EPISODE 7 WORKSHEET

Digital Reputation Check

ANSWER ASCENT
Be part of the answer.

Your website is one witness. Search for your company as though you had never heard of it, look well past your homepage, and ask four questions about each source. **This is a reputation check, not a ranking score.**

Business · searches used _____

Checked by · date _____

Source	Accurate?	Current?	Can key claims be verified?	Enough for a serious buyer to evaluate us?	What I found · action
Business profile Address, hours, services, categories	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
Professional directory Industry or association listings	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
Leadership biography Website, LinkedIn, firm profiles	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
Reviews Genuine customer experiences	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
Independent mention or publication Articles, interviews, credentials	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
Other source	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	

Conflicts to watch for

Different addresses or phone numbers across profiles · people listed who have left · services you no longer offer · outdated descriptions of what you do. Inconsistencies don't mean a system will always use the wrong source, but they create room for confusion, for customers and AI systems alike.

> Never manufacture reviews, mentions or links. Google's policies prohibit fake and incentivized reviews, scaled low-value content and paid links that aren't marked as such. Ten weak listings aren't necessarily worth more than one accurate, authoritative source.

EPISODE 7 WORKSHEET

Act on What You Find

ANSWER ASCENT
Be part of the answer.

1. Correct what you control

Source	Inaccurate or outdated	Correction made	Date

2. Request corrections from independent sources

Source	What's wrong	Requested how · from whom	Date	Status

3. Document genuine expertise where evidence is missing

Missing evidence	Genuine way to document it	Owner	Target date

Examples of genuine documentation: complete attorney or staff biographies, case studies you have permission to share, published articles, verified credentials and association memberships.

Google's Business Profile guidance says local results depend on relevance, distance and prominence. That's about Google's local results. It isn't an AI recommendation formula, and none of these steps guarantees how any AI system will describe your business.