

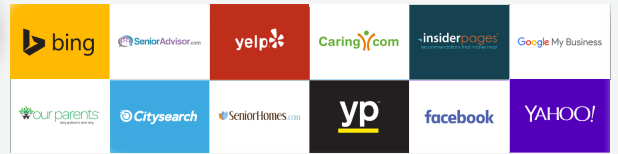
Reputation Management Cheat Sheet

Best practices for properly managing your online reputation and increasing positive influence.



DOES YOUR BRAND HAVE A VISIBLE ONLINE PRESENCE?

Monitor and manage your brand across today's top services:



ARE YOU MEASURING THE CURRENT STATE OF YOUR ONLINE REPUTATION?

Have a comprehensive, in-depth analysis conducted at least twice a year to identify areas of continued improvement.

What are your ratings? What's the general sentiment? How does it compare to previous years?

Fact: "86% of consumers only pay attention to reviews written in the last three months." *



DO YOU RESPOND TO REVIEWS?

Deliver professional, thoughtful responses to all reviews, both positive and negative.

You should get alerts via email and mobile that notify you when new reviews are posted. Promptly respond to show you are listening and you care about what people are saying.

Fact: "96% of consumers read responses to reviews." *



IS YOUR LISTING DATA ACCURATE AND CONSISTENT?

When search engines see conflicting information, it hurts your local search visibility.

- 6 key areas to address:
- High-quality descriptions
 - Accurate categories
 - Website URL
 - Business hours
 - Interesting images
 - Informative videos



DO YOU ELICIT REVIEWS?

Initiate the review process and encourage individuals to share positive feedback and reinforce what is working.

You should provide a step-by-step guide for leaving reviews on popular sites that can be used by:

- Senior residents
- Family members
- Employees
- Prospects
- Visitors and guests

* According to BrightLocal's Local Consumer Review Survey 2020