



In today's digital landscape, your online reputation is crucial to the success of your business. Take a look at how you currently operate and score yourself against the following statements.

Agree or disagree to these different areas of your online presence and see how you rank.

Your Online Reputation

Website	Strongly Disagree Neither Agree Nor Disagree Strongly Agree					
When I search for my company online, my website and supporting sites (Yelp, Facebook, etc.) are easily found.	0	1	2	3	4	5
My customers get a clear picture of my offerings and my company's mission on my site.	0	1	2	3	4	5
I have an attractive, user-friendly website that is also mobile friendly.	0	1	2	3	4	5
I have valid contact information listed online.	0	1	2	3	4	5
I have a professional and memorable logo.	0	1	2	3	4	5
I have links to other sites I am listed on, like Google Reviews, Facebook, Yelp, Home Advisor, etc.	0	1	2	3	4	5

Reviews

Strongly Disagree | Neither Agree Nor Disagree | Strongly Agree

I have a higher star rating than my local competition.	0	1	2	3	4	5
On average, I am obtaining 10% more reviews than my competitors.	0	1	2	3	4	5
I have reviews that are current (within the past month).	0	1	2	3	4	5
I responded appropriately to all reviews (both positive and negative).	0	1	2	3	4	5
I have used positive reviews for marketing on my website.	0	1	2	3	4	5
I track and monitor the engagement and success of my reviews.	0	1	2	3	4	5
I often audit customer interactions to verify the source and accuracy of reviews. This can include reviewing recorded phone calls, customer emails, technician notes, and so on.	0	1	2	3	4	5
My staff has engaging conversations with customers to promote capturing quality reviews.	0	1	2	3	4	5
I have an automated method to request reviews.	0	1	2	3	4	5

Customer Engagement

	Strongly Disagree		Neither Agree Nor Disagree			Strongly Agree	
I have a place where customers can contact me.	0	1	2	3	4	5	
I keep my site updated with my latest promotions and offerings.	0	1	2	3	4	5	
My existing customers can easily obtain their account information, order services, and pay bills online.	0	1	2	3	4	5	
I have a social media account for my business which I update regularly.	0	1	2	3	4	5	

How Do You Rank?

IN NEED OF A REPUTATION RESCUE

If you scored mostly zeros and ones, it is time for a reputation rescue! You are not alone; most businesses struggle with creating and maintaining a strong online presence. With **WorkWave's Marketing products**, you can get yourself on the path to success. Make a game plan and focus on what needs to get implemented first.

Three key things you should work on are:

- ① Building and maintaining a professional website.
- ② Ensuring customers can easily search for you.
- ③ Capturing and engaging with reviews.

READY TO RAMP UP MY REPUTATION

If you scored mostly twos and threes, you have exponential room to ramp up your reputation. You may just be just getting started, or you may have recently decided it is time to strengthen your online presence. Knowing that you have the foundation in places, you can begin to grow your online reach to become a trustworthy service provider in today's digital landscape.

If you have a site, you can start ramping up by doing the following:

- ① Adding a place for customers to contact you online.
- ② Ensuring your logo and branding is consistent across all sites you use.
- ③ Starting to capture and showcase your reviews to build a trustworthy reputation.

REACHING MY REPUTATION GOALS

If you scored mainly fours and fives, you are reaching your online reputation goals. You have tools implemented that are strengthening your online brand. With a solid foundation to capture leads and the tools needed for existing customers to self-serve, you are crushing the competition. It is time to surpass those goals and take your online presence to the next level.

You may want to consider the following:

- ① Implementing self-service tools for existing customers where they can pay bills and lookup account information 24/7.
- ② Securing a way to monitor your reviews and the impact they are making to set benchmarks and goals.
- ③ Working on responding to every review, whether it's good, bad or ugly.

REPUTATION ROCKSTAR

If you scored almost all fives you're a reputation rockstar! Your business has a strong focus on branding and online presence. Be sure to maintain this status, as reviews are most impactful when they are recent. Leverage your strengths by looking into ways to expand your online reach.

You can do this by:

- ① Investing in marketing strategies that will help you capture and convert new leads.
- ② Engaging with customers through social media platforms to create a memorable online brand.
- ③ Creating internal competitions that encourage technicians to capture reviews.