Article published on January 3rd 2012 | Advertising

Reputation risk is emerging the single most important threat to companies in todayâ€™s business. This is especially the case for those companies who have all the accoutrements for a successful business and are on the threshold of making it big in their industry. A single instance of reputation crisis can bring down years of carefully built-up brand reputation.

The online world has increased this risk manifold. The proliferation of discussion forums and social networking sites has made the web a potent force to contend for any marketer. Bad news spreads like wildfire and on the internet it does spread even faster. Genuine customer complaints and bad reviews can be dealt with amicably, especially if your product has little shortcomings and the reasons for customer grievance is not serious.

However, the internet is increasingly becoming a battleground for competitors to bad-mouth one another. A naÃ¯ve marketer may hope that the bad review will die down soon but that rarely happens. It is a human tendency to listen to gossip and bad reviews and such sites gain increased activity and search engines like active content. A surprising number of bad reviews therefore some up in top search results when a search is conducted on the company or product.

With prospective customers resorting to the web for a preliminary review of the product and to learn opinions of customers who actually bought the product, a single bad review can have disastrous impact on the companyâ€™s online sales. It can even have a spillover effect on store sales.

The solution is to remove bad reviews of the product or at-least relegate them to the dungeons of search engine rankings. This needs to be done quickly before the crisis becomes unmanageable.

When it comes to removing bad reviews, professional services of reputation management provider is indispensable. There are some matters that are best left to experts and reputation management is definitely one of them. It is not about removing the bad review by talking to the person who posted it or employing aggressive tactics. The trick lies in promoting your product on multiple forums, press releases, creating a buzz around your product, improving search rankings through organic search engine optimization, brand management and building an effective web presence for your company.

A surprising number of companies are not even aware that bad reviews exist about their products. A professional reputation management company will be constantly monitoring various social networking conversations and keyword related searches relevant to your product or industry and discover the presence of bad reviews. A customized solution is then worked out to minimize their impact and to promote a positive web-presence for your product.

Reputation management is critical in the internet age. Bad reviews can throw a business out of gear. It is difficult to recover from reputation crisis. Reputation management services availed from professionals will go a long way in building at sustained competitive edge.

Article Source:
http://www.articleside.com/advertising-articles/tips-for-removing-bad-reviews.htm - Article Side

Thereviewbuster Fdg - About Author:
The writer is an expert in a online reputation management and works with thereviewbuster.com. Thereviewbuster.com is the pioneer a reputation management company in US.

Article Keywords:
online reputation management,online reputation,reputation,bad reputation,reputation online

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!