

Content for ORM

Online Reputation Management

Lesson - 1 - What is ORM?

Lesson - 2 - How to deal with negative comments online

Lesson - 3 – 10 ORM Commandments

Lesson - 4 - Ways to create positive brand image online

Lesson - 5 - Understanding tools for monitoring online reputation



Lesson no. 1 – What is ORM?

Online reputation management (ORM) is when, in order to address any negative or false comments, you actively monitor mentions of your brand on websites and social media.

ORM mainly works by responding to negative customer comments online and reacting to stories in the media (both social and traditional) that paint your company in a bad light.

For example, you might release a public statement addressing the content of the story or publish a social media post in response.

Understanding ORM

There are a lot of misconceptions about online reputation management. Some people think it's just social media monitoring, while others believe it has something to do with public relations, and still others literally have no idea how it can impact business and sales.

In this guide, I'm going to explain the role of online reputation management in today's business and media landscape. Companies of every size can benefit from having a clear outline of its main concepts.

What are people saying about you? Good online reputation management is not only about reacting well to what people say about you, your brand, or your products and services, but also about whether to react at all and, if so, when. Sometimes a reaction is not necessary, and sometimes a reaction that is too late can cost you millions.

A proactive approach to the matter consists of monitoring your public reputation on a regular basis, and not just when you come to know about a specific event to deal with. How do you do this? The magic tools invented to solve this problem fall under the name of "social media monitoring."

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

Lesson no. 3 – ORM Commandments

10 ORM Commandments

Calling it “online reputation” really is redundant. Your online reputation simply is your reputation. In the digital era, nothing is protecting you from criticism anymore. This is good from a freedom of speech perspective; bad if your company has been defamed and attacked.

To conclude, ten practical tips that sum up what we have covered in this guide. The world of brand reputation will change in the coming years, but following these simple “commandments” definitely will benefit you and your brand:

1. **Become well respected:**

According to several business experts, trust is a perishable asset and it is hard to gain. Making people respect you and your work is more important than any other online reputation management commandment

2. **Be radically transparent**

After years of hiding critics, Mc Donald’s publicly forced egg suppliers to raise hens’ living standards according to the People for the Ethical Treatment of Animals request.

3. **Monitor what they are saying about you**

Apart from the aforementioned reasons to monitor your online reputation, social media monitoring also can bring business! These days, lots of people ask questions via Twitter and Facebook because they are evaluating whether or not they should buy from you.

4. **React quickly and politely**

In case of a customer complaint via Twitter, for example, a prompt and simple “We are aware of the problem. We are working on it and will get back to you as soon as possible.” is better than a late reply with more information.

5. Address criticism

In 2009, Whole Foods CEO John Mackey's WSJ op-ed on Obama healthcare reform caused a controversy among WF customers. Two days later, the company provided a response statement recognizing there were "many opinions on this issue, including inside our own company" and invited people to share their opinion on the matter.

6. Treat your Google page 1 as your business card

First impressions count, and we do judge many books by their cover. If the words "scam" and "rip off" are associated with your brand, then that is something you should worry about

7. Understand your detractors

Criticism can be the chance to learn more about your audience and craft a better message in the future. Motrin's controversial "baby wearing moms" commercial sparked a lot of criticism. It did not come from competitors or illegitimate attackers, but from people in Motrin's target audience who felt offended by their promotional content.

8. Attack your illegitimate attackers

Sometimes we simply have to fight illegal behavior. In 2009, Domino's Pizza employees who posted disgusting videos of themselves playing with food were fired and arrested. Another example is people who post false information on the internet. Sometimes, if you don't sue them, they might do it again.

9. Learn from your mistakes

Sony certainly learned a reputation management lesson back in 2005. The company placed copy protection (XCD) on its CDs which created computer vulnerabilities that malware could exploit. Instead of being upfront about their mistake, Sony stonewalled criticism and lost millions in class-action lawsuits.

10. Ask for help if necessary

If your online reputation management efforts are not enough to protect or restore your brand image, you have the choice to request help from a professional



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 to Google+ 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 Dagggle. 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 marketing campaign 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 is yourname.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 Vimeo as 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



Lesson no. 5 – Understanding Tools for monitoring

4 Tools for monitoring online reputation

Now that you've done all of this work to build a positive reputation for your brand, you will want to keep an eye out on any news about you or your business. The easiest (and free) way to do this is through Google Alerts.

1. Google Alerts lets you set up searches for your name or your brand name and sends you emails when new results come up.
2. Other sites that provide similar services include Social Mention (free),
3. Trackur (paid),
4. Reputation.com (paid)

