"Reputation management refers to the influencing and controlling of an individual's or group's reputation. Originally a public relations term, the growth of the internet and social media, along with reputation management companies, have made search results a core part of an individual's or group's reputation." - [Wikipedia](#)

This FREE ebook on Reputation Management is brought to you by PublicDoman.com, which offers a basic RM Recovery Program for $150 (www.publicdoman.com/Reputation-Management.html). PublicDoman is a long standing marketing firm that can help market your brand and keep you in business for years to come.

This ebook has six Reputation Management articles you may find helpful.

1. A Basic Guide to Effective Online Reputation Management by Louis Warner

2. Reputation Management by Mark Smiciklas

3. Online Reputation Management - Your Customer Said What About Your Business? Find Out How by Caelan Cheesman

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5. The Practices and Methods Of Effective Reputation Management by Roberto Lopes

6. Online Reputation Management Helps - Tremendously by Donald Arson

A Basic Guide to Effective Online Reputation Management

By Louis Warner

Brand awareness is one of the key elements of establishing a positive online reputation. However, the task of maintaining your reputation is challenging because it commands lot of time and effort. Similar to the context of your personal reputation in the real world, every business also needs a good reputation in order to thrive in the virtual world. This is where online reputation management steps in.

What Is Online Reputation Management?

It protects companies from defamatory online elements such as negative content and libellous bloggers. These kinds of issues stem from competitors, disgruntled employees, or dissatisfied customers. If content written against your business is posted on high authority sites, it will definitely make its way to search engine results when someone types your business in the search bar.

How It Can Help

You have to keep in mind that search engines employ relevance and not quality as the basic criterion in ranking. With this, the misinformation and lies become honest and relevant to others. Reputation management serves as a defensive mechanism against negative web elements which can be very detrimental for any company.

What Can Be Done To Manage Your Reputation

It protects the reputation of a company by means of public opinion sharing. There are lots of tactics suggested when it comes to managing your online reputation. Some of these tactics include press releases, submission of videos via YouTube, establishing network profiles, etc. Additionally, every website owner needs to deal with the link-building approach in order to gain an edge in the search engine ranking. Ideally, when these strategies are employed, they help spread a positive message and thus, protect the online reputation of the company.

Consistency is Key

Reputation management optimizes marketing even with the presence of negative customer reviews. If a certain customer has decided to write a negative comment on a particular website, there is no doubt that the concerned company will be affected. The best way to deal with such issues is for the company to engage in a comprehensive and consistent reputation management campaign.

Work with a Professional

A trusted provider can offer fresh content intended for search engines. They can also encourage positive reviews as well as provide essential information about the business entity. Furthermore, reputation management can also help stress to the public why they have to consider the products and services of the company before judging it. As such, it helps boost the company's reputation.

So, the importance of online reputation management is clear. It is designed to maintain the stability of a company, serves as protection against defamation and most importantly, it helps your website rank higher on search engine results. You may hire Chicago content marketing for all kind of internet promotion.

Article Source: http://EzineArticles.com/expert/Louis_Warner/2209976

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Reputation Management

By Mark Smiciklas

One of the most important assets of any small business is its reputation - stakeholder opinion can be a driving force when it comes to establishing the value of your brand in the marketplace. As consumers continue to enjoy unlimited access to information and unprecedented freedom of expression online, it seems that Reputation Management has taken on a heightened level of importance for small business

owners. What is "Reputation Management" and how important is it to your small business? What is involved and can small business owners manage the process themselves?

What is Reputation Management?

Have you ever "Googled" yourself? Using a search engine such as Google has become the universal way to perform research on a person, product, service or company. The results of these searches are the foundation of Reputation Management. More and more, your small business identity is being established through online content. What is written and/or posted by you or others in websites, news, press releases, blogs, social media, etc essentially defines your small business.

Reputation Management is the process of identifying and managing your online content. In an Internet Duct Tape guest blog post, Tim Nash, a reputation management consultant and co-founder of Venture Skills, defines the three basic areas of Reputation Management as:

Finding out what people are saying about you

Creating a persona or brand image

If needed, defending this image

The scope and nature of your online identity is becoming an important way of defining your small business. Right or wrong, true or false, what you or others (clients, employees, competitors, etc.) are saying about your small business online will affect your reputation.

The Importance of Reputation Management

"Reputation management is particularly important to small businesses," says Aerial M. Ellis, Owner of Urbane Imagery, an urban marketing and public relations firm located in Nashville, TN. "I've seen it become a very important component to building public relations strategies for several clients. Because small businesses are heavily reliant on word-of mouth and return customers to impact their revenue, the mismanagement of their image can be crucial; ultimately the consumer determines the business's reputation."

Managing your reputation has always been important - "It takes 20 years to build a reputation and five minutes to ruin it..." (Warren Buffet). Nancy Williams, Managing Director at Tiger Two Ltd., a U.K. based online reputation management firm, feels that "your reputation is what makes you succeed or fail as a small business - with the internet permeating every aspect of business (and social life) it is even more important to be managing that reputation both online and off line."

Managing the Process

Assessing your identity, building your personal brand and managing your reputation online can be a very involved process. Some of the components include:

ongoing search engine research

website development

search engine optimization

blogging

participating in social networks

posting articles

issuing press releases

Laura Marshall, Senior Manager of External Relations at Lumetra, a health care consulting organization located in San Francisco, CA, defines the online management of your small business reputation as "a daily scan of blogs, news, and other online information to see what people are saying about you." She adds that, in addition to what is being said, it's important to note the source of the information and "how likely their words are to get picked up by others." Marshall elaborates that a post on a popular online news site "may hit the national media" where a post from an individual blogger may not have as great an impact.

Hiring Out

As a small business owner, you may not have the time or staff resources to take on the challenge of Reputation Management. "Online reputation management isn't just a matter of setting up a blog and

occasionally spending time on a discussion forum," says Nancy Williams, "It is an ongoing and strategic process which requires constant review and action."

Williams also notes that it can be feasible and "often more effective" for small business owners to manage their online identity but adds that "guidance to ensure that the time is being spent well in respect to the aims of the business owner is pretty important." Depending on your needs and budget, there are different companies and individual consultants that can help manage your online identity.

One thing to remember about managing your reputation online is that it's impossible to remove all traces of negative press. A good Reputation Management consultant should be able to help you increase your exposure online and help you develop a positive online reputation.

"As a PR practitioner, I have seen small businesses attempt to manage their online reputation via MySpace, Blogs, Google, etc. And for some, it can be quite a struggle - That's where a consultant with some level web expertise can be an asset," says Aerial M. Ellis." The mismanagement of an online reputation and waiting until a crisis arises can be the root of a credibility problem. By then, it may be too late to do any damage control."

"If your business is too small to have someone do the daily web screening (and personally & promptly respond to people who say good and bad things about you), then you may want to hire someone to do it for you", says Laura Marshall. "Even if you decide to hire a consultant to manage the process, Marshall still feels it's critical to have your own employees be the source of any company information. "Because of credibility and accuracy issues, try to get comments from your own people rather than having them (consultants) speak for the company."

Reputation is Built Over Time

Developing your online reputation is an organic process that takes time - every time you engage in communication; your small business has the opportunity to build its reputation.

"It's re-established day by day with each mouse click, each online newsletter, each email or e-blast or forward, each web page," adds Ellis. "Managing a reputation requires constant attention to learning

about your industry and the changes that take place with your target consumers. Nowadays, for most small businesses and even non-profit organizations, a good online reputation is mandatory for survival."

Laura Marshall concludes that "the larger issue of Reputation Management is having company leadership that understands it's a proactive thing and not reactive - Think about it with every business decision you make."

Mark Smiciklas is a Vancouver Marketing Consultant. His firm, Intersection Consulting, helps small to mid-sized businesses address challenges in the areas of marketing, management and business development.

To find out more about Intersection Consulting, please visit http://www.intersectionconsulting.com

For more thoughts and ideas on marketing and management for small business please visit the Intersection Blog at http://www.intersectionconsulting.com/blog

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Online Reputation Management - Your Customer Said What About Your Business? Find Out How

By Caelan Cheesman

If you own a business in today's modern world, you know that it's no longer a question of whether you have an online presence or not. It's now a matter of what that online presence is. You need to know how people perceive your brand and whether that perception matches the one you want established. It's not wise to just let things fall where they may when your online reputation is involved. Businesses can't just let other people determine what their brand is, they should be the one on top of it controlling the narrative.

This is where online reputation management comes in.

What is online reputation management?

Online reputation management is the practice of taking charge of a brand's reputation on the web. It involves constant monitoring and making sure that the perception of a business stays on the favorable side by boosting positive content and decreasing the visibility of negative content.

Why is online reputation management important?

Everyone is online these days. Your customers have social media accounts, your competitors have a website, and your prospects are scouring forums for product reviews. There is no escaping the power of the internet and how it's become the ultimate source of business for a lot of brands.

Studies have shown that 75% of potential customers check reviews first before they make a purchase and four out of five of them choose the competition after reading one bad review. That's eighty percent of new customers lost due to a possibly mismanaged online reputation.

Take control of what your customers see online and don't let others - your dissatisfied customers or competitors - do it for you. Or it's eighty percent of your new customers out the door before they even reach it.

How do you go about managing your online reputation?

There are a lot of details involved in successfully plotting and executing a good online reputation management strategy. Depending on how big your organization is and how much of a presence you already have online, the amount of work and time needed will vary. But the three things that are consistent no matter what when dealing with managing your brand's online reputation are: 1) establishing where you currently are reputation-wise and your goals, 2) fixing any damage and working on accomplishing your goals, and 3) making sure you keep the goals you've reached.

Determining Your Online Reputation

Before executing any steps in managing your brand's reputation online, it's important that you figure out what the baseline is so you know how much work still needs to be done. Here are some important questions that will help steer you towards a good start.

What is your audience saying about you?

The most common sources that determine the general opinion about your brand are blogs, forums, social media, and review sites.

Go to these places online and type in the name of your business and check out the results. Are they mostly complaints about your product or service? Do they show your brand in a positive light? Is your website on the first page of search engines or are other sources shown first? The results will give you an idea on what your potential customers see and what their first impression might be when researching about you.

It's important to note specific quotes and complaints or praises so you have a more concrete idea on how you're being perceived online. This will also give you a more rounded view of your online reputation goals.

What are your reputation goals?

The Cheshire cat in Alice in Wonderland said it best when he told Alice, "If you don't know where you're going, any road will lead you there."

The same truth applies to reputation management. You can't just be general about your goals. "I want a better online reputation" will not do. You have to be specific in what you want to happen. Is your business being bashed in forums? Plot a game plan on how to combat that. Does the competition keep

on posting untrue reviews about you? Find a way to make them stop. Does your brand need more positive reviews? Get strategizing to encourage happy customers to share their experience with you.

It also helps when you divide your goals into immediate ones versus the mid-term and the long-term. That way, you can prioritize better and can audit your accomplishments more clearly.

Is it necessary to conduct a reputation audit?

Yes. Again, you won't know how far you've come if you don't mark where you started. Write down all measurable info about your current reputation online, compare it to your goals, and set a game plan on bridging the two. Some of the most common things you can measure in your audit are:

Your brand's average customer rating on review sites

The number of positive results on Google when searching for your business

The number of likes you have on Facebook

The number of complaints your help desk receives in a specific period of time

Your brand's Klout Score

These are just examples of measurable data you can base your goals and strategy upon. It's also essential to remember to set a timeline for these items so you know how often to conduct your audits and adjust any items needed.

Conducting Online Reputation Damage Control

Now that you're clearer on what the problem is and what your goals are, it's time to do some damage control. Consider the following questions when putting out some fires related to your online reputation.

Can you remove negative reviews?

It depends. If the reviews are posted on your space - your Facebook page, website, or YouTube channel - then you have the last say on what content gets to stay. You can remove anything negative about your brand and push the more positive comments on top of the pages. Some online personalities do this with the goal of fostering only positive thoughts on their spaces, especially in the comments thread in YouTube. You really can't blame them. YouTube is infamous for having some of the most vicious commenters in the entire World Wide Web. If the threads are not moderated, it can get quite ugly.

However, you need to be careful when deleting negative comments and reviews. There's a difference between removing a mean note from an online troll to removing a valid complaint from a customer. The former is understandable and usually necessary. The latter can send the wrong message to your audience - it might be construed as censorship and can have a negative effect in how your brand is perceived.

In cases like this, it's better to let the reviews stay - as long as they're not disrespectful - and just respond to them. This can be a great opportunity for you to give your audience a first-hand look into how your business handles criticisms and customer complaints.

How do you respond to bad reviews?

Very professionally. Here's a helpful guideline when replying to negative reviews online.

Focus on the main issue and gear your response towards it. Some reviews can go on and on since one of the reasons why customers write them is to vent, so you need to be the one to hone in on the specific cause of the complaint. Once you've dissected it, construct your reply with that issue as the main focus. This will simplify the conversation, temper the emotions involved, and save everybody's time.

Do some background research. Arm yourself with as much context as possible regarding the customer's issue. If they're complaining about a delay in their order, check the appropriate department and confirm the order info. If they're unsatisfied with how your help desk handled their previous issue, go through the documentation and see what else could have been done. Don't reply without getting all your facts first. It's also important that you find out if the issue is an isolated or recurring one so you take the right steps in making sure it doesn't happen again.

Be polite and earnest. Apologize for the issue and thank the customer for taking the time to let you know about it. Starting with something simple but sincere like this will go a long way to making your customer feel better.

Identify yourself. Make sure the customer knows who you are and how you're connected with the company. This will let them know that the right people are paying attention and they're being taken seriously.

Be prompt. Nothing gets upset customers more upset than when they think they've been ignored. Always make it a point to reply to complaints within 24 to 48 hours. You want to make sure your side of the story is heard way before other people control the narrative.

Maintaining Your Online Reputation

Performing damage control is not enough when you want to be consistent in managing your online reputation. Once you've put out the more critical fires, it's essential that you have a plan in place that focuses on the upkeep. In online reputation management, being reactive is only good if you're catching up. After that, the goal is to be proactive. That means monitoring, tracking, and constantly updating.

Can you prevent any more bad reviews?

Realistically, you can't - unless you tirelessly censor every mention online that puts your business in a negative light. In which case, you should probably stop because it's not a very productive use of your time.

There will always be someone who won't be very impressed with you or your product or your service, and they might get very vocal about it. You can't really stop them from doing so, but you can mitigate the damage those reviews can cause.

What are the ways of lessening the damage from bad reviews?

Regulate the narrative. Since you can't control exactly what people say about you, then it's better that they talk about you where you can see them. This means inviting the conversation to happen in your space - your Facebook page, your website, or your Twitter account. If you have no FB page, create one. If you don't have a customer feedback form, publish one.

If there's a way to directly address the business when there's an issue about their product or service, most consumers will use it. Only when that's unavailable will most of them resort to grumbling on their personal FB account or going on a Twitter rant. You don't want them to do that. You want the conversation to happen in your space not only so you're updated but also to make sure you have the capability to moderate it.

Boost the positive. Post regular updates on all your spaces that put your business in a positive light. This does not only mean good reviews, but basically anything that reinforces the quality of your brand. Share helpful articles related to your industry, upload funny images that also make your audience think, update your status with pertinent info on anything your audience will find useful. Do this regularly, so your prospects and current customers find this first in your spaces and not the bad reviews.

Monitor and track. Don't let your reputation get away from you anymore. Set up tracking and monitoring for your brand, business, and keywords to make sure that you're informed any time anyone says something about you online.

What's the best way of monitoring and tracking your online reputation?

The goal now is to be on top of the conversation. You're already aware of the general audience consensus and have done some considerable work into repairing any damage caused by any lack of online reputation management. At this point, you just want to be kept abreast and just using basic Google search is not going to cut it anymore.

You now need the big guns. That means a tool or software that's designed for online reputation monitoring. How these usually work is you set up the tool with the keywords you want monitored - your business name, your competitor's, the keyword for your industry, etc. - and the tool will send you an alert when these words are pinged, giving you an opportunity to deal with any issue as soon as it pops.

What features do you need in an online reputation monitoring tool?

Real-time updates. Look for a software that you can configure to send alerts as soon as you get an online mention. Many will only send you one email a day and others will require you to log in to the software to access your notifications. These are acceptable options for everyday routine monitoring, but if you're dealing with a launch or something time-sensitive where you want to be notified as soon as someone mentions your brand or name, then it pays to already have real-time update capability in your tool.

Unlimited keywords monitoring. This means you're looking for a tool that lets you set it up with as many keywords and names to track as you think necessary. The most common limit is five keywords per account, and that won't do when you're tracking not only one business and its competitors and keywords, but others as well.

Unlimited results. Some tools have a cap on how many results they can send per month depending on the package you've purchased. You want the software that will send you as many mentions as your keywords can generate.

Direct links to your mentions. For ease of access, you want a tool that takes you to where your keyword was pinged without you having to leave the tool itself.

Ability to track all over the internet. You want your tool to be able to scour Facebook, Instagram, Twitter, YouTube, blogs, forums, news sites - you get the idea. There's no point of paying for something that only tracks news sites and ignores the discussion happening on social media. You need to have access to all.

Do you also need to focus on good reviews?

Definitely. They say you need at least five good reviews to counteract one bad one. Find those good reviews as well. Be approachable to happy customers. You want them to post about their positive experience so your prospects don't just get influenced by those that wrote bad reviews.

How do we get people to post positive reviews?

You can do it directly or through some other subtler ways.

The direct method would be to offer your products for free in exchange for a review. Of course, it doesn't usually follow that the experience for the reviewer is going to be positive, but if you're confident about what you're offering, chances are they'll be writing something good about you. You can also have contests or promos where the winner will then write something about the product. This will work not only to help you get more positive reviews for your brand, but as advertising as well.

A more indirect method of encouraging your happy customers to post about you is making social media sharing buttons prominent on your online spaces. Any time you write a new blog post or record a new YouTube video, close it with something like: "Have a story to share about our product? Email us, leave a comment, or post your story in our Facebook page!" Most of the time, your audience want others to know how much they like your product, they just need to be reminded.

The rising popularity of social media and the internet has made online reputation management a necessity for all kinds of businesses. It's not just a witty phrase marketers throw around anymore. It's become an essential part of how you take care of your brand. Be vigilant when it comes to protecting your online reputation. Know what people are saying about you and make sure you have the tools that will help you track your brand and manage the conversation. Remember, bad reviews will influence prospects and can cost new customers while proactive reputation management will engender loyal consumers and invite more. Give your brand's reputation the focus and work it deserves.

Caelan Cheesman is an expert on business reputation and lead generation. You know how important reputation management is for your business. The next logical step would be to do something about it.

Reputation is the key when it comes to business, as you know and businesses are at risk with every single person out there who has a smart phone.

I've put together a presentation on some very smart software that can monitor your reputation for you and alert you the instant something is said online and needs action.

Click the link below to get more information about the whole thing and to learn more about how it's already helping business just like yours!

Article Source: http://EzineArticles.com/expert/Caelan_Cheesman/353413

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Reputation Management and What It Offers For The Success of The Organization

By Aju As

Online reputation management is the process of monitoring the internet reputation of a person, brand or image, business and responding to this in a positive manner by suppressing the negative mentions completely or pushing them lower to the search engines to decrease their visibility. This type of management is carried out to ensure that the image of a particular brand of product, person or business remains positive or best on the internet and in contributing to improving the brand by driving traffic to your business. The benefits of online reputation management involves the online presence of your website, the user must be satisfied to view your website followed by a few social media profile pages and with a couple of review sites. Another important point is the way you answer to the negative comments which can be a great way of turning a bad situation into a better one. It is also important to be aware that the competitor's do not use your materials.

Internet reputation management is a technology that specializes in helping companies and individuals regain their reputation online. The internet reputation management can help you figure out the problems immediately and successfully gain the positive results for that. The main advantage of this management involves the elimination of the negative feedback of the company. The user will have the full control of the what ever that goes to and from the business. In addition to this managing all the detail involved in the business will be easier. The internet reputation management has the ability to get the negative comments off the first pages of the search engine and therefore it is quite different from SEO. SEO is a specialised activity whereas internet reputation management is dedicated and committed in bringing the positive content to the top and pushing the negative content out off sight. Reverse SEO is the process of monitoring and managing one's reputation and keeping the first search engines pages free and clear of negative results. Search engine reputation management helps to prevent bad news, rumours and misrepresented information from causing setbacks in the growth of the company and in the eyes of the potential clients. It is also the efficient way for the company to enjoy continuous growth and dominating the search engine rankings. The reputation management consultants do the best kind of

protection and ensure you the best results you deserve. The main function of the reputation consultants is to build trust between the company and the clients.

The next thing is to ensure good communication and to be friendly with the clients. The maintaining of quality reputation with the interaction of the potential customers and the online community is not an easy process. Creating a good reputation will help to promote your business in a great way. A good reputation management company can give you the information on how to measure or track your online reputation. These companies also help to manage the reputation of your business. The reverse SEO company has a team of professionals who exactly help to regain your lost reputation and take preventive measures by posting positive comments.

Click here to know more about reputation management services.

Article Source: http://EzineArticles.com/expert/Aju_As/534319

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The Practices and Methods Of Effective Reputation Management

By Roberto Lopes

Reputation management is the task of managing the reputation and goodwill that a company or business enterprise has earned over the years. The reputation of a company is something that is earned with a lot of dedicated hard work and effort. But it takes relatively little time for the same to be ruined and lost. This means that most companies and business enterprises rack their heads over how to protect the reputation of their business activities. The reputation of a company has to be managed effectively so that the reputation of the enterprise remains intact for the future. The reputation management matters more for small business houses than the big brands. Each and every small business owner should be extremely careful about what people are saying online about them.

The Ways To Manage Reputation

Management of business reputation is easier said than done. This is because it is never easy to find out whether hundreds of people actually like your company and trust it to have a good reputation as well. The thing is that companies may come up with surveys and questionnaires that can be handed over to the general public for answers. Their answers can be recorded and analyzed. The people can be asked what are their opinions about the company concerned. The best way to manage the reputation would be to ask for an honest public opinion of the company. The following seven topics are key ares to be covered to achieve a successful reputation management for any small business.

Excellent Customer Service

Reputation is not only created by making and selling good quality products and services to the people. The reputation of a company is also enhanced when people end up getting better customer service from the company. It must go beyond the average. The company may try to do well by offering excellent and efficient customer service to the customers. Customer service is all about attending to the needs and special requirements of the customers. It is also about attending to their complaints about the products and/or services and making improvement requests. Handling properly the communication, meeting the customers' expectation, and following up properly, the reputation will remain stable enough.

Customer Relationships

A company can earn the reputation by building a solid base of customers and consumers. This is done by interacting with customers and building solid and stable relationships with such customers as well. However, this is again not easy. This is because the customer relationships are built by encouraging and inviting them to give their own honest feedback about the company. Of course, the efficient customer service schemes also play a pivotal role in building a solid base of customers for the company. Thus, customer relations do matter a lot, being a key player to the whole game.

Business Reviews And Past Customers

Usually, most companies and enterprises end up ignoring the scathing business reviews and opinions of the newspapers and business magazines. This means that critics would point out certain setbacks and faults with the business strategies and decisions of the company. The company should not ignore such comments and reviews. Rather it should work hard to improve its services and product quality standards so that the products will improve and there are better reviews for the company next time in the magazines and newspapers. The reviews of the customers should also be taken into consideration. Often, large and developed companies and organizations make the horrendous mistake of ignoring the customers who had been loyal to the company in the past and throughout the years as well. This is a gross error on part of the authorities. Thus, it is very important that the company pays special attention to the needs and requirements of the customers of the past. This is because these customers were quite

loyal to the company and new customers would heed to their opinion when it comes to products. Implementing simple and proper reputation management strategies and techniques, will avoid having those bad reviews ending up to the media.

Listening To Feedback And Advice

This is the same as attending to the feedback and opinion of the customers and business critics. It is not right for a company to assume an authoritative position in the market. The market is wide enough and the customers can always head to some other companies and enterprise. This means that you should attend to the advice given by the consultants and business advisers and planners. Also, you should be willing enough to listen to the suggestions and opinions of your customers and shoppers. They can give you some insight about how your reputation stands in the market.

The News Coverage

How about investing in some advertising and publicity for your company? If you have been truly long enough in the business field to claim some good fame, it would be best if you start publicizing your special place in the field of business. This means that you need to invest in ads and publicity campaigns that make it clear that you too have a special place up there. The publicity campaigns will place greater emphasis on your accomplishments, your past and your new services and products as well. Coordinating your publicity campaigns to online strategies, can not only build a better reputation, but also resulting in more business for your company.

Choose Good PR

Good reputation is an asset that does not depreciate in value. This means that the value of a company's reputation will be of great aid in the present as well as the future. This means that a company should not step back from investing enough time, dedicated effort and money in the reputation management channels. A good PR agency would aid you in building a solid reputation with the customers and consumers. Thus, you should will be willing to spend enough time and money into hiring good and skilled PR experts for your reputation management.

SEO For Website

It has become the trend for business enterprises to end up having websites and databases which can be used to promote and publicize the products, services and accomplishments of the company. SEO (Search Engine Optimization) plays a key role to maintain and increase your reputation online. In order to implement a successful SEO strategy, the websites need to be optimized and modified accordingly with

the changing trends and fashions. Content, content and content. Lots of relevant and good quality content. This means that you must keep the website updated with relevant and latest information all the time. The website should be formatted in a way so as to make things easy for the customers and buyers for pre and post sales (remember that we are dealing with reputation!). When working in the SEO for your business, bear in mind that SEO will increase traffic to your website, but not necessarily more business, because if the website doesn't have any strategy to convert a visitor into a prospect, there is no business here.

Do not wait until your company's image become damaged to consider a reputation management process. If you build a successful reputation management process to your company, you will not only have a better image (trust), but also more business. I can give you a very simple example. When you go to an online bookstore, looking for a book for one specific subject, having no suggestion or knowledge of any existing book in that subject, how do you choose your book? I guess from the description (content) and reviews (reputation). That's where the power of reputation management lives.

Roberto Lopes

Bit & Pix Corporation

Nowadays, businesses having a website is a must. What we do is giving them thousands of places to be found by people in multiple channels. We do that with a huge proprietary system, using social media to spread our client's message.

Visit our website to get (for FREE) a copy of the Book "5 Steps Towards Online Business Success", and also access to our reserved area with tutorials, videos, etc.

Bit & Pix Corporation is an Internet Marketing Company in Vaughan, Ontario providing Online Marketing Services in Vaughan, Woodbridge, Maple, Richmond Hill, Markham, Aurora, King City, Barrie, Hamilton, Milton, Burlington, North York, Brampton, Whitby, Etobicoke, Concord, Thornhill, Waterloo, etc. SEO Vaughan Reputation Management, Online Marketing, SEM, PPC, Video Marketing, Article Marketing, Mobile Marketing

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Online Reputation Management Helps - Tremendously

By Donald Arson

Go ahead and add reputation management to the list of key factors to note when planning your online marketing strategy. Many internet marketers, including myself at one point focused on many different marketing techniques, but often overlooked reputation management when planning an online marketing strategy. However, recently I have learned that the segment of online reputation management can go a long ways, even for SEO purposes. Let me explain.

What is reputation management? Why do I need to apply reputation management to my online marketing strategy? How does it correlate to my SEO? All of these are questions are very relevant to ask and I will be sure to answer them for you. You should understand the concept and essential behind online reputation management.

Reputation Management is exactly what it sounds like, managing your reputation. It is imperative that consumers, business partners, employees, and basically the world, view your company as a great company. You can spend years building a great reputation and lose it in a day because the lack of reputation management. The internet is a powerful free tool that adds an avenue to managing your reputation.

It is easy for a company to overlook the importance of managing their reputation online, but could result in company catastrophe. It is vital that online reputation management is added to a company's marketing strategy because perception of a company, good or bad can make a world of difference; especially through the eyes of the consumer. Making your presence known online is half the battle, the other half is building and then managing your reputation. It takes valuable time to build your reputation online, but consider it an invaluable investment. There are various websites that help manage your online reputation such as: iKarma, claimID, Naymz, and Ziggs.

By having yourself, or your company be a part of these websites not only gives you your first step to online reputation management, but also benefits your company for SEO purposes. Assuming that your company has a website, when joining the websites listed above, most of them if not all, allow you to add a link to your website, which helps tremendously in getting your site ranked in search engines. These sites also tend to get ranked in search engines, which could knock out a potential competitor, therefore giving you a higher percentage of the market (search engine results).

Now that you are equipped in the basics of online reputation management, you can take your first steps to building and managing your company's great reputation online.

Sales & Marketing Technologies is a internet marketing company [http://www.smtusa.com/internetMarketing] that provides online reputation management for a variety of different industries.