

Checklist: How to measure reputation management

1. **Examine Tone of Conversations**
 - Monitor whether the sentiment is positive, neutral, or negative.
2. **Track Reviews and Ratings**
 - Regularly check platforms like Yelp and Google for reviews and overall ratings.
3. **Monitor Frequency of Brand Mentions**
 - Keep an eye on how often your brand is mentioned online.
4. **Assess Online Interactions**
 - Track engagement on social media, blogs, and forums.
5. **Utilize Tools (e.g., Reputology)**
 - Use tools like Reputology to track KPIs and improve over time.

This checklist should help you measure and manage your brand's reputation effectively.