

Autoresponder #2 - Did You Hear What They Were Saying?

Hello,

If you read the last e-mail and are considering delving into the online reputation management world, you first need a map as to the best course to chart in this in scenario. Online reputation management is basking can be incredibly confusing if you don't know where to start.

Every day, millions and millions of people are searching online for products, services and businesses before they even consider pressing that buy button. The majority of the information that they find will be content congregated by the businesses and services themselves. However, with an ever-growing trend on the Internet for peer-to-peer sharing on sites like Yelp.com and Yellowpages.com, many users are finding information about businesses from peers before they hear from the business itself.

If you're going to delve into online reputation management, the first step that you must take is to research what people are saying about you online. You can do this several ways, but the point is for you to be able to gather enough information to get a general idea of what people are saying about you and your business.

With this information you should be able to determine whether an aggressive online reputation campaign is right for you.

The first place you want to look for comments about your business is Google. Simply go to Google.com and type in to the search engine the name of your business. You can even include your own personal name if you're the owner to see if people are talking about you personally at all.

To extend your Google search, try typing in negative keyword such as "scam" or "ripoff" to determine whether or not people are writing articles that these keywords in them.

In the next e-mail will talk about extending your reputation search to secondary websites and review sites where millions of people are conducting searches every day for services just like yours.

For more information on online reputation management and to speak with the professional online reputation manager, please contact us at _____.

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