

Autoresponder #7 - Creating Useful Content Part 1

Hello,

So far we have covered many topics within online reputation management. Most of the information that we have covered thus far has had to do with reviews on secondary review sites such as Yelp.com and Yellowpages.com. Some of you who are reading this e-mail course may have found negative information during your Google.com search. Wow collecting reviews is always a good thing, for those of you who found negative information about your business on the front page of Google, you're in a slightly different boat than the rest of the businesses out there.

If there are individuals actively engaging in either self-directed blogs that are talking negatively about you, or actively submitting to third-party sites such as Ripoffreport.com talking about your business, you need to actively engage your online reputation management campaign before your business reputation is ruined online.

The single best way to combat these types of negative reviews and sites is to simply create positive content to be shared with the online world. Without getting into too much of the technical aspects of search engine optimization, Google needs content to fill its Web.

The information that you receive as a result of an Internet search are simply bits of content that people have curated over time. These negative sites like Ripoffreport.com and others are simply sites full of curated content. So in order to battle these websites, you must create and distribute your own content on a larger and faster scale than your competition.

This can be an incredibly time-consuming and intensive process, but you must not give up. If you want to run a successful business nowadays you must be online, and in order to compete online you must have a positive online reputation.

The best possible course of action for any business owner in this case is to hire an online reputation manager. Online reputation management specialist know-how to curate the correct type of content, how to distribute it, and how to beat those secondary websites.

If you would like to speak with one of our online reputation management consultants, please give us a call at _____. We know that your business deserves the best.

[phone]

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