

# Online Reputation Assessment

13 Point Checklist for Monitoring Your Online Presence



*Presented by*

**Redhead Marketing, Inc.**

People are talking about you online. Do you know what they're saying? Online reputation management begins with your ability to find and follow what customers are saying about you and your company. It means keeping a close eye on your social media profiles, consumer review websites and the results delivered by the search engines when people search for your company or the topic you cover.

It is important to take a proactive approach to ensure your reputation remains positive and when it does not to take immediate action that will address any negative rumblings.

Evaluating your online reputation is much more than checking google for your name, company, keywords and seeing what comes up. A quick search on Google will only give you a very broad overview and isn't likely to help you pinpoint specific issues. Use this online reputation assessment checklist to cover as many bases as possible.

## How to Evaluate Your Reputation with the Search Engines

- 1. Log out of Google services such as gmail, google my business, etc..**
- 2. Go to [www.google.com](http://www.google.com) and start your search by simply entering your company's name.**

### **Complete various searches:**

- \_\_\_ Search Your Company's Name
- \_\_\_ Search Your Personal Name (as the owner/CEO)
- \_\_\_ Search With and Without Your City and State After the Name
- \_\_\_ Search the Names of Your Products and Services
- \_\_\_ Search Your Employees' Names (in some cases depending on your business)

\_\_\_ Search Any Usernames You Use for Your Business on Certain Sites, Such as Social Media

\_\_\_ ... and any other keyword phrases that are closely related to your business

**3. Develop a list of additional search phrases by adding descriptive modifiers behind your company's name.**

*Some of the common terms that angry consumers use when talking about businesses online include:*

- \_\_\_ Rip Off
- \_\_\_ Fraud
- \_\_\_ Avoid
- \_\_\_ Complaint
- \_\_\_ Deceptive
- \_\_\_ Unreliable
- \_\_\_ Sucks
- \_\_\_ Scam

Once you have this list ready, enter each phrase into the search engine, such as "your company name + rip off" to get a list of results.

4. For each keyword, scroll down the first page of the results for each keyword phrase you enter and take note of what you see so you can quickly refer back to it as you implement an online reputation management strategy. Use our enclosed assessment worksheet to help you keep track.

5. Are there any related searches at the bottom of the search results that should be of concern?

_____	_____
_____	_____
_____	_____
_____	_____

6. Although many consumers never scroll past the first page of the results, be sure to at least scan the first 5 pages of results.

7. Search additional search engines, such as Bing ([www.bing.com](http://www.bing.com)) Yahoo ([www.yahoo.com](http://www.yahoo.com)) and others following the same steps as noted above for Google.

8. Search Local Listings & Review Sites

- ☐ Google My Business
- ☐ Yelp
- ☐ Yahoo Local
- ☐ Bing Local
- ☐ CitySearch
- ☐ TripAdvisor
- ☐ Angieslist
- ☐ FourSquare
- ☐ YellowPage
- ☐ About
- ☐ Yext

9. Search the Better Business Bureau Website

10. Search Complaint Websites

- ☐ Complaints.com
- ☐ RipOffReport.com
- ☐ ComplaintsBoard.com
- ☐ PissedConsumer.com

11. Search Social Media Sites

- ☐ Social Mention to Pull Mentions from Different Platforms
- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ Google My Business
- ☐ YouTube
- ☐ Pinterest

## 12. Set Up Google Alerts for Keywords Related to Your Brand

_____	_____
_____	_____
_____	_____

## 13. Research and Select Additional Social Media Monitoring Tools for Ongoing Maintenance

- \_\_\_ Hootsuite
- \_\_\_ Brandwatch
- \_\_\_ Mention
- \_\_\_ Trackur
- \_\_\_ Tweetdeck
- \_\_\_ Ice Rocket
- \_\_\_ NetVibes
- \_\_\_ Twazzup
- \_\_\_ Hubspot
- \_\_\_ Google Alerts
- \_\_\_ Sysomos
- \_\_\_ ZohoSocial

REDHEAD MARKETING, INC PRESENTS:

# Online Reputation Management

Need help managing and monitoring your online reputation?

Give Heidi and the Redhead Marketing team a call Today!

**954.625.6606**



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