Lesson no. 4 – Ways to Create Positive Brand image online

5 Ways to Create Positive Brand Image Online

1. Own Your Own Website

Your first goal for creating a positive online image is having a website. Chances are, you already have one for your business like yourbusiness.com. Be sure to also protect your personal brand by having one for your own name, i.e. firstnamelastname.com. Websites with an exact business or person's name in the domain generally rank first when someone searches for the name. If you have a website you control at #1 in search results, it will get the most amount of clicks and prevent most people from continuing to look through the rest of the search results.

2. Own Related Domains

If you want to take it to the next level, build up some other domains for your business or yourself. Hosting companies are notorious for having negative information pop up in search results from bad reviews to anti-their-company groups. GoDaddy tackled this by creating a crop of additional websites with their brand name in the domain.

3. Start Multiple Blogs

Your main personal or company blog doesn't have to be your only blog. Thanks toGoogle+ authorship and Google Direct Connect, you can tell Google a blog on any topic is related to you. Here are two great examples. Danny Sullivan is well known for being the editor-in-chief for Search Engine Land. If you search for him, you'll also find his personal blog named Daggle. It comes up in search results for his name simply because he put Danny Sullivan's Personal Blog in the title of the homepage and connected it to his Google+ profile

4. Be Active on Social Media

Notice that I didn't say create a whole lot of random social profiles that you may never touch again. There's little point to doing that when reputation management is concerned. Instead, you want to create several strong social profiles on prominent social networks and keep them active and up to date. You will also want to build a strong audience on these networks as well – you could almost consider your number of connections like the number of links to your profile – the more you have, the better they will rank.

Some of the best social profiles to create and routinely maintain that will generally rank well in search results include the following.

• Google+ – Profiles for people, pages for business. Make sure you occasionally include your name or business name in a status update or two as well.

• Facebook – Profiles for people, pages for business.

• Twitter

• LinkedIn – Profiles for people, company pages for businesses.

• Biznik – People only.

• Pinterest – Make sure one of your pins includes your name or business name too!

• Myspace – Don't laugh, it still ranks well in search.

• Quora

• Flickr

• YouTube

• Vimeo

5. Claim Your Local Profiles

If you have a local business, be sure to claim your local profiles and local directory listings, or create them if they don't exist on sites like Yelp, Merchant Circle, Yahoo Local, and similar sites. This is also good to help with your local search marketingcampaign so local customers can find you easier online.

6. Place a Lot of Images of Yourself Online

This is easily done when you're creating social profiles and getting guest posts. Having lots of images of yourself online might sound like vanity, but it can trigger image search results for your name or business to pop up, further pushing down potential negative search results. Easy ways to do this is through profile photos on your social networks, author bio pages on your websites & blogs, avatars on forums, and so forth. The key is to always make sure that your photo's filename isyourname.jpg or similar, not something non-descriptive like profilephoto.jpg.
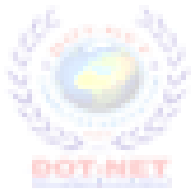
7. Make Videos

Another great way to dominate search results is through video. YouTube is usually the most obvious to go for as they are owned by Google and therefore are likely to appear in search results. But don't forget other popular video sites such as Vimeoas it also shows up often in search.

Some great ideas for video title formulas include:

• Your Name or Business Name on _____

- ____ by Your Name or Business Name

- Your Name or Business Name Interviews ____

- About Your Name or Business Name