

Free Checklist:

How to Translate Positive Customer Experiences Into Success Online



Create social proof that will
amplify your digital presence.





Developing a Reputation Management System

Ready to jump in and take control of your company's online reputation?

Here's a checklist to help you set up a reputation management system and encourage stellar reviews.

Task	Due date	Staff Initials	Done
Claim your business on review sites. Claim your business listing on Google and Yelp. Identify any other review sites relevant to your niche, which may include Angie's List, TripAdvisor or Amazon. Sign up to receive notifications of new reviews, if the platform offers that service.	_____	_____	<input type="checkbox"/>
Make sure business information is accurate and consistent. Make sure that your business address, hours, website and other information is up-to-date and the same across sites. Add your company logo, photos and key information about your products or services.	_____	_____	<input type="checkbox"/>
Address any existing negative reviews. Respond to any negative reviews on review sites, first by reaching out privately to the person who left the review, trying to address their concerns. Post a public reply after 48 hours to show potential customers that you care.	_____	_____	<input type="checkbox"/>
Assign staff to handle future reviews. Determine who will respond to reviews, and your desired timeframe to respond to reviews (the less favorable the review, the faster you will want to respond, so the situation doesn't escalate). Depending on your business, this may be once a week.	_____	_____	<input type="checkbox"/>
Develop your messaging. Use your company's unique voice to generate a list of responses to both positive and negative reviews. Thank reviewers for taking the time to write, and prioritize responding to negative reviews. Make sure to check your Facebook and Twitter pages for feedback.	_____	_____	<input type="checkbox"/>
Provide customers with offline feedback channels. Bricks and mortar businesses can address customer complaints in person, before leaving an online review. Provide many ways to channel concerns and address customer frustration so that online reviews are a last resort.	_____	_____	<input type="checkbox"/>
Solicit reviews from satisfied customers. With the notable exception of Yelp, many review sites encourage companies to solicit reviews. Consider pre-screening customers to encourage glowing reviews. Set up a system of soliciting feedback to ensure a steady stream of good reviews.	_____	_____	<input type="checkbox"/>
Utilize feedback to improve your business. Use negative reviews as a chance to improve your business practices. Create incentives for customer-facing employees to provide service that is worthy of a stellar reviews and show customers you care about their opinions.	_____	_____	<input type="checkbox"/>

About Us

Full Funnel Marketing is a digital marketing consultancy with strategies for any size business. We learn as much as we can about your business so that we can help you take advantage of the web and meet your business goals.

We have expert consultants to guide you at every step of the process. Our diverse skillsets work to compliment your in-house resources.



Get Your SEO Assessment With a Digital Marketing Consultant

Need an expert to guide you through the process of optimizing your online presence for local search? [Contact us](#) to schedule an assessment.