

Is your online reputation in a bad way? Here are 9 ways to repair it

No matter how excellent your brand is, misconduct and negative comments online can very quickly damage your digital reputation. You might not be able to delete what was said about you and it is always a big mistake if you do, but there are steps that you can take to minimize the damage.

 By [Anton Koekemoer](#) 15 Apr 2013

Repairing your online reputation

1. Research

What was the cause of the negative online discussions about you or your company? What can be done to bring the conversation to an end? The repairing process of your online profile can only start once the controversy ends.

2. Keywords

Compile a list of keywords related to the negative comments. Keep the focus on these keywords to one or two phrases at the most. These keywords can include your company name, your own name, brand event, etc. This keyword list will be used in your marketing efforts to push down the negative comments from the search engine result pages (SERPs).

3. Identify

Identify key websites, blogs and social media channels that you can use with your keyword list that will be used to displace the damaging stories, comments and articles.

4. Website

Add new content and fully optimize your primary website for your company, brand, and services. This is the one website that you can control and have a say over the content on it.

5. Link building

Create and launch a link building campaign on the websites, blogs, article directories, and social media channels you have selected in the identifying step. Use the keywords and keyword phrases you have chosen in the anchor text for the best results.

6. Blogging

Create a blog where you have control of the content and publish a couple of blog posts with the keywords you have selected in the content. Use third party blogging networks to promote your content and use your own social media profiles such as Facebook, LinkedIn, and Twitter. You can also release a couple of press releases through normal media channels.

7. Video marketing

Publish and promote videos on popular video sharing channels such as YouTube and Vimeo. Optimize the videos by adding your keywords in the title of the video and tag them with targeted keyword phrases.

8. Damage control and monitoring

Setup a couple of listening processes so that you can be notified of any future negative or disparaging remarks. If this happens, address these immediately and appropriately.

9. Measurement

Constantly monitor the first few pages of Google with the keywords you have selected. Take note of 1 article positions you want to purge.

Read the [full story](#) on www.memeburn.com.

ABOUT ANTON KOEKEMOER

I'm your friendly neighbourhood digital marketing specialist and growth hacker. I specialise in helping brands connect with targeted customers by enhancing their online presence through emerging web-based communications channels. I translate business objectives into comprehensive initiatives that focus on humanising brand identity while maximising measurable business results.

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