Online Reputation Management Checklist

Identify Directory/Lisitng Sites

☐ Correct name, address and contact information

☐ Accurate category and/or products and services

☐ Appropriate photographs

☐ Names of doctors working within your practice

☐ Employee names associated with your practice

Monitor Feedback

☐ Manually check each site if you don't have automated tracking

☐ Correct inaccurate information on listings

☐ Respond to patient reviews

☐ Actively request patient reviews

☐ Display and share reviews and testimonials across platforms

Develop a Crisis Plan

☐ Claim ownership of your social media pages

☐ Identify steps you wish to take in the event of someone hijacking your page(s)

☐ Decide on your approach for managing negative reviews

☐ Know how to access hosting websites