

# How To Measure A Brand's Reputation Score

## 1. Start With A 100 Point Scale

To start calculating the score, look at the first page of the search results as having a 100 point scale. All of the results for a given search are assigned a particular score.

When summing the total of all results in the search result, you should end up with a value of 100. Of course, the biggest challenge here is to try to utilize some type of weight to each result. The #2 result should surely carry a higher score than the #8 result.

To solve for this, weigh a search result with 10 pages using this scale:

- Position 1: 35
- Position 2: 18
- Position 3: 12
- Position 4: 8
- Position 5: 7
- Position 6: 6

- Position 7: 5
- Position: 8: 4
- Position: 9: 3
- Position: 10: 2

By establishing the 100 point scale, that now allows you to subtract points based on the sentiment of each result.

## **2. Label The Sentiment Of Each Result**

Next, you'll want to go down the entire first page of the search results and label the sentiment of each result. The sentiment label should fall into one of the following three categories:

1. Positive
2. Neutral
3. Negative

Positive articles should be pretty obvious as to any page that you would want a potential customer to see. Negative articles should be fairly obvious as well. Neutral pages would be any content that doesn't

actively hurt your brand but doesn't do a lot to help it either. For instance, a 3 star Yelp review would be a good example of a neutral article.

After you've labeled each result by sentiment, you'll then be able to utilize your equation to determine the overall online reputation score for a given search result.

### **3. Subtract Points For Each Negative Or Neutral Article**

So now that you know each position's weighted score and the sentiment of each article in the search results, it's time to apply some basic math to help determine our online reputation score. To do this, you'll review each result and perform the following subtractions:

1. Subtract the full score of all negative articles
2. Subtract half of the score of all neutral articles
3.  $100 - [\text{Total Subtracted Points}] = \text{Online Reputation Score}$