

Lesson no. 2 – How to deal with negative comments online

In the online reputation management scenario, there are two types of negative content that companies should be aware of. One is represented by complaints on social networks. They need to be addressed properly, but unless your company has serious problems, they do not pose a real challenge to your business.

Online Reputation Management “Failures”



The other is what I define as “online reputation bombs,” which affect your reputation and sales long term and can severely damage a business. They are very powerful because, unlike social network content, they are prominent in search engine results. What if Prepared by Kunal Choudhary For Delhi School of Internet Marketing someone google your brand name and finds defamatory content? Let’s see what they are:

- **Aggressive SEO:** If someone googles your name, appearing on page 1 and 2 of the search results will be much more important than your business card or website. They will show at a glance several high ranking web sources talking about you. If they display false information, the first thing that you or your online reputation management company should do is devise a search marketing strategy that increases the ranking of positive content, owned by either you or third parties. The search engine game is too important to be ignored, and it is the first step in restoring your image.
- **Review removal:** Did that user claim something false about your company? Is that review clearly aimed at destroying your reputation rather than providing feedback? Does it contain improper language? Legal liaison and speed of reaction will make it possible to remove the negative review.
- **Online investigations:** In case of serious attacks to your brand image, it may be necessary to hire skilled online analysts to investigate untraceable threats and attackers via email tracing, data cross-indexing, and other information collection techniques. Cyber investigations are the definitive path to get to the bottom of difficult reputation management cases