



# Wikipedia Five-Step Checklist:

## Are You Ready for Primetime?

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- Are you a marketer for a company, nonprofit, or organization?
- Are you responsible for your lead generation, branding, or communications?
- Do you want to increase brand awareness, attract new customers, and gain more leads?

If you said “yes” to any of these, then you’ll love Wikipedia.

Here’s why: **Wikipedia is amazing for SEO.**

And as you know, SEO is one of the key ways you can drive awareness of your brand and company and direct traffic to your website, so you can capture new leads. Search engines LOVE Wikipedia and it is the #2 most viewed website in the US, with 1 BILLION page views every month. (That’s more than Twitter, Facebook, Amazon, and Yelp, and surpassed only by YouTube at 1.6 billion!)

But before you think about adding your company to Wikipedia, we need to make sure you are ready. This is where **notability**, not **popularity**, comes in.

## Notability – what it is, why it matters.

Before you can publish a company page, Wikipedia wants to ensure that there is sufficient proof that the article is presenting factual information. To do so, **Wikipedia requires companies to prove notability** by providing evidence of significant media coverage.

Proof does not include materials created by the company or organization, such as advertising, press releases, your blog, or your own website. **We’ll show you HOW to tell if your subject is ready for prime time assessment.**

# Wikipedia five-step checklist.

Your company is ready to test the Wikipedia waters when:

1. **It has a significant amount of media coverage in reputable publications.** As we pointed out above, in the Wikipedia world comprehensive **media coverage = notability**. Without passing a notability test, trust us, not even Bill Gates could have a Wikipedia page.

We recommend gathering around **10–12 sources** across the **three tiers** of our

## Notability Pyramid:

- 1) Globally recognized, credible media sources  
*Examples:* New York Times, Washington Post, Fortune
- 2) Nationally/regionally recognized media sources  
*Examples:* TechCrunch, Entrepreneur, LA Times
- 3) Local city or niche/industry publications  
*Examples:* business press and regional magazines

2. **Information in articles is written by a journalist and is verifiable.** This means the article should be from the perspective of the journalist, and the source should have an editor that can verify the content. So, Q&A interviews won't work since the 'A' part of that equation would be the opinion and perspective of the person being interviewed – even if they appear in the most widely-read magazine.
3. **There is breadth and depth to the media coverage on your company.** Your company needs to be the primary focus of the articles – at least 65%. This means a quote from the company's CEO as a thought leader, or appearing in a 'best of' list that includes your company among a dozen others won't cut the mustard – not even the fancy kind.
4. **Your language is NOT fancy or fussy. Remember the Five W's?** Good old **who**, **what**, **why**, **where**, **when**, and poor little outlier, **how**? While we aren't going to go down an Aristotle history-sized rabbit hole on the origins of this info gathering thing, this is what Wikipedia likes. Bare bones. No frills. The essentials. You get the idea. No 'we are the best stinky cheese makers', or 'the most trusted toe sock corporation', etc., is going to fly. Just the facts ma'am.
5. **It has been around for awhile.** It's important to remember Wikipedia is an encyclopedia – they like things that last. Imagine for a minute that *fro-yo* never really caught on. [Oh, the horror!] Back in 1981, if good old Frank D. Hickingbotham's idea to sweeten yogurt, pop it in a soft-serve machine, and open TCBY franchises had gone the way of, say, Frito-Lay Lemonade – no page. Wikipedians want to make sure a company will be around for awhile. No flash-in-the-pans or one-hit-wonders will do. We recommend being around for at least 3 – 5 years.

**Soooooo, does the subject of your Wikipedia desires meet these **five criteria?****

**If so, let's talk.**

**You are ready for the official To the Point Collaborative notability test.**

**We are experts in Wikipedia notability.**

We won't tell you your company is ready for Wikipedia primetime until it passes our notability study. To the Point Collaborative takes your media coverage, tests it, categorizes it, and provides you with a comprehensive report showing your company's notability status – article by article.

**To The Point Collaborative** offers Wikipedia services for nonprofits and companies who care about protecting their brand. We'd be delighted to help you with all of your Wikipedia needs.

We can manage Wikipedia for you and your clients, train your team, or customize a blend of both.

**Schedule a free 20-minute consultation** to find out more.