



Managing your Online Reputation

Do you know what people are saying about your business online?

At one time you could feel comfortable that the only online information about your business was the friendly stuff you had put on your website. Even if you had entertained press 'reviewers' you have probably been able to ensure that negative comments were few, you could sort any problems out before publication.

Now things are different; on the Internet anyone and everyone can be a reviewer.

10 tips to help you manage your Online Reputation

- 1 Allocate time and resources**
A good online reputation is worth a lot, it must be resourced.
- 2 Manage your reputation professionally**
Manage in the same professional way as you do the rest of the business.
- 3 Watch for relevant mentions of your company keywords**
Use a tool like Google Alerts to watch for references to your company.
- 4 Find relevant review sites**
Pick a mix of international, national and local review sites.
- 5 See where competitors are reviewed and match**
Many review sites will offer reviews of similar companies.
- 6 Have an open and honest website**
Your website should encourage feedback and be accurate.
- 7 Monitor social media**
Lots of reviews are spread virally through Facebook and twitter etc.
- 8 Learn from Criticism**
Show you listen to criticism and strengthen your business.
- 9 Respond professionally**
Don't do a 'Basil Faulty'! Try to see the reviewers point.
- 10 Do this and you will attract new customers**
New clients will be attracted by your reviews and by your attitude.

Do something NOW, not next month or next season when it may be too late.

Get help from our expert team at Canal Junction. We've a lot more information online:

www.canaljunction.com/webservices/

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