



The ultimate checklist for online review management

BEFORE YOU START

- Choose review sites to focus on
- Claim your business on Google and other important review sites
- Consider using review management software
- Have a strong review management strategy in place
- Learn how to reply to reviews

BEST PRACTICES

- Never ignore customer reviews
- Respond promptly, don't leave unanswered reviews for long
- Embrace the negative comments and learn from them
- Remain professional at all times
- Learn to spot fake reviews
- Show your gratitude for the positive comments

BUILD THE STRATEGY

- Establish who's responsible for managing and replying to reviews
- Decide how often they'll be checking the reviews
- Select the right online review management tool
- Prepare guidelines for responding to customers
- Set up processes to escalate negative reviews
- Include refund/discount/reward policies for negative and positive reviews
- Use reviews in your marketing and sales strategies