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A step by step guide on online reputation management by [Rajneesh](#)

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Managing a company's online reputation can be an extremely challenging task. The Internet practically made everything possible – and that can be a double-edged sword that can work for and against your company.

Effective online reputation management requires three major steps – research, planning and proper execution.

Step 1: Research

Research is a major factor to the success of almost any endeavor, whether online or offline. When it comes to online reputation management, the research phase includes the tasks of researching the competitors specifically the threats that can damage a company's reputation.

It is also imperative to gather data on the niche audience as well as information regarding the most frequently used platforms in online reputation management. The exact strengths and weaknesses of the company should also be made clear during the research phase.

Step 2: Planning

Planning is the second step in successful online reputation management. It's often said that failure to plan is planning to fail thus, it is essential that company's put in a substantial amount of time, effort and resources in the planning phase of online reputation management.

The planning phase consists of identifying the right platforms based on the data gathered during the research phase. Planning also outlines the tools needed and also how the company will react and approach to each unique platform.

Step 3: Proper execution

Proper execution is indeed an important phase in successful online reputation management. The research and planning phases will just be wasted if proper execution is not done. Simply said, proper execution is the carrying out of the plans and processes outlined in the research and planning phases.

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