



Automotive Online Reputation Management Checklist

Monitoring & Alerts

Setting up tools and alerts to track online mentions and reviews.

Review Platform Selection

- ☐ Google My Business
- ☐ Yelp
- ☐ Facebook
- ☐ DealerRater
- ☐ Cars.com
- ☐ Other (Specify in Long Text)

Alert Frequency (Days)

Last Alert Review Date

Keywords to Monitor (comma-separated)

Alert Delivery Method

- ☐ Email
- ☐ SMS
- ☐ Dashboard Notification

Email Address for Alerts

Write something...

Review Site Management (Google, Yelp, etc.)

Ensuring profiles are claimed, complete, and accurate across major review platforms.

Google Business Profile Claimed?

- ☐ Yes
- ☐ No
- ☐ Not Applicable

Yelp Business Profile Claimed?

- ☐ Yes
- ☐ No
- ☐ Not Applicable

Facebook Business Page Created?

- ☐ Yes
- ☐ No
- ☐ Not Applicable

Summary of Google Business Profile Description

Write something...

Number of Photos on Google Business Profile

Enter a number...

Date of Last Google Business Profile Update

Enter date...

BBB Profile Exists?

☐ Yes

☐ No

Review Response Strategy

Developing and implementing guidelines for responding to both positive and negative reviews.

Review Response Tone

☐ Professional & Empathetic

☐ Formal & Detailed

☐ Friendly & Casual

Average Response Time (hours)

Enter a number...

Escalation Protocol

- ☐ Direct Manager
- ☐ Service Manager
- ☐ Executive Team

Template for Positive Reviews

Write something...

Template for Negative Reviews - Acknowledge Issue

Write something...

Template for Negative Reviews - Offer Solution

Write something...

Who is authorized to respond?

- ☐ Designated Manager
- ☐ Marketing Team
- ☐ Owner

Social Media Monitoring

Tracking brand mentions and sentiment across social media channels.

Social Media Platforms Monitored

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter (X)
- ☐ LinkedIn
- ☐ TikTok
- ☐ YouTube

Frequency of Monitoring (per day)

Enter a number...

Keywords/Hashtags Tracked (separated by commas)

Write something...

Summary of Recent Social Media Mentions

Write something...

Sentiment Analysis Tool Used (if any)

- ☐ None
- ☐ Hootsuite
- ☐ Sprout Social
- ☐ Brandwatch
- ☐ Other

Last Social Media Monitoring Review Date

Enter date...

Online Forum and Community Tracking

Monitoring relevant automotive forums and online communities for brand mentions and feedback.

Primary Forums to Monitor

- ☐ Brand-Specific Forums
- ☐ General Automotive Forums
- ☐ Local Community Forums
- ☐ Vehicle-Specific Forums

Keywords & Phrases to Track

Write something...

Frequency of Forum Checks (per day)

Enter a number...

Notification Preferences

- ☐ Email
- ☐ SMS
- ☐ Slack
- ☐ Internal Dashboard

Last Forum Monitoring Review Date

Enter date...

Forum/Community URL

Write something...

SEO & Keyword Reputation

Analyzing search results for brand-related keywords and addressing negative or inaccurate information.

Primary Brand Keyword(s)

Write something...

Current Ranking (Keyword 1)

Enter a number...

Target Ranking (Keyword 1)

Enter a number...

Google Search Result Analysis

- ☐ Positive
- ☐ Neutral
- ☐ Negative

Notes on Negative Search Results

Write something...

Screenshot of Google Search Results

 Upload File

Bing Search Result Analysis

- ☐ Positive
- ☐ Neutral
- ☐ Negative

Crisis Management Protocol

Establishing a plan for responding to significant negative events or crises that impact online reputation.

Crisis Definition & Triggers

Write something...

Designated Crisis Management Team Lead

- ☐ Team Lead 1
- ☐ Team Lead 2
- ☐ Team Lead 3

Escalation Threshold for Negative Mentions

Enter a number...

Initial Response Template (for immediate acknowledgment)

Write something...

Approved Communication Channels (for crisis updates)

- ☐ Website
- ☐ Social Media
- ☐ Email
- ☐ Press Release

Date of Last Crisis Management Plan Review

Enter date...

Staff Training & Guidelines

Educating employees on best practices for online interaction and reputation management.

Review Response Tone Guidelines

Write something...

Approved Platforms for Responding to Reviews

- ☐ Google Reviews
- ☐ Yelp
- ☐ Facebook
- ☐ Dealership Website
- ☐ Other (Specify in LONG_TEXT)

Time Allowed Per Day for Review Response (Minutes)

Enter a number...

Escalation Protocol for Negative Reviews

- ☐ Manager
- ☐ Marketing Department
- ☐ Legal Counsel

Examples of Professional Review Responses (Positive & Negative)

Write something...

Reporting & Analysis

Tracking key metrics and generating reports to assess the effectiveness of reputation management efforts.

Total Number of Reviews Received (Monthly)

Enter a number...

Average Star Rating (Monthly)

Enter a number...

Number of Reviews Responded To (Monthly)

Enter a number...

Average Response Time (Hours)

Enter a number...

Overall Sentiment Trend (Compared to Previous Period)

- ☐ Improved
- ☐ Stable
- ☐ Declined

Date of Last Reputation Report

Enter date...

Summary of Key Findings & Recommendations

Write something...

Legal Compliance

Ensuring adherence to relevant legal guidelines related to online reviews and endorsements.

FTC Endorsement Guidelines Acknowledgment

- ☐ Acknowledged and Understood
- ☐ Need Review

Last Review of Legal Agreements Date

Enter date...

Summary of Review & Updates to Legal Practices (if any)

Write something...

Compliance with Truth in Lending Act (TILA)

- ☐ Compliant
- ☐ Requires Review
- ☐ Non-Compliant

Compliance with Fair Credit Reporting Act (FCRA)

- ☐ Compliant
- ☐ Requires Review
- ☐ Non-Compliant

Copy of Current Legal Disclosures

 Upload File