Action:** Describe what needs to be done (e.g., respond to the review, offer a resolution, etc.).
 - **Status:** Track the status (e.g., Completed, In Progress, Pending).
 - **Assigned To:** Assign the task to a team member.
 - **Due Date:** Set a due date for completing the action.
 - **Notes:** Add any additional notes for context.
3. **How to Use This:** Keeping track of follow-up actions ensures no review or issue goes unresolved. Use the sheet to hold your team accountable and streamline the review management process.

8. Visualize Your Data with Charts (Optional)

1. **Rating Distribution Chart:**
 - Select the data range **D3 : E7** in the "Dashboard" sheet.
 - Insert a **Pie Chart** to visually show the rating distribution.
2. **Platform Distribution Chart:**
 - Select the data range **H3 : I6**.
 - Insert a **Pie Chart** to show which platforms are contributing the most reviews.
3. **Monthly Trend Chart:**
 - Select the data range **A12 : C17**.
 - Create a **Combination Chart** with columns for the total number of reviews and a line for the average rating.
4. **How to Use This:** Visual charts help you quickly identify patterns, spot anomalies, and communicate review performance trends to your team or stakeholders.

9. Use the Dashboard for Strategy Development

1. Based on the insights gathered:
 - Identify areas of improvement (e.g., increase positive reviews, address common complaints).

- Create strategic action plans using the **Action Items** sheet to address issues or encourage more positive reviews.
 - Use the **Response Templates** to maintain a professional and consistent tone across all review responses.
2. Regularly update your "**Reviews**" sheet as new reviews come in.
 3. Review your "**Dashboard**" metrics at least once a month to stay on top of your online reputation.

Final Note: The key to effective review management is consistency. Keep your review data up-to-date and respond promptly to feedback to build a strong, positive online reputation.