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Purpose of reputation management by [Sherlinandriya](#)

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Reputation management is the process of tracking an entity's actions and other entities' opinions about those actions; reporting on those actions and opinions; and reacting to that report creating a feedback loop. All entities involved are generally people, but that need not always be the case. Other examples of entities include animals, businesses, or even locations or materials. The tracking and reporting may range from word-of-mouth to statistical analysis of thousands of data points.

Reputation management systems use various predefined criteria for processing complex data to report reputation. However, these systems only facilitate and automate the process of determining trustworthiness. This process is central to all kinds of human interaction, including interpersonal relationships, international diplomacy, stock markets, communication through marketing and public relations and sports. Reputation management is also a professional communications practice – a specialization within the public relations industry. Reputation management ensures that the information about an individual, business or organization is accessible to the public online as well as through traditional outlets and is accurate, up-to-date and authentic.

Reputation Management Should Be a Priority for Every Business:

All businesses understand that a good reputation is crucial for success. It is important to remember that the Web can make or break a business. Competitors can use the Web to try and hurt your business by creating negative reviews of your products or services. Reputation Management services can reduce or eliminate the damage negative reviews can cause.

Purpose of reputation management:

While the primary objective of a reputation management campaign is the removal of negative content from the front pages of the search engines, the effort can also fortify the branding effort, announce new products, and/or serve other marketing purposes. Unfortunately, the content aimed at replacing the negative articles, posts, etc. is often used simply as a placeholder to occupy space on the front pages of the search engines.

Considering that a reputation management campaign is much like a comprehensive SEO campaign, creating content that serves both reputation management and SEO purposes can succeed on both sides. The web never forgets, and while that's not great where negative content is concerned, the web will provide opportunities for marketing content to be seen for a long time as well.

• Plan ahead with a new business and implement strategies that will help support a positive reputation in the future.

• Remove negative information about a product or service from the first few pages of the SERPs or push them so far back they will not be highly visible.

• Improve and Increase visibility on the Web.

• Monitor the Web and Track.

All businesses should be concerned with Online Reputation Management, whether they have a Web site or not. The purpose of reputation management is to create a positive –reputation– on the Web. In traditional marketing businesses typically added their business to the Yellow Pages, invested in

some media advertising and invested in printed materials for advertising. Businesses planned ahead; the Web is no different.

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