

**Lies Agreed Upon Left to Fester
The Call for Reputation Management**

By

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Reputation management is a necessity not only for larger corporations but for small businesses and individuals as well. It is a relatively new industry that is driven by necessity. It can be proactive or reactive and anyone can benefit or fail by its implementation or failure to do so also. It will help you to move out of the first result pages those negative posts. It will help you quickly respond to negative reviews and thank customers for the positive reviews. Online is simply just another way people experience us -- either directly or through word of mouth with their mouse.

The process will assure that potential customers will have a first excellent impression of your company. It is the act of crushing negative remark(s) about your company, product, or service. It can also serve as a way to fight back against otherwise unchecked defamation of character or product. It is vital to businesses nowadays so do not rush a decision. It is the first response to reputation damaging information.

It has acquired one of the most important roles in the present day business environment. It is the most important theme in corporate and organizational communication today. It has now become a defining feature of online life for many internet users, especially the young. It has also become an integral part of the SEO packages I build for my clients. It became necessary with the advent of social networks, online forums, blogs and other forms of online communication and information sharing. It isn't only for companies that have something to hide: reputation management can be proactive too. Today an article written out of malaise or basis less than factual content if even for a moment hits the main stream is blasted all across the Internet universe. It may be wrong, hurtful, even illegal, but it is there and if left alone stays they.

Negative sites include sites such as ripoffreport.com, pissedconsumer.com, scam.com and others. But even a poor review in the local newspaper or blog that has some following can build a mountain out of a mole hill. These type of campaigns appear in multiple forms: news stories, industry complaint boards, blogs that profit off competitors' links, viral videos, and other online venues. The thought that just because it is on the Internet means it must be true is a fallacy that needs to be addressed. People will tell you what they don't like about your restaurant, hotel, store, firm, practice when given the chance to do so, but left alone it gains authority so a response plan is always a necessary part of protecting your brand.

It is a process to protect and defend online any company or individual reputation. It is the practice of monitoring the reputation of a person, brand, or company on the

Internet. It will ensure your company and brand are able to handle any bad press or reviews. It will reverse those figures by flooding the Internet landscape with positive statements. It is an important sector of the Internet marketing industry.

It is a necessary service for any business that may have received any type of negative publicity. It is all about the power of positive thinking...and positive action. It is becoming increasingly important for firms that depend on a local economy. It is essentially an offshoot of traditional search engine optimization. It can push back any history that makes you look abusive, reckless or worse to prospective employers.

Its intent is to help bring closure to negative parts of your past. Review sites, periodicals, media sources all work hard on their own search engine optimization to promote their own business model while projecting the image of "protecting the public" but these sites do little to validate the accuracy or validity of submissions and thus are subject to abuse which can cause permanent damage many good companies. These sites are another piece of the puzzle that need to be considered when maintaining the brand reputation and image of yourself or company. Some review sites will allow you to respond to guests' complaints. The reality is these review sites function just as well as word-of-mouth for recommendations and reputation building, so if there is a negative review, tackle it head on. Also, check for review sites specific to your city (from a local newspaper or magazine, for example). Professional reputation management firms take steps to make positive information about a company more prominent online. A professional reputation management company should have some knowledge of SEO and will be able to populate search terms with positive information within a fairly reasonable time.

This is a process of creating and monitoring multiple online profiles. Part of the process also involves aggressively publishing useful positive information about yourself and/or your business. You must create a strong internal process to gain these reviews from your customers. There are really two types of reputation management. One is reactive and the other is proactive. The reactive type involves creating new Web content to suppress the negative blog articles or negative reviews that are hurting your online reputation .

The ethical form of reactive reputation management relies on search engine optimization techniques to ensure that this new, favorable Web content receives high rankings from search engine. The new positive websites and blogs eventually displace the negative websites to page 2 in the search results for your most effective keywords. This can be a lengthy and expensive process because it takes substantial time to produce all the positive new online content for your business and it takes additional time for the search engines to react to the new websites and blogs.

So taking today as the day you stop living in the grips of fear start getting your brands good name out there and the effort will be in full swing by the time someone may have a less than perfect experience with you and decides to go public with it. Believe me

when I say I have seen employees at the end of their shift give less than 100% and the customer saw that but you didn't and that is just how quickly it can happen.

Search results normally begin to change during the first 45 days of service. Search results quite honestly can make or break your business, and they can drastically affect your personal life. For the best results, you need a slow drip of positive articles, mentions and press about your business. Remember truly your ***“Customer Is Not Always Right, But You Need to Treat Them As If They Are”***.

Customers don't always understand things. They get confused. They are wrong a lot of the time, and as we all feel our money is at times worth more than it really is but with today's online reality it used to be ***“the customer is always right.”*** In the world of today's internet, you have to live it. Even a misinformed, incorrect customer can cause damage to your business. With today's smart phones, they can do it before they leave your parking lot when they are at their angriest. Not every customer who walks in the door gets it his or her way, but you do have to make them leave feeling like you've been fair.

You can't ignore online reviews – good or bad... Repeat That Again. ***“You can't ignore online reviews – good or bad”***. With the vast majority of your customers using the internet to research products and companies, you cannot afford to ignore the review sites. Your business must have a plan in place to capture positive reviews to protect its reputation. Because a negative review doesn't look as daunting when there are 30 or more positive reviews in its defense. Also often you get the chance to gab it up with a customer and you enjoy being able to put on display your expertise. Now with the articles and blogs you will have a chance more often and with more people paying attention than ever before.

Generating positive reviews isn't as easy as it looks, but reputation management by a professional can help you create a program that will help build positive reviews. This can be done by a simple plan who works daily on what your business needs to do to get what it wants so every day it promotes positive aspects, generates articles, writes in blogs, posts, videos and press releases. Because of the viral nature of the web you do have to have a publicity agent who is watching out for you and your interests.

If you don't have a program in place to promote positive mentions of your name or business, your reputation could suffer. Like search engine optimization, this isn't a one-time deal. In fact, Google typically penalizes Reputation Management companies who try and push too hard too quickly. For the best results, you need a slow drip of positive articles, mentions and press about your business. This is our specialty. Any serious reputation management company will manage this process for you. For more information go to this site <http://www.smallbusinesssem.com> or contact us by visiting us at www.santafeadvisoryservices.com, email us direct by clicking info@santafeadvisoryservices.com or call us at 619 550 1198. Because a reputation left to tarnish is always apologizing for it failings there after.

An introduction and brief description as to viewing and responding with sense of responsibility of today's businesses to understand the needs, the effects, the results both good and bad from not effecting a plan of action to protect your business, brand, your investment and as in some cases your both their and your personal reputation in today's viral news release world. It is not always what you know that can hurt you but what you don't know out there can be far worse if you treat it as if out of sight is out of mind.