

# Your Name, Your Brand: Why You Should Google Yourself - Reputation Management Checkup

30 tools for monitoring and managing your online reputation that help you know what's being said about you online: and clean it up to improve your digital reputation!



## Free Reputation Monitoring Tools (includes Freemium tools)

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- Google Alerts <https://www.google.com/alerts>
  - Twilert <https://www.twilert.com/>
  - Yext <http://www.yext.com/>
  - Naymz <http://www.naymz.com/>
  - Social Mention <http://www.socialmention.com/>
  - Go Fish Complaint Search <https://gofishdigital.com/complaint-search/>
  - Hootsuite <https://hootsuite.com>
  - Google search <https://www.google.com/>
  - Talkwalker <https://www.talkwalker.com>
  - KnowEm <http://knowem.com/>
  - Image Raider <https://www.imageraider.com/>
  - Technorati <http://technorati.com/>
  - Rankur <http://rankur.com/>
  - Who's Talking <http://www.whostalkin.com/>
  - BrandYourself
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## Paid Reputation Monitoring Tools

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- Reputology <https://www.reputology.com/>
  - Review Trackers <http://www.reviewtrackers.com/>
  - Yotpo <https://www.yotpo.com/>
  - ReviewPush <https://www.reviewpush.com/>
  - Trackur <http://www.trackur.com/>
  - BrandsEye <http://www.brandseye.com/>
  - BrandWatch <http://www.brandwatch.com/>
  - Reputation Loop <https://www.reputationloop.com/bot/>
  - Grade.Uz <https://www.grade.us/>
  - RepuSure <https://www.repusure.com/>
  - Falcon <https://www.falcon.io>
  - RenegadeWorks <https://renegadeworks.com>
  - SproutSocial <https://sproutsocial.com/>
  - Reputation Management <http://www.futuresolutionsmedia.com/>
  - Cision <http://www.cision.com/us/>
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**Knowing what's said online about your personal brand and your company is vital to stay competitive and to trouble-shoot a problem before it gets out of hand!**