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How To Manage Your Online Reputation

Critical to the success of any business is creating and presenting a good image to the public, especially to its target market. This is often called the company's brand positioning and its reputation. And most business owners know that it takes years to develop one. When you tap into e-commerce, your business reputation will also be tied to your image online. While the Internet can provide great avenues for marketing, it can also be a breeding ground for negative publicity. Disgruntled customers, dismissed employees, and misinformed audiences can freely post things that can mar your reputation online.

With these dangers in mind, you have to adopt suitable reputation management techniques to make sure that you won't get hit by slander and libel campaigns. These campaigns can prove to be disastrous to your business if you can't control it. The good news is that you can do several things to protect your reputation online.

The first is you simply ignore these attacks and hope they go away. Some people launch negative comments against your business in the hope you will give them the attention they desire. By not giving your attention, they will get bored and stop bothering you. But this passive method may not be an effective tool to protecting your online image.

You need to be proactive against negative publicity about your business. Your biggest asset is your online reputation. By being proactive, you can protect yourself from defamation slander issues and therefore maintain a positive online presence.

Legal remedies are always expensive and are time-consuming with no guarantees for a favorable resolution. However, it is still worth a shot. You can start with a court order to pull down the offending sites. If the court decides in your favor, you can also get compensation. In the meantime, you can engage professional third party services in search engine reputation management while the case is on ongoing.

This strategy of search engine reputation management is a powerful tool. Your goal is while negative websites get pulled down the search engines pages, you create positive articles and websites that will help promote your business in a positive light. In fact, you can enlist help from companies who offer online reputation management repair services.

You can do this making sister websites and taking new sub domains and do proper SEO back linking in order to up their rankings in search engines than the negative publicity. Harness social media tools like Twitter and Facebook to pump up positive content for your business. You can send articles to powerful article directories that will assist you in improving your online reputation.

All these can add up to push offending sites down to where they won't matter to surfers. Consult with your SEO partners as these aggressive search engine reputation management techniques can be effective to obscure those slanderous sites to manage online reputation.

Annihilate scam accusations out of cyberspace. Grab a no-cost [online reputation management](#) breakdown today, dial (800) 825-9500.

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