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Every single day, someone, somewhere is discussing something important to your business; your brand, your executives, your competitors, your industry. Without forcing it, try to optimize several pages on your site with your most important search phrase: your company name, Beal advises. Mention your company name on pages that describe your products or services, for instance. Make sure you have a page optimized with the name of your CEO or other top officials as well.

Here's why: Google is likely to see your site as the ultimate authority on your company, and authoritativeness is an important signal Google uses when ranking content. With proper keyword optimization, your content will therefore surface to the top of search results. On the flip side, with proper optimization you'll have a better chance of pushing down less-positive content that mentions your company by name.

Usually on About Us or other pages, a company (or an individual) will refer to its name first and on later references, use "we" and "us." A better strategy is to optimize the text with your company's name (without overdoing it), said Beal.

You probably don't need to call in the online reputation management experts when you're dealing with the following sorts of situations. These are all a regular part of doing business online, so you will want to have in place a way to address them as part of your regular business practices.

• You have a few negative reviews on Yelp with most content about you being positive. A few negative reviews is expected and most customers appreciate the varied points brought up by a range of reviews. (That includes even when you think it's a competitor who posted a review or a past customer with a grudge.)

• Your Facebook page has some negative fan talk due to unpreventable shipping delays. You should be equipped to address this quickly and positively.

• Some of your products are getting poor reviews on your site. This is entirely natural and will help support the overall credibility and even the level of service on the site (for example, feedback on sizing helps future customers select their correct size better).

Presenting your consumers with an opportunity to deliver feedback to your company via the internet encourages a sense of trust between the two parties and aids the development of your business. You'll be able to gauge reactions to your output in real time and will discover what really makes your customers tick. However, the views of these individuals may not always portray your business in a flattering light.

Your site may have fallen victim to an aggressive hate campaign, or perhaps you simply want to bury a bad review or concerning news story from view – whatever your situation, SEO Positive will be able to offer you an innovative online reputation management strategy that will go above and beyond your expectations

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