

Great Tips And Tricks For Business Reputation Management

GBHJ GLOBAL September 19, 2014



Keeping a business reputation afloat and honest is hard work because there are so many things going against you out there. If you have struggled to build a business and a 5 star reputation

(Newswire.net) September 18--Keep a good reputation and satisfy unhappy customers. Your concern for your customers has a huge impact on your business. If you have the ability to do it online, that's the best option. The other customers out there, and prospective ones, will be shown that you work on customer complaints quickly so they will feel more comfortable doing business with you.

To improve the online [business reputation management](#) of your business, optimize your pages online with your key search phrase. This will generally be your company name. Google likes authoritative content, as do other search engines. If you are viewed by them as an authority, your site should rank highly in the SERPs.

When you speak with your audience, make sure that you do so in a conversational tone. People do not like the idea of business owners always speaking to them with marketing in their minds. While you do want to make a sale, you should never make a customer feel like this is your only concern.

If you make a public snafu, show the world that you are mature and apologize. Everyone makes mistakes, but it takes a big person to acknowledge that. If people see that you are truly apologetic for the wrongs you have done, it will make it more likely that they will work with you in the future.

Create a mailing list. Make signing up for your mailing list fast and simple. To help bolster your mailing list offer a coupon or other incentive to encourage signing up. As an added bonus, you can increase your mailing list by offering a coupon for referrals. This can be a free small product or a cost saving coupon.

Bring people that are looking for your site directly to your website. You can do this by using your business name and other identifying words as frequently on your website as possible without being annoying. This will bring searchers to you instead of websites with negative and possible untruthful reviews.

If you come across a negative comment or review about your company, do not ignore it. Post a response to it and defend your position. Sometimes people who post negative comments only tell one side of the story. It is up to you to present your side of it so the readers will get a fuller picture.

Try to follow up with your customers soon after they make purchases. This will make it more likely that they will express concerns with you rather than sharing them all over the Internet. You can use this as an opportunity to resolve the issue before it gets out of hand.

Knowing your customers is a good way to protect the reputation of your business. Be sure to talk and poll your customers. Find out what they love and don't love about your company. Being aware of what they love will help you talk about those things. Knowing what they dislike gives you the chance to address it or fix it. It also makes you more prepared in case your reputation is attacked.

It takes time to build a solid [5 star reputation business reputation](#) that is truly trustworthy. You start that way from the beginning and know what to do, but your customer base builds trust with you. You must protect this relationship, incorporating the tips you've learned into your daily business reputation management.

--

GBHJ GLOBAL

PO BOX 1337

LITHIA SPRINGS, GA United States 30122

678-653-0237

gbhjglobal@gmail.com

<http://www.gbhjglobal.com>

Source: <http://newswire.net/newsroom/pr/00085135-online-reputation.html>