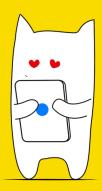


## The ultimate checklist for online review management



## **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
- O 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
- O Use reviews in your marketing and sales strategies