

## **Online Review Management Course Syllabus**

Welcome to ReviewU, the first and only online training community for review and reputation managers. Our courses are designed to help learners at every professional level, from the business owner to the new marketing associate, successfully manage their business's online reputation.

In this course, you'll learn about what online review management means, what types of businesses should care about their online reviews, and get all of our expert tips on how you can solicit, respond to, and monitor online reviews for your business.

Each lesson comes with exclusive content, like video walk-throughs, screencasts on how to claim your most important profiles, infographics, downloadable checklists, and even documentation to get your team on board. Join us and take the next big step and become an expert online review manager.

### **Lesson 1: Online Review Management Defined**

Consider this lesson your introduction to online review management. We'll go over everything you need to know about what online review management is, why it's important, and who should care about their online reviews. Although all businesses should be paying close attention to how their brand is represented online, we've broken out a list who within the organization should be paying attention to and which industries where online review management is a must.

### **Lesson 2: Online Review Audit**

We know that you're ready to jump into the process of managing your business's online reviews, but it's important to take a step back and audit your entire online presence first. The online review audit is perhaps the most important step in this entire process. In this lesson, you'll learn everything you need to know about how to benchmark where your business currently stands and what areas you need to improve upon.

### **Lesson 3: Online Review Websites**

Not every online review platform is made equally. In this lesson, we'll be discussing the top review websites your business should be represented on as well as special information about each profile. To make your profiles as compelling as possible, you'll be able to watch a video on how to claim and enhance each profile at the end of each section.

### **Lesson 4: Online Review Management Strategy**

In this lesson, we'll be giving you all the tools you need to understand the nuances of a strong online review management strategy. Each step in this strategy is designed to set you up for success, including picking your point person, how to find your profiles, the right types of responses, and even how to promote your reviews.

### **Lesson 5: Online Review Management Tools**

So far, you've learned about auditing your business's online presence, which profile you should absolutely prioritize, and what should go into your review strategy. If all of this seems like a lot of work: it is. But you don't have to handle everything on your own. There are a handful of tools available to make online review management easier, including software and using cards and signage to boost your efforts.

### **Lesson 6: Online Review Management Tips**

At this point, you're getting close to being a pro at online review management. In this lesson, you receive a few expert tips that you should be keeping in mind as you progress through finding, claiming, enhancing, and then managing your profiles. You'll even be given a handful of online review response templates that will help you start off on the right foot.

### **Lesson 7: Online Review Management Action Plan**

Armed with the knowledge, strategies, and tactics, it's now time to create an action plan. In this lesson, you'll get a chance to see how to fill out your plan before trying it out yourself. Our online review management team will then review your work and give you the green light to move ahead to the final lesson!

### **Lesson 8: Your Next Steps**

Congratulations! You've completed the ReviewU online review management course. You're now armed with all the information and tools you need to successfully manage your business's online presence and reviews. In this lesson you'll learn more about how to get internal buy-in for your plan, and document you can use to get more internal buy-in for your plan and online review management efforts.

### **Lesson 9: Course Finale**

Now that you've finished the course, we're wishing you the best and welcome you to join us again for future courses that will help you continue your education and develop even stronger online review and reputation management strategies.