

Online Reputation Management

Claim	Your business listing (One Time 1-2 Hours)
Listen	Once a Month (Monitoring should only take 10-15 minutes)
Respond	When appropriate (The majority will not need a response)

Step 1: Claim Your Listings

Yelp	https://biz.yelp.com/signup
Insider Page	http://www.insiderpages.com/advertiser/find_business
Super Pages	http://www.supermedia.com/spportal/quickbpflow.do
Google Reviews	http://www.google.com/local/add
Yahoo Reviews	http://listings.local.yahoo.com/
Bing Reviews	https://ssl.bing.com/listings/ListingCenter.aspx
Google Alert	Business Name
Google Alert	Phone Number
Google Alert	Address

Step 2: Monitor Reviews

	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April
Yelp																
Insider Pages																
Super Pages																
Google Reviews																
Yahoo Reviews																
Bing Reviews																
Google Alert																

Step 3: When and How to Respond

When to Respond	You did not execute your usual high standard.
When to Respond	If someone has misrepresented the facts.
When to Respond	To thank someone for kind comments.
When not to Respond	Hasty response – observe the 24 Hour Rule.
When not to Respond	Polarizing topic – no winner.
When not to Respond	Constant Complainer.
How to Respond	Keep it short and sweet.
How to Respond	Acknowledge any shortcomings in a human voice.
How to Respond	Demonstrate how you have improved.
How to Respond	Initiate follow-up offline