

ONLINE REPUTATION STRATEGIES CHECKLIST

1. Offer incentives or rewards to customers who provide feedback.

- ☐ Create a rewards program that encourages customers to leave feedback.
- ☐ Promote the rewards program on your website, social media, and in-store.
- ☐ Provide clear instructions on how customers can redeem their rewards.

2. Encourage customers to leave reviews on popular review sites.

- ☐ Identify the most relevant review sites for your business.
- ☐ Provide links to these review sites on your website and in email communications.
- ☐ Follow up with customers after their purchase and encourage them to leave a review.

3. Encourage happy customers to share their positive experiences with others.

- ☐ Make it easy for customers to share their positive experiences by providing social sharing buttons.
- ☐ Create a referral program that incentivizes happy customers to refer others.
- ☐ Ask happy customers for testimonials that can be used on your website and social media.

4. Respond to all reviews, both positive and negative.

- ☐ Monitor review sites and social media channels for new reviews and comments.
- ☐ Respond to negative reviews in a timely and empathetic manner.
- ☐ Thank customers for positive reviews and encourage them to continue to provide feedback.



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5. Use customer feedback to improve your products, services, and overall customer experience.

- ☐ Analyze customer feedback to identify areas for improvement.
- ☐ Prioritize improvements based on the feedback that will have the biggest impact.
- ☐ Communicate changes to customers and encourage them to provide feedback on the improvements.

6. Integrate customer feedback into your marketing and branding efforts.

- ☐ Use customer feedback to inform your messaging and marketing campaigns.
- ☐ Highlight positive customer feedback in your advertising and on your website.
- ☐ Share customer feedback on social media and in email communications.

7. Continuously monitor your online reputation, and address any negative feedback or concerns.

- ☐ Set up Google Alerts to monitor mentions of your brand online.
- ☐ Respond to negative feedback and address any concerns or complaints.
- ☐ Take action to resolve any issues and provide follow-up communication to the customer.



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8. Build a strong brand identity that aligns with your values and mission and resonates with your target audience.

- ☐ Clearly define your brand values and mission.
- ☐ Develop a consistent brand voice and messaging.
- ☐ Conduct market research to understand your target audience and tailor your brand identity to their needs and preferences.

9. Provide excellent customer service.

- ☐ Make it easy for customers to contact your business with questions or concerns.
- ☐ Train your staff to provide exceptional customer service.
- ☐ Empower your employees to resolve customer issues on their own.

10. Stay up to date with the latest online reviews and reputation management trends and best practices.

- ☐ Follow industry influencers and thought leaders on social media.
- ☐ Subscribe to industry publications and blogs to stay up to date on the latest news and insights.
- ☐ Attend industry conferences and events to stay informed about the latest trends and best practices.

