

White Pages Connect Guide

How to post and respond to
reviews in White Pages Connect

white pages
connect

How to publish content across one platform

As well as boosting your findability, Connect gives you a single point of control to manage your online presence, reply to reviews and publish content.

Engage with customers by sharing relevant news, promotions and events, and responding to feedback the right way. All with a single click. In this guide you will see step by step how to:

Publish

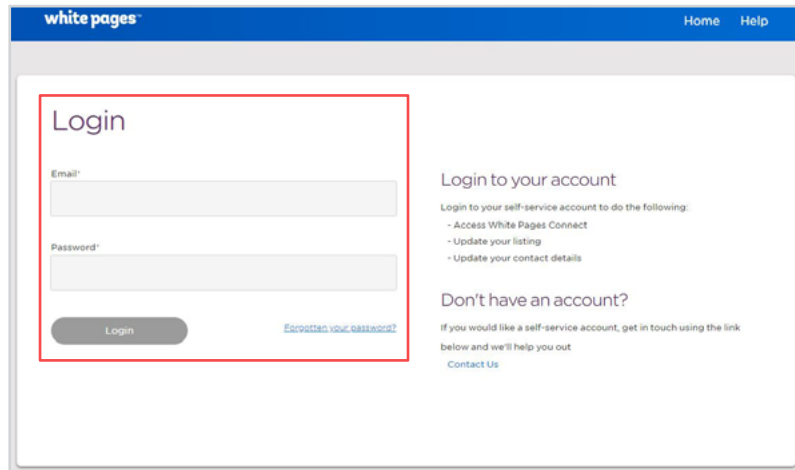
- Create a new post
- Share any new updates and news
- Publish any offers
- Add Q&As on Google Search*
- Track your post progress
- Edit or remove posts

Customer Feedback

- Respond to reviews and Q&A's
- Filter and download feedback

NOTE:*Google My Business must be connected for Google functions to work

For a single business location, start here:

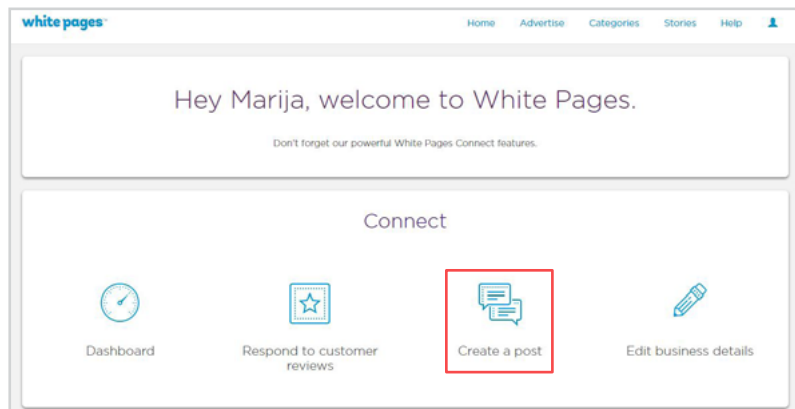
The image shows the White Pages login interface. At the top, there's a blue header with the 'white pages' logo on the left and 'Home' and 'Help' links on the right. The main content area has a white background. On the left, there's a 'Login' section with a red border around the input fields. It includes an 'Email*' field, a 'Password*' field, and a 'Login' button. Below the password field is a link that says 'Forgot your password?'. To the right of the login fields, there's a section titled 'Login to your account' which lists benefits: 'Access White Pages Connect', 'Update your listing', and 'Update your contact details'. Below this is a section titled 'Don't have an account?' with a link that says 'If you would like a self-service account, get in touch using the link below and we'll help you out' and a 'Contact Us' link.

1. Login

Enter your log in details on White Pages Self Service.

To log in click [here](#).

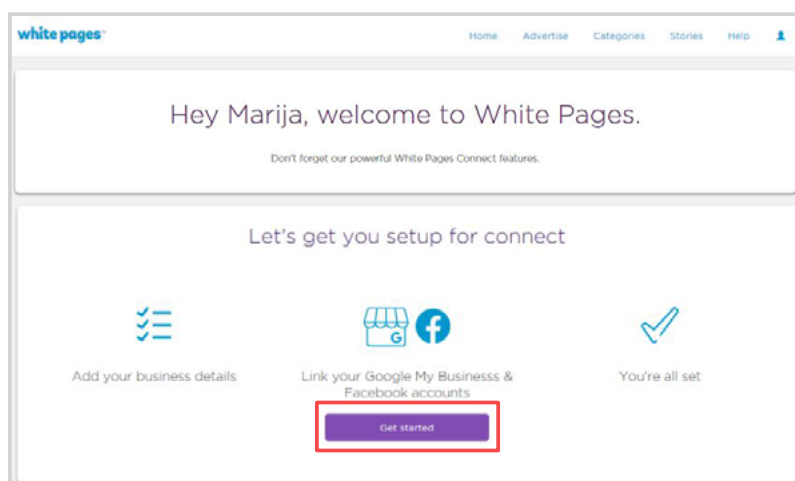
If you do not have an account please create one.



Screen 1

2. Create a post

Once you've logged in to the White Pages Self Service if you've already set up your product you will see screen 1, click 'Create a post' and move to [step 1: Create a new post](#).

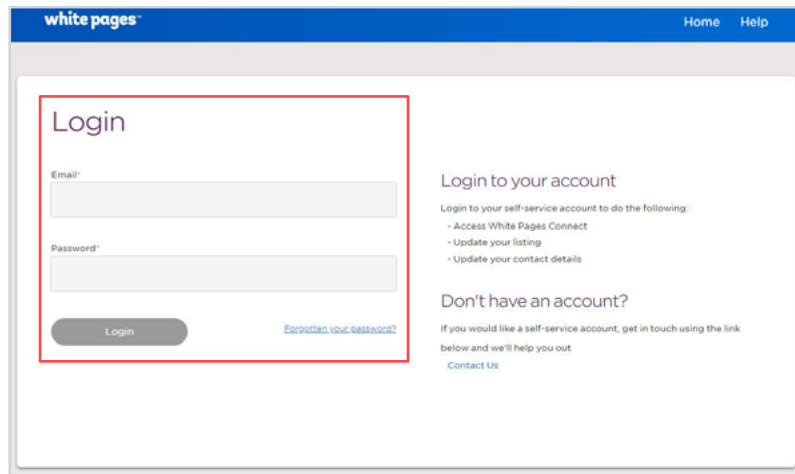


Screen 2

2a. Dashboard or Get started

If you haven't set up your product you'll see screen 2. Click 'Get started' and fill in the required fields. Once you have completed this continue to [step 3](#).

For multiple business locations, start here:

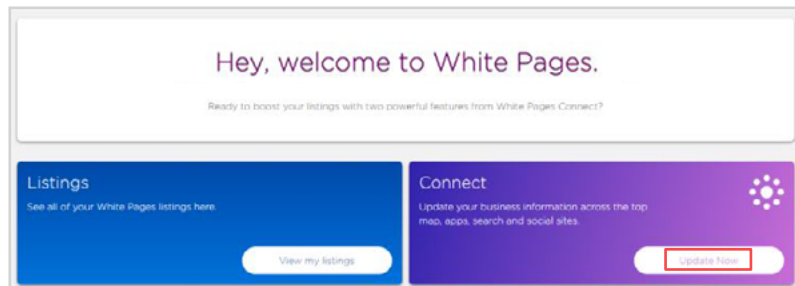


The screenshot shows the White Pages login interface. At the top, there's a blue header with the 'white pages' logo and 'Home' and 'Help' links. The main content area has a 'Login' heading. Below it, there are input fields for 'Email*' and 'Password*', a 'Login' button, and a link for 'Forgot your password?'. To the right, there's a section titled 'Login to your account' with a list of benefits: 'Access White Pages Connect', 'Update your listing', and 'Update your contact details'. Below that, there's a section for 'Don't have an account?' with a link to 'Contact Us'.

1. Login

Enter your log in details on White Pages Self Service. To log in click [here](#).

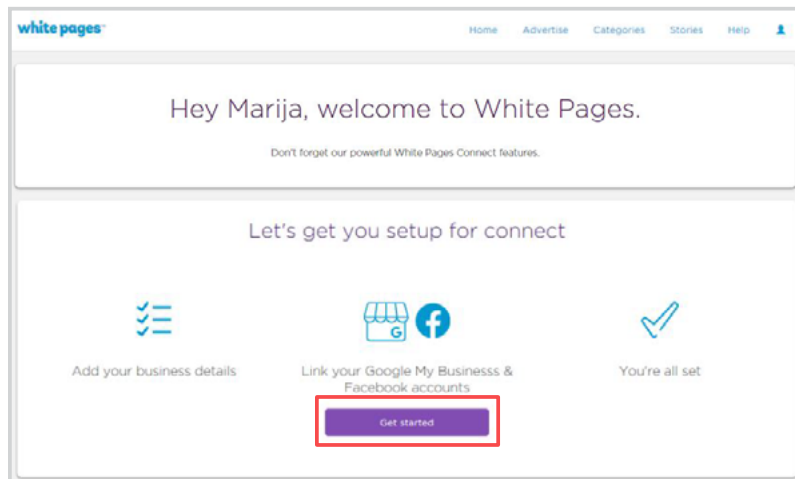
If you do not have an account please create one.



The screenshot shows the White Pages Connect screen. At the top, there's a white header with the text 'Hey, welcome to White Pages.' and a sub-header 'Ready to boost your listings with two powerful features from White Pages Connect?'. Below this, there are two main sections: 'Listings' with a 'View my listings' button, and 'Connect' with an 'Update Now' button. The 'Connect' section has a sub-header 'Update your business information across the top map, apps, search and social sites.'

2. Connect

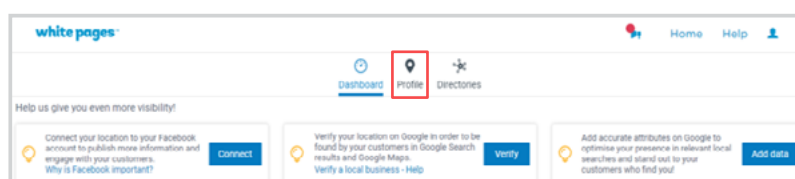
Once you've logged in, click 'Update now'.



The screenshot shows the White Pages Connect setup screen. At the top, there's a white header with the text 'Hey Marija, welcome to White Pages.' and a sub-header 'Don't forget our powerful White Pages Connect features.' Below this, there's a section titled 'Let's get you setup for connect'. It contains three steps: 'Add your business details', 'Link your Google My Business & Facebook accounts', and 'You're all set'. The 'Link your Google My Business & Facebook accounts' step has a 'Get started' button highlighted with a red box.

2a. Get started

If you haven't set up your product you'll see screen 2. Click 'Get started' and fill in the required fields. Once you have completed this continue to [step 3](#).

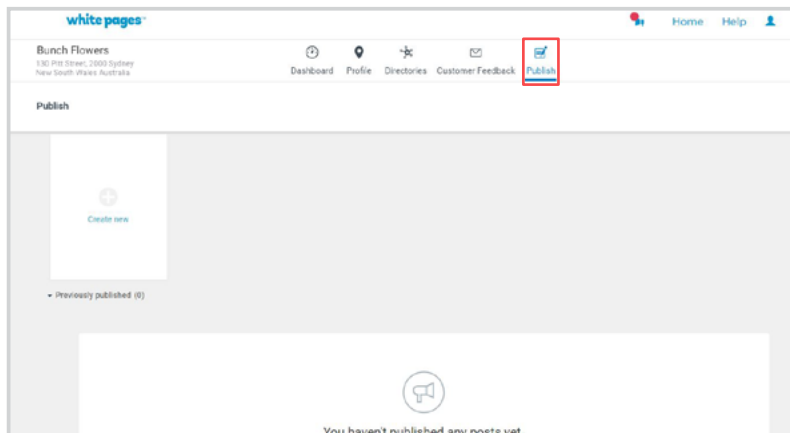


The screenshot shows the White Pages Profile screen. At the top, there's a white header with the 'white pages' logo and 'Home' and 'Help' links. Below this, there's a navigation bar with 'Dashboard', 'Profile', and 'Directories'. The 'Profile' tab is highlighted with a red box. Below the navigation bar, there's a section titled 'Help us give you even more visibility!'. It contains three steps: 'Connect your location to your Facebook account to publish more information and engage with your customers.', 'Verify your location on Google in order to be found by your customers in Google Search results and Google Maps.', and 'Add accurate attributes on Google to optimize your presence in relevant local searches and stand out to your customers who find you!'. Each step has a corresponding button: 'Connect', 'Verify', and 'Add data'.

3. Profile

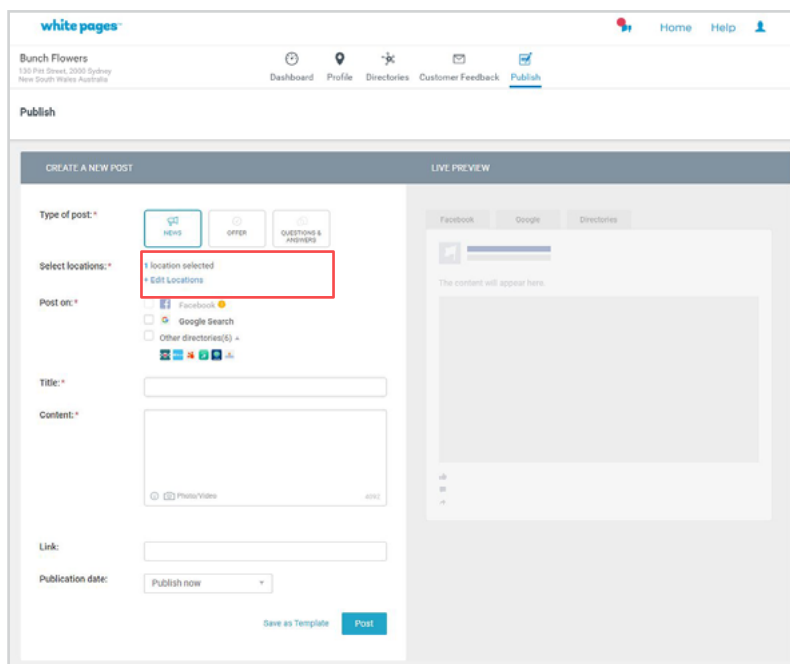
Click profile and continue to the next step.

How to post in White Pages Connect:



1. Create a new post

You will land on the 'Publish' tab. Click 'Create your first post' to get started!



2. Type of post and where to post

News post: post on Facebook or share updates on search engines like Google.

Offer: promote a time-limited campaign or sales promotion on search engines.

Questions & Answers: post FAQs on Google to help your customers.

To share your update across multiple places, select where you'd like it to appear by clicking the boxes in 'Post on'.

white pages™

Bunch Flowers
130 Pitt Street, 2000 Sydney
New South Wales Australia

Dashboard Profile Directories Customer Feedback Publish

Publish

CREATE A NEW POST

Type of post: *
☒ NEWS ☐ OFFER ☐ QUESTIONS & ANSWERS

Post on: *
☐ Facebook ☒ Google Search ☐ Other directories(s) +

Title: *
 Make someone's day

Content:
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day.

Photo/Video

LIVE PREVIEW

Facebook Google Directories

Jan 18
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day

ORDER ONLINE

3. Add your content

Enter a title for your post and write your main message in the content box.

You will be able to see your content and changes as you go in 'Live Preview' on the right side panel.

Click between multiple tabs to see the preview across the different sites and platforms.

white pages™

Bunch Flowers
130 Pitt Street, 2000 Sydney
New South Wales Australia

Dashboard Profile Directories Customer Feedback Publish

Publish

CREATE A NEW POST

Type of post: *
☒ NEWS ☐ OFFER ☐ QUESTIONS & ANSWERS

Post on: *
☐ Facebook ☒ Google Search ☐ Other directories(s) +

Title: *
 Make someone's day

Content:
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day.

Photo/Video

LIVE PREVIEW

Facebook Google Directories

Jan 18
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day

ORDER ONLINE

4. Add an image

Click the camera icon and upload one or more images or a video to accompany your content.

(Image file must be JPEG under 4MG or PNG under 1MB. Video is only available for Facebook MP4 or MOV files under 200MB.)

You also have the choice to add emoji's by clicking the smiley face button. Using emoji's is a nice way to help your content reflect the tone you're wanting to achieve.

Link:

Publication date:

[Save as Template](#)

5. Add a link

Include a website address that you want to link to - this could be your business' website or an external site.

white pages™ Home Help

Bunch Flowers
141 Pitt Street, 2000 Sydney
New South Wales Australia

Dashboard Profile Directories Customer Feedback **Publish**

Publish

CREATE A NEW POST

Type of post: *
☒ NEWS ☐ OFFER ☐ QUESTIONS & ANSWERS

Post on: *
☐ Facebook ☒ Google Search ☐ Other directories(0) +

Title: *
 Make someone's day

Content:
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day.

Link:

Publication date: Publish now

[Save as Template](#) [Post](#)

LIVE PREVIEW

Facebook Google Directories

Jan 14
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day.

[ORDER ONLINE](#)

Note: A red box highlights the 'Publish now' dropdown, and a blue box highlights the 'Post' button. An arrow points from the 'Publish now' dropdown to a calendar modal.

January 2020

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Start date: 30.01.2020
 Start time: 21:01

[Apply](#)

6. Publish your post

Refer to the side preview on the right of the screen to ensure you're happy with your post. Once you're ready, click post to publish immediately. If you want to schedule your post, click the arrow next to publish now and select a date and time. If you're posting an Offer, you'll need to set a start and end date for your post under the time range option.

white pages™ Home Help

Bunch Flowers
141 Pitt Street, 2000 Sydney
New South Wales Australia

Dashboard Profile Directories Customer Feedback **Publish**

Publish

CREATE A NEW POST

Type of post: *
☒ NEWS ☐ OFFER ☐ QUESTIONS & ANSWERS

Post on: *
☐ Facebook ☒ Google Search ☐ Other directories(0) +

Title: *
 Make someone's day

Content:
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day.

Link:

Publication date: Publish now

[Save as Template](#) [Post](#)

LIVE PREVIEW

Facebook Google Directories

Jan 14
 Any day that ends in 'Y' is the best day to send some one some flowers. It's the easiest way to make someones day.

[ORDER ONLINE](#)

Note: A red box highlights the 'Publish now' dropdown, and a blue box highlights the 'Post' button.

Details Views Clicks Likes

Bunch Flowers...	5	Edit	Remove	Show details +
Bunch Flowers...	2K 25	Edit	Remove	Show details +
Bunch Flowers...	17	Edit	Remove	Show details +

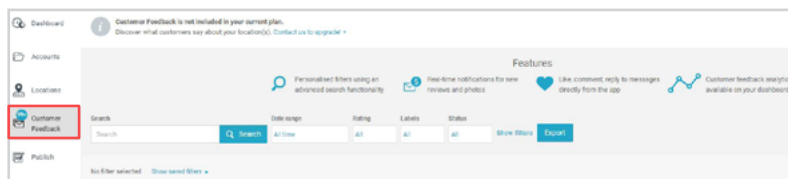
7. Track progress, edit and remove posts

To see how your posts are performing, click 'Publish' to go back one page. This will show you how customers are engaging with your posts through views, clicks and likes. To edit or remove posts, click the 'Edit' or 'Remove' button on the right of each post's progress.

How to read and respond to customer reviews in White Pages Connect

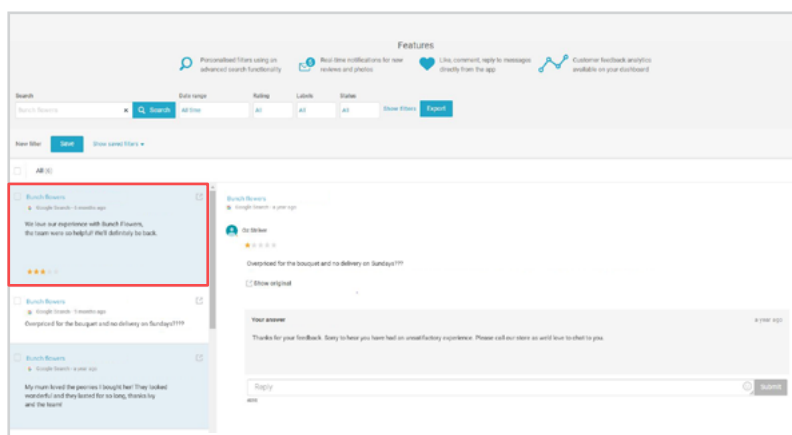
1. Customer feedback

To see your reviews click 'Customer feedback' in the left side panel.



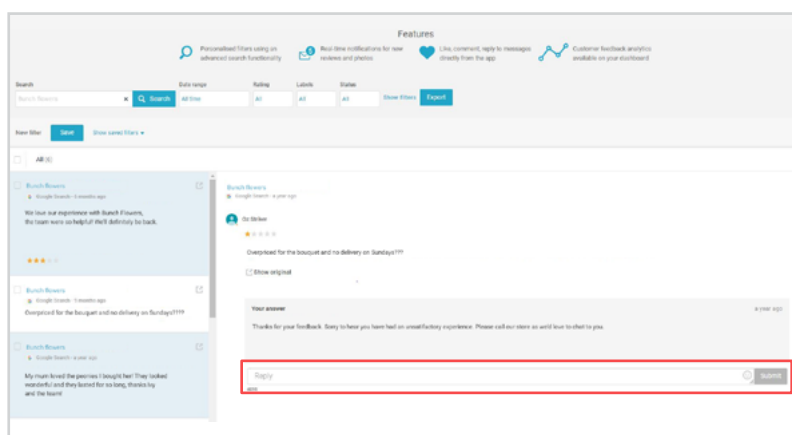
2. Respond to a reviews

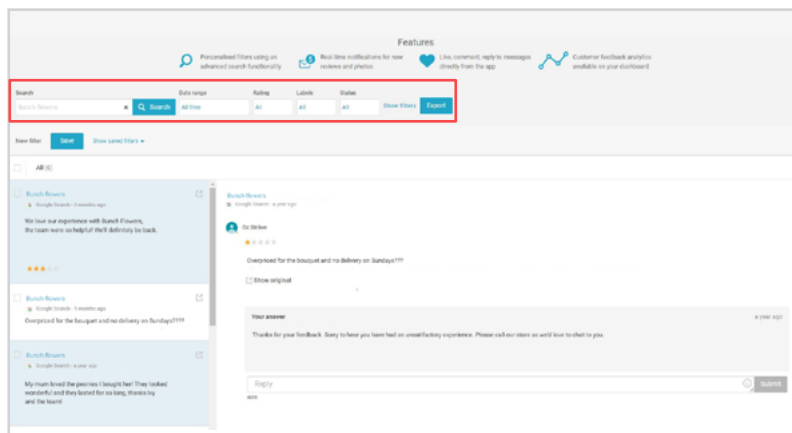
To respond, click your selected Google or Facebook review.



3. Post your reply

Once you've clicked on the review you'd like to reply to it will open to the right. This will display the full review as well as a reply text box. Type your reply there and click 'Submit'. The same process applies to either Google or Facebook reviews.





4. Filter and download feedback

To export your reviews, use the filters available and select what you want to report on. This includes:

Date range- over what period or month you want to report.

Rating- you can select from 1-5 star reviews.

Labels- if you have included labels to any posts you can select and include them to a report.

Status- this allows you to choose from read, unread, replied and unreplied reviews. Once you have selected your requirements click 'Export' for your report.