

Online Reputation Management

Six Things You Can Do Now

1. Google Yourself

Search your business the way a potential client might. Search your name, your activities and don't go easy or be kind. Be demanding. List the top things you would like to change. Now do the same for your competitors. Where are they that you are not?

2. Comb Your Hair and Tuck in Your Shirt

Put your best foot forward in every location. Claim or create your free listings on TripAdvisor, Google Plus Local etc. Add informative descriptions, photos, videos and location information. Set a date on your calendar to update them every quarter to keep content current and accurate.

3. Manage Your Reviews

Set up alerts on Google, TripAdvisor, Facebook and Twitter to be notified when your business is mentioned or reviewed. Respond. This shows you are listening and that you care. You can also use it to highlight positive feedback and change negative feedback.

4. Prioritize Your Time

Don't get trapped into trying to be all things to all people. Focus on managing one or two social networks well. Find the opportunity that will maximize your reach and encourage guests to stay connected and share experiences. This will involve fresh content, local news and valuable insights.

5. Empower Your Staff

Everyone is involved in your reputation. Empower your staff to go above and beyond expectations. Train them to prevent issues from escalating into online complaints.

6. Strategy

Put a plan in place that clearly outlines what the company expectations are for all communications. What is your social media policy and what to do in the case of a social media emergency.

Have Questions? Need Answers? Contact us and start growing your business today.