



RED CROW
MARKETING INC.

REPUTATION MANAGEMENT CHECKLIST

TIP #1

NOT ALL DIRECTORIES ARE EQUAL

After filling your profile on basic sites, determine what Industry specific listings are best for your business – it can make a big impact on your online presence.

TIP #2

RESPOND

When you receive a bad review, respond immediately. Try to solve the problem then ask for an update or removal of the negative review. Remember, an aggressive response will only aggravate the problem.

TIP #3

REVIEW CARDS

Create cards with your Google and Yelp profile addresses to give to your most loyal customers. This will make it easy for them to post positive reviews.

PIORITY	TASK	DUE DATE	IN PROGRESS	COMPLETE
1	Monitor Your Brand Online: Register for alerts from free monitoring tools like Google Alerts and SocialMention.			
2	Review, Claim and Submit your Business to Directory Listings: Start with the basics – Google, Bing, Yahoo, Yelp, MerchantCircle, Yellow Pages, Superpages, Manta, Citysearch, Local.com, Foursquare, DexKnows, Angie’s List, HotFrog. And submit – link.org			
3	Get Social: Create an editorial calendar and schedule consistent, relevant posts on your social media accounts. This will help populate search results with positive messages.			
4	Publish Original Content: Add to your editorial calendar a blogging schedule – by adding solid content to your brand on the web, you’re increasing your SEO value and stacking the deck in your favor.			
5	Encourage Reviews: Ask your best customers to submit a review on Google or Yelp. By increasing the number of positive reviews, the negative reviews will not be as predominant.			
6	Ask for Help: Strengthen your relationships and leverage your reputation by partnering with an agency that specializes in content marketing, reputation management and search engine optimization.			

Separate and Elevate.

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