Use Ranking and Performance Insights

Visibility & Presence · https://support.jansma.vip/docs/vip-reputation/visibility-presence/use-ranking-and-performance-insights/

Ranking and performance views help you understand visibility, competitor context and customer sentiment without treating individual metrics as guarantees.

Local ranking view

Track supported search terms and compare visibility over time. Results can vary by location, device, personalisation and Google data availability.

Google performance

Review available impressions, actions and profile interactions after connecting the authorised Google Business Profile. Compare equivalent date ranges for meaningful analysis.

Sentiment analysis

AI-assisted sentiment groups recurring themes in review text. Use it to identify patterns, then read the original reviews before making operational decisions.

Interpret responsibly

Third-party platforms control their algorithms and reporting. VIP Reputation can organise available data but cannot guarantee rankings, reach or business results.

Need help with this feature? Contact Jansma VIP Support with the relevant account area, location and non-sensitive error details. Availability can depend on your plan, connected services and third-party platform rules.