# Supercharging your reputation checklist

## Leap into leads from local search

### Location data management

**Basic**

- ☐ Name, address, & phone number
- ☐ Website
- ☐ Hours of operation
- ☐ Service areas
- ☐ Primary & secondary categories
- ☐ Description
- ☐ Services provided
- ☐ Profile picture

**Advanced**

- ☐ Holiday hours
- ☐ Business photos & videos
- ☐ Brands carried
- ☐ Google attributes
- ☐ Languages spoken
- ☐ Social links
- ☐ Email address
- ☐ Year established
- ☐ Payment methods
- ☐ Tracking number & web link

### Local listings distribution

**Basic**

- ☐ Claim your business on the primary search sites
  - ☐ Google Business Profiles
  - ☐ Apple Maps
  - ☐ Bing
- ☐ Quarterly review of business information for accuracy & completeness

**Advanced**

- ☐ Ensure data are accurate across the distribution network
  - ☐ Use a local listings partner
- ☐ Monthly review of business information for accuracy & completeness
- ☐ Data aggregator distribution

### Customer review

**Basic**

- ☐ Ask customers for reviews (NEVER provide incentives for reviews)
- ☐ Respond to most reviews and all reasonable negative reviews

**Advanced**

- ☐ Use a third party review management solution
- ☐ Use a review generation tool to create a steady velocity of new reviews
  - ☐ Respond to all reviews within 24 hours
  - ☐ Use real-time alerts
- ☐ ASAP for negative reviews
- ☐ Ensure every response is unique and speaks to the specific details shared in the review
- ☐ Match reviews to actual jobs and technicians and provide incentives for the techs

### Website

**Basic**

N/A

**Advanced**

- ☐ One page for each major service area
  - ☐ Localized content: copy, images, video
  - ☐ Services offered for this area
  - ☐ Brands carried
- ☐ Calls-to-action links (e.g. "Call now for an estimate")
- ☐ Customer reviews
- ☐ Links back to your Google Business Profile, social profiles
- ☐ Proper schema markup for a local business

ServiceTitan®

**Book a Marketing Pro - Reputation Demo**
Automatically request reviews, match to the technicians that worked the job, and monitor and respond all in one place.