

# Managing Competitor Details Overview

## Article Content

When you use Alchemer to understand how your business locations' reputations are faring, you see comparisons to local competitors, such as in the aggregate metrics on the [Reputation > Summary](#) page in Overall Details and Provider Details.

Alchemer's Local Brand Visibility scoring system measures your location's online presence, and in some of the measurements, each of your locations' scores are analyzed against local competitors.

When you first start out with Alchemer, we select the five competitors to use. You may remove competitors and replace them with other local businesses that you believe would be more useful for the purpose.

In this section, learn how to manage the competitors used in the competitive scoring, including:

- [Viewing Competitors](#)
- [Deleting a Competitor and Adding a New One](#)
- [Editing Listing Details about a Competitor](#)

Related Articles