

Autoresponder #3 - What Are They Really Saying?

Hello,

In the last e-mail we talked about using Google to search for comments, blog posts, or anything else that Google might be able to scrounge up around the web about your business. If you found any negative information, perhaps a scam report or a rip off report, you should contact an online reputation management specialist immediately. Sites like ripoffreport.com are major sites and battling their negative reviews cannot be done without the expertise of an online reputation manager.

If however, your Google search did not return anything negative, you should rejoice and then buckle down. If you did not find any negative content this can really only mean two things.

First, it means that all of your customers are satisfied and they leave positive reviews of you on the Internet.

Second, it could mean that you simply don't have enough customers to have any online presence at all. Essentially, in the online world you don't even exist. This is something that we will talk about later on in this email course but for now let's extend our research.

In the last e-mail I mentioned secondary review sites. Sites like Yelp.com, Yellowpages.com, Citysearch.com and others provide users a way to give feedback in plain view to either encourage others to visit a certain business, or to detract others from visiting that business.

You will want to search these sites in order to grasp a handle on what people are saying about you. Simply visit these websites, go to their search bar and type in the name of your business. If you don't find anything, then now would be the perfect time to grab your profile for that site! Remember, no reviews doesn't mean good reviews. You WANT that social proof to help you through!

As you go through this course you will begin to see how much work reputation management can be, to contact a reputation management specialist, please give us a call at _____ and speak with us today. We can help you repair, build and continue your online reputation.

[phone]

[address]

[website]