

Published based on [Why You Need To Manage Online Reputation](#)

Why You Need To Manage Online Reputation

Nearly all organizations try to develop brands that will stand the test of time. No one thinking correctly will hand over millions to buy a brand if it has been mismanaged. Do you own a brand that people absolutely hate? Examples of these would be the the model Ford Pinto that was released in 1976. If people still remember just how bad this car model was.. and it's already the year 2010.. you definitely have a problem.

Business or brand value normally has to do with revenue. If your company is being merged with someone else, chances are, they are trying to expand market share and acquire new customers. Your company reputation, popular brands and profitable product/service lines are key things that they investigate.

Nowadays, online presence can bring in as much money as traditional distribution channels. But while you have the world at your fingertips, your reputation online can be constantly pummeled by all kinds of gossip, negative rumors, and unflattering product critiques.

You could ignore these which can go away if these are just one or two isolated ramblings. But if the slander and libel consistently throws a bad light at your brand especially if left unchecked and unmanaged--you risk getting a thoroughly damaged reputation that could cost the business its lifeline.

Some people choose to manage this problem through the justice system. A threat to file a case against the people or person responsible for the offensive content might change their minds. But really contemplate when thinking about doing this, since it can harm your and your brand more than you can imagine. It's possible you could win the battle but your brand may not win the war. In fact, you may even lose a lot of customers while it is ongoing.

That's why companies with brand protection high in their priority maintain professionals who are tasked to manage online reputation with the diligence and online vigilance to keep them abreast of what's being said about their brand online. There are internet tools that do this tracking well. Once the slightest upsurge in negative content start to appear, they start harnessing search engine reputation management to neutralize the threat.

Handling online reputation means nipping it in the bud before it gets out of control. Search engine optimization strategies can easily overwhelm offensive web content and bring them five or ten pages down search results. Douse offensive defamation slander content with cold water before it does significant damage to your reputation.

In essence, online reputation management means that you take care of your brand. Do something about it the minute you find bad content about your brand when searching for yourself using a major keyword. Hire search engine marketing specialists who have a proven track record at manage online reputation repair services to assist you with reputation management.

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