

Your (Online) Reputation Precedes You

10 Point Checklist

Mike Blumenthal

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.



The graphic features the title "MARKETING SPEAK" in large white letters on a red background, with a microphone icon integrated into the letter "A". Below the title, it says "HOSTED BY STEPHAN SPENCER". A photograph of Mike Blumenthal, a man with a beard, is shown on the right. On the left, there's a blurred image of a computer screen displaying a presentation slide. At the bottom, a quote by Mike Blumenthal is displayed: "An image is truly worth a lot of words. People make very instinctual decision quickly, quite frequently. And a picture can be the difference in deciding to shop with you or not." The name "MIKE BLUMENTHAL" is printed at the bottom of the quote.

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MIKE BLUMENTHAL

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Understand and keep track of my net promoter score which is how likely people are to say good things about my business.
- Use markup from schema.org on my website to show company reviews and have rich snippets featured in organic results. Google requires these reviews to be on a review page in my site and linked to clearly.
- Have my customers answer a net promoter score survey. Then ask them for direct feedback in the form of reviews.
- Highlight the most important parts of my customer testimonials and reviews on my website because many potential readers won't read the entire review. Make sure the highlights tell a story on their own.
- Use badges from memberships, awards and business organizations on my website to show social proof and positive relationships.
- Stay out of trouble by not incentivizing reviewers or "astroturfing" because even if I am not caught by a legal entity, sooner or later, a customer will call me out which could potentially be even more damaging.
- Make sure that my business website is clearly using schema and that it clearly articulates the correct information that Google will be using in the knowledge panel.
- Hire a consultant to write my Wikipedia articles about my business. Wikipedia has strict guidelines and Google uses Wikipedia data for knowledge panel information.
- Use industry specific tools and sites to monitor reviews and to proactively seek positive reviews. For instance, use Houzz or Glassdoor for the home industry.
- Upload a lot of positive images on a regular basis because I'll never know which images Google will use and when. Be proactive about having quality images available.