

The Golf Operator's Guide to Reputation Management

Get your brand visible and looking great online with this simple routine.

Daily: Stay On Top of Reviews (Less than 5 minutes)

Online reviews can make or break a first impression. Reputation Management pulls them all into one place so you don't have to go hunting.

- You will get notified whenever a new review comes in.
- Take a quick five minutes each day to check if you have received any.
- Respond as quickly as you can. Even a simple "Thanks for the feedback, we will share this with the team" shows you are listening.
- Quick responses help resolve issues faster and build trust with future customers who see you are engaged.

Weekly: Schedule Your Social Media (30 Minutes)

Think of this as your "set it and forget it" session.

- Block off half an hour a week to write and schedule your posts for the week.
- You do not need to post every single day. Just two to three posts per week is plenty to stay active and visible if you're just getting started.
- Focus on what is happening at your course: tournaments, pro shop discounts, holiday specials, new menu items in the restaurant, or a photo of the course on a beautiful day.
- Use the built-in AI writing assistant if you need quick inspiration or help polishing your copy.

Monthly: Check Your Business Listings (30 Minutes)

Your business info should always be accurate across the web. Outdated hours or wrong phone numbers hurt both your SEO and customer trust. Block off one hour a week to write and schedule your posts for the week.

- At the beginning of each month, spend about 30 minutes reviewing your listings.
- Update anything that has changed such as seasonal hours, holiday closures, or extended summer hours.
- This quick check-in makes sure your customers always have the right information and helps your SEO.

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Ongoing: Local SEO Tracking (Optional Deep Dive)

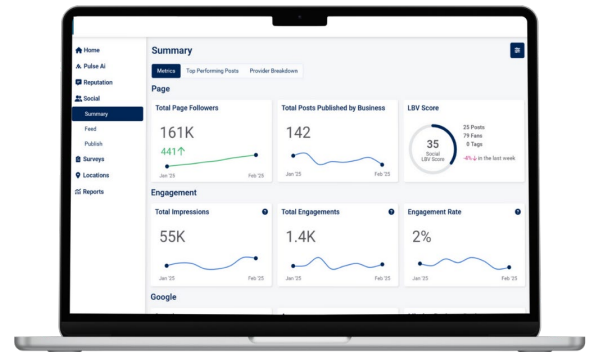
The beauty is that doing the above tasks, such as posting regularly, managing reviews, and updating listings improves your SEO automatically. But if you want to dig deeper:

- Check where your course ranks for terms like “golf course near me” or “best golf in [your town]”.
- Use that insight to see what is working and where you can improve.
- Even a few extra tweaks such as adding keywords to your posts or updating webpage descriptions can give you a local SEO boost.

Putting It All Together

Here is the realistic time commitment you are looking at:

- **5 minutes a day** → Reviews
- **30 minutes a week** → Social posts
- **30 minutes a month** → Business info updates



That is it. In way less time than it takes to play nine holes, you can keep your online brand polished, visible, and welcoming for new players and returning customers alike.

Reputation Management does not ask you to become a marketing expert. It is built to make the essentials quick, easy, and impactful so you can spend less time on screens and more time on the course.

Boost Search Ranking
and Volume



Automate Social Media
Activity



Review Data and Social
Metrics



Maintain Your Listings
Details



Survey Your Customers
at Scale



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