



# Everything You Must Know about Managing Your Online Reputation – Checklist

## ***Assessing your reputation***

- Make yourself invisible or unknown
- Start searching:
  - Your company name
  - Your brand name
  - Your product name
  - Names of key personnel or staff members
  - Company name with both positive and negative tones
  - Google Images
  - Google Video
  - Google
  - Facebook
  - Bing
  - Yahoo
  - Ask
  - Dogpile
  - Clutsy
  - ZapMeta
- Search other social media mentions
- Analyze and evaluate your findings

## ***Fixing a negative online reputation***

- Build credibility
- Take down hate sites
- Combat complaint sites
- Eliminate false information
- File support requests with platforms where negative review goes against the TOS
- Reclaim a squatted domain name
- Get legal help if needed

### ***How to Build an Online Reputation***

- o Rank on the first page of Google
- o Register domains
- o Register your business with Google
- o Create a profile across all social networking platforms
  - o LinkedIn (personal page)
  - o LinkedIn Company page
  - o Google profile (personal)
    - o Google Maps (if your business has a physical location)
    - o SlideShare
    - o YouTube
    - o Instagram
    - o Flickr
- o Monitor social networks for mentions
- o Start a blog
- o Create more than one website
- o Create a press release

### ***Protecting Your Online Reputation***

- o Use privacy settings
- o Use 2-Tier Authentication if Available (the company texts your cell for logins without an available retention cookie)
- o Create your own negatives
- o Listen to constructive criticism

### ***Track Your Online Reputation***

- Consistently track and evaluate your online reputation using:
  - o Feedreader
  - o Technorati
  - o Google Alerts
  - o Yahoo Alerts
  - o Yahoo Answers
  - o Twitter Search
  - o Social Mention
  - o Boardreader