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UNIQUE TIPS TO IMPROVE YOUR ONLINE REPUTATION



FOR
SMALL
BUSINESS
OWNERS

BASIC ONLINE REPUTATION CHECKLIST

- 1** Claim your GMB and Yelp Business Listings.
- 2** Optimize your GMB and Yelp Listings.
- 3** Respond to ALL of your Online Reviews.
- 4** Create Social Media Accounts on Relevant Platforms.
- 5** Create and Publish Engaging Content Consistently.
- 6** Ensure your Website is Quick, Professionally-Designed, and Reflects your Business.

KEEP READING OUR BLOGS FOR MORE IN-DEPTH CHECKLISTS!

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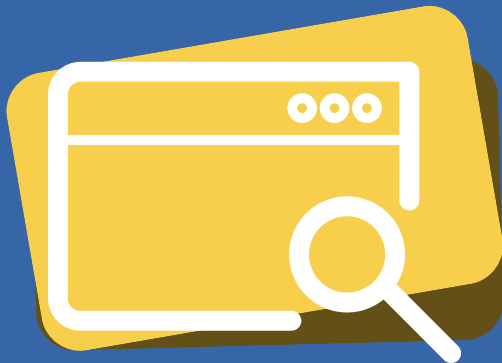
MONITOR YOUR REPUTATION REGULARLY



Online Reviews



Social Media



Website & Search
Engine Results

The first step is to see where you stand. Do you have unanswered online reviews? What shows up when you Google your business? Are you active on Social Media? Ask yourself these questions, then continue to ask yourself these questions weekly. Monitor how your business is seen online and make necessary changes, such as responding to your reviews.

2 CREATE A BLOG



Having valuable, engaging content helps position your business as an expert in your field. It can also help your site rank higher on Google, so more customers can discover your company! Having a blog allows your business to take control of your voice and helps ensure positive content is at the forefront of search engine results.

3 ENGAGE WITH YOUR ONLINE AUDIENCE



Posting on social media is great, but what's even better is posting engaging content and taking the time to interact with your audience on these channels. Respond to comments and DMs and share the love by liking and commenting on your audience's content as well.

This builds customer loyalty and helps ensure your business leaves a good impression when new users visit your social pages.

4 ASK FOR FEEDBACK



Try asking your customers or online audience for feedback related to your website, social media channels, etc. so you can see exactly what needs improvement! This can help you improve your online reputation for when future customers visit your website or social pages.

5

STAKE OUT YOUR COMPETITION'S REPUTATION



Do you have a competitor that you admire? Check out their online reputation to get some inspiration. You can see how they respond to their reviews, their website updates, and their social media content. If you don't have a specific competitor in mind, do a Google search related to your products or services and check out the top local businesses!

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LET US HELP!

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Adler Social can help you improve your online reputation, so you can focus solely on your business!

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888-884-6050

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- Social Media Management

- Professional Website Design and Development

- Review Monitoring and Responding

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