

Online reputation checklist – how do people view your brand?

- Google ratings. 97 per cent of people read online reviews for local businesses in 2017. Is your average rating putting potential customers off from contacting you?
- Ignoring negative feedback. When complaints or rumours are ignored, the silence can be deafening. Reply offering to resolve the problem.
- Facebook reviews. Users can either recommend or warn against your business.
- Glassdoor. What your past and current employers say about you can impact your business.
- News articles. Are there negative media articles online about you?
- Relevant review websites. Check relevant sites, such as Trip Advisor, for any negative feedback and reviews and action accordingly.
- Visual content. As well as search results, take a look at what photos and videos are appearing when your brand is searched for online.
- News outlets. One of the other tabs in the Google search results is for news. Are media outlets covering your brand?
- People may not tag you in on social media posts: type your brand name in the search bar on each platform (even if your business isn't on it!) to see if people are talking about you...
- On Facebook, people may also create groups for people who dislike your brand, so make sure to search for groups, too.

