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SOLUTIONS

REPUTATION MANAGEMENT

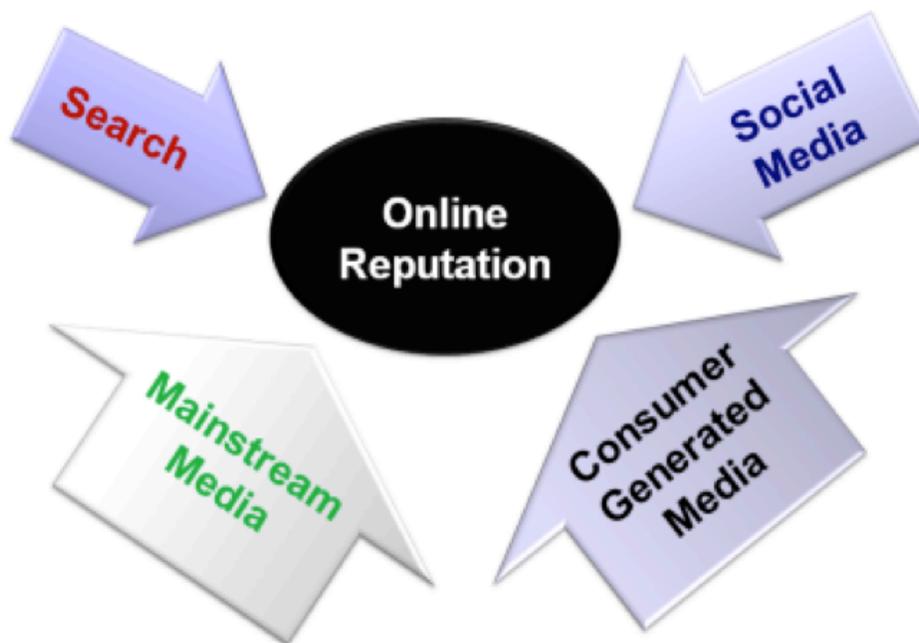
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REPUTATION MANAGEMENT

If you're a small business or a self-proprietor and you're looking to expand your marketability, online reputation management is one of the most important aspects to do so, especially in your local community. Search engines have surpassed the Yellow Pages for local information, and if you have a negative reputation online, it will show up under any association you have with your company.

So why do you need online reputation management before you begin your marketing efforts?

- **70% OF PEOPLE HAVE USED SEARCH TO FIND A LOCAL BUSINESS IN THE LAST 12 MONTHS**
- **67% HAVE CONSULTED ONLINE CUSTOMER REVIEWS OF LOCAL BUSINESSES**
- **69% OF LOCAL CONSUMERS TRUST ONLINE REVIEWS AS PERSONAL RECOMMENDATIONS**



Consumer generated media and social media content take up endless amounts of search results. Thus, any association between you or your business and negative keywords, press or consumer reviews will show up within the first 1-5 pages. This can be detrimental, as much more of your growth will be word-of-mouth, and many potential leads can be pushed away by the reviews from the local news or their peers.

So how can you change how your online reputation? Well, you'll never be able to remove the negative reviews or bad press, but you can take advantage of some search engine optimization tactics in order to push the negative webpages much lower.

The goal is ultimately to associate your name with websites, blogs, social profiles that are all relevant to your industry. By commenting on news articles, blog posts, and social pages, you're name will begin to show up on high-trafficked sites, and your personal insight will be seen by those who turn to Google when in need of a service.



(courtesy findandconvert)



The first step would be to research keywords that are the most relevant to your particular industry. This can be done by the Google Adword Keyword tool, which allows you to see the most frequent searched words and phrases based on your locality.

Once the keywords are established, you can set up Google alerts to go off every time one of these keywords appears in a current news article or blog post. From there, you would visit this specific article, and participate in the conversation. By doing so, your name becomes synonymous with these keywords, and over time you will have built up enough relevant content to push the 'negative' search results out of the top 1-5 pages, respectively.



Overall, online reputation management is a great method to increase your 'public relations,' without having to hire a PR firm that will charge a hefty amount. The goal is to have your potential customers – the 70% of those who use search as their means for information gathering – notice your business as one of the most active and prevalent sources of insight in your industry. It is a method that leads to a high ROI, as the Internet has the potential to, and should, become your leading stream for leads, conversions and revenue.





About Guerrilla Solutions

Located right outside of Buffalo, New York, Guerrilla Solutions is a leading digital marketing and web design firm. With an in-house video and audio production capabilities, and a team full of passionate, creative and diverse employees, GSolutions is capable of marketing your business or brand, no matter the size or niche. Guerrilla Solutions offers top-of-the-line Social Media Marketing, SEO marketing, Video SEO, and Web Design.

For more information, visit: www.golutionsinc.com

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