INTRODUCTION. Before you plunge into claiming & optimizing your Yelp, Google+, or other local review listings, it's worth researching what review sites are important, to find out what potential customers are doing on them as well as identify companies to reverse engineer.

IDENTIFY RELEVANT REVIEW SITES. First, identify logical keywords by which customers might search. Enter those into Google, and identify the most important local review sites. (Alternatively, poll customers as to what sites they use).

Keyword phrase #1: _____

Keyword phrase #2: _____

Keyword phrase #3: _____

Keyword phrase #4: _____

Most important **review** sites for your business (from Google / from customer surveys).

❑ Yelp ❑ Google+ Local ❑ Other: _____ ❑ Other: _____

❑ Other: _____ ❑ Other: _____ ❑ Other: _____

YOUR EXISTING LISTINGS. For each of the above, find your listing and its public URL; indicate below:

Site: _____ Your Listing URL _____

❑ Claimed? ❑ Email that controls: _____ ❑ Password: _____

❑ Reviews, and how many? _____ Comments: _____

_____

Site: _____ Your Listing URL _____

❑ Claimed? ❑ Email that controls: _____ ❑ Password: _____

❑ Reviews, and how many? _____ Comments: _____

_____

Site: _____ Your Listing URL _____

❑ Claimed? ❑ Email that controls: _____ ❑ Password: _____

❑ Reviews, and how many? _____ Comments: _____

_____

COMPETITOR LISTINGS. List existing competitors and identify their URLs on Yelp, Google+, etc.

Site: _____

Competitor: _____ Review Count: ___ URL: _____
Competitor: _____ Review Count: ___ URL: _____
Competitor: _____ Review Count: ___ URL: _____

Site: _____

Competitor: _____ Review Count: ___ URL: _____
Competitor: _____ Review Count: ___ URL: _____
Competitor: _____ Review Count: ___ URL: _____

Site: _____

Competitor: _____ Review Count: ___ URL: _____
Competitor: _____ Review Count: ___ URL: _____
Competitor: _____ Review Count: ___ URL: _____

INVENTORY: LISTING SET UP. Take the Listings you identified above, and begin to inventory what you like / dislike / need to create for your own business listing.

Likes / dislikes about their Photos:

Likes / dislikes about their Business Descriptions:

Likes / dislikes about Other Items:

What types of reviews do they have? Do they look real, solicited, unsolicited, totally faked?

CUSTOMER INTERACTION. As you review competitors and other companies on local sites like Yelp, Google+, etc., what patterns do you see? Why do people review in a negative way? In a positive review? Brainstorm ideas about how the pages are set up, AND how they are getting reviews. Pay special attention to the KEYWORDS embedded in their business description and in the reviews themselves.