

Your (Online) Reputation Precedes You

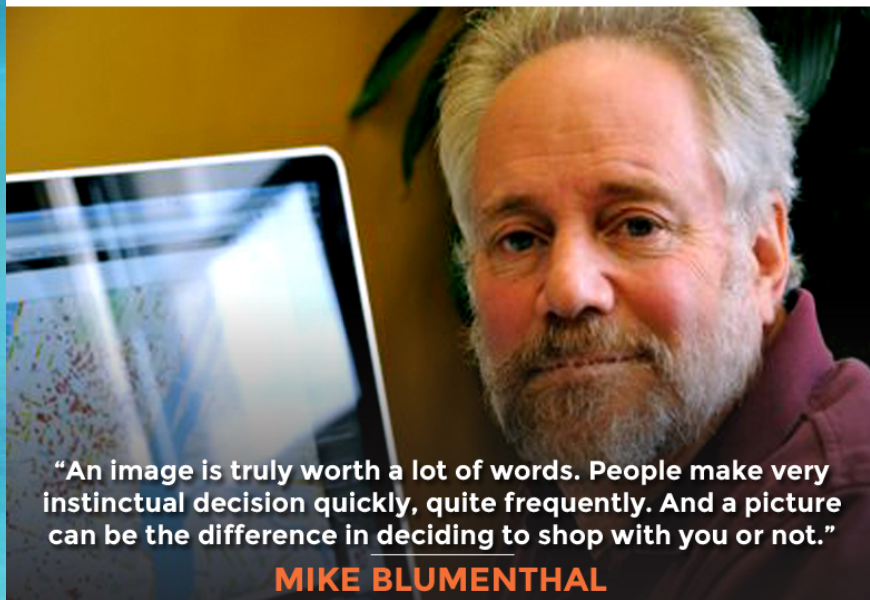
10 Point Checklist

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.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“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.”

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.