



# Company's Reputation evaluation Template

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**[Your Company Name]**

**Evaluator's Name:** [Your Name]

**Date:** [Today's Date]

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## 1. Company Overview

**Company Name:**

**Industry:**

**Headquarters Location:**

**Founded Year:**

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## 2. Online Research

**Search Engine Results:**

- Conduct a Google search using the company's name.
- Note any significant articles, blog posts, or mentions.

**Key Findings:**

1. [Summary of first significant article or result]
2. [Summary of second significant article or result]
3. [Summary of third significant article or result]

### 3. Customer Reviews and Testimonials

#### Review Sites Checked:

- Trustpilot
- Yelp
- Better Business Bureau (BBB)
- Google Reviews

#### Overall Ratings:

1. **Trustpilot:** [Rating]
2. **Yelp:** [Rating]
3. **BBB:** [Rating]
4. **Google Reviews:** [Rating]

#### Common Themes:

- Positive Feedback: [Summary]
  - Negative Feedback: [Summary]
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### 4. Financial Health and Performance

#### Financial Documents Reviewed:

- Balance Sheets
- Income Statements
- Cash Flow Statements

#### Key Metrics:

- Revenue: [Amount]



- Profit Margin: [Percentage]
- Market Performance: [Summary]

#### **Analyst Reports:**

- [Summary of Report 1]
  - [Summary of Report 2]
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### **5. Legal and Regulatory Compliance**

#### **Regulatory Bodies Checked:**

- SEC (Securities and Exchange Commission)
- Industry-specific Regulators

#### **Compliance Status:**

- [Summary of Findings]

#### **Legal Actions:**

- [Details of any legal issues or lawsuits]
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### **6. Corporate Social Responsibility (CSR)**

#### **CSR Reports:**

- [Link to CSR Report]

#### **Community Engagement Activities:**

- [Summary of Activities]

#### **Sustainability Practices:**

- [Summary]
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## 7. Direct Engagement

### Customer Service Interaction:

- Method of Contact: [Email/Phone/Social Media]
- Response Time: [Time]
- Quality of Response: [Summary]

### Social Media Interaction:

- Platforms Checked: [List]
- Interaction Quality: [Summary]

### Events/Webinars Attended:

- [Event Name and Date]
  - Key Takeaways: [Summary]
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## 8. Expert Consultation

### Industry Experts Consulted:

- [Expert 1 Name and Credentials]
- [Expert 2 Name and Credentials]

### Opinions and Insights:

- [Summary of Expert 1's Opinion]
  - [Summary of Expert 2's Opinion]
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## Conclusion

**Overall Reputation Rating:** [Rating Scale, e.g., 1-5]

### Summary of Findings:

- Strengths: [Summary]
- Weaknesses: [Summary]
- Final Recommendation: [Invest/Do Not Invest/Proceed with Caution]

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### Next Steps:

1. [Action Step 1]
2. [Action Step 2]
3. [Action Step 3]