

Reputation Management Checklist

Includes actionable links to get things done.

Web Audit

- ☐ Do a Google search for your business name.
- ☐ Do a Google search of your business name + reviews.
- ☐ Check the major review sites for pages and reviews of your business.
- ☐ Check the major social media sites for pages or comments for your business.

Google Properties

- ☐ Set up [Google Analytics](#)
- ☐ Check the [Google Search Console](#) to ensure your web pages are indexed
- ☐ Claim and Optimize your Google My Business Listing
- ☐ Set up [Google Alerts](#) to monitor new mentions of your business

Online Visibility

- ☐ Monitor and manage accurate business listings and citations
- ☐ Claim and optimize your business profiles on social media relevant to your industry
- ☐ Claim and optimize your business profiles on review sites your customers use
- ☐ Evaluate your [social media strategy](#) and if it is working for your business
- ☐ Create high-ranking keyword-rich content for your website
- ☐ Guest post on popular blogs to get links back to your website

Manage Reviews

- ☐ Have a system in place to monitor your online reputation
- ☐ Check reviews daily on sites that matter to your industry
- ☐ Encourage customers to leave reviews with automated emails
- ☐ [Respond to all reviews](#) - both negative and positive
- ☐ Promote your best reviews on your social media and website
- ☐ Gather testimonial videos to use for YouTube or testimonial pages
- ☐ Track your online reviews and [how they affect your Google ranking](#)
- ☐ Evaluate your [Yelp presence](#)