Creating a Safe and Honest Online Reputation

10 Point Checklist

Jonathan Hochman

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps you can take to take your marketing to the next level.

MARKETING SPEAK

HOSTED BY STEPHAN SPENCER

"It's worthwhile to monitor your presence online. What are people saying about you?"

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JONATHAN HOCHMAN

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- [ ] It's not beneficial for someone who is not notable to get a Wikipedia page, as there won't be a lot of engagement. Focus your efforts on becoming notable first.

- [ ] Have a good lawyer, and the right type of insurance for your business. No matter how careful you are, it's possible to mess up.

- [ ] For more information on how to increase security and reduce risk, visit Jonathan's website HochmanConsultants.com.

- [ ] If you are a company with competitors who have Wikipedia pages, and you are going to create one on your company's behalf, link sources to show you are at least as large of a company as your competitor.

- [ ] To protect your website from malware, always keep your software at the latest version, do a complete backup of all your code in your database, and keep backups indefinitely.

- [ ] Check out CloudFlare for perimeter security. Bonus: it tends to improve the efficiency of delivery while making your website harder to attack.

- [ ] Never hire a company to help you get great reviews! They will likely end up being fake reviews from overseas reps, and will have grammatical errors-not a good look.

- [ ] To get legitimate Yelp reviews, publicize your page, tell customers to leave reviews for you, and do the best you can to make your customers happy.

- [ ] If you're not notable and have a Wikipedia page that is not factual, you can have it deleted. Changes are not likely to be made to your page in a timely manner to correct the issue.

- [ ] For A/B testing, WhichTestWon can help you to learn from the results of tests that have already been conducted, allowing you to determine which options will be worth your time.