

Your online reputation is worth gold...

If you are interested in finding out what people are saying about your services and products online, have you considered starting an online reputation management strategy? Online reputation management, better known as ORM, involves so much more than just checking for links online. It's about monitoring (listening) to your actual reputation on the web and how people feel about your services, products, and company.

 By [Anton Koekemoer](#) 20 May 2013

Many assume that ORM should only be used to monitor any negative comments and feedback to anything related to your business, but it's also a gold mine to find opportunities and ways to increase your positive reputation on the web. If you have a process in place to effectively monitor the online conversation happening about your brand, you will better understand how people feel about you, better respond to criticism and complaints, and find ways to increase your reputation online.

How do you start with this process? It's easy.

Google

This is still one of the best and easiest ways to start with any online reputation management campaign. Search on Google (local and international) for your company name, products, services, and anything your business relates to. Monitoring the results for the keywords you used is a big part in finding out where people are complaining and praising your company online.

...Review channels

When brands have no online presence at all and they are listed on review sites such as Hello Peter with a couple of negative comments, these negative comments will often be displayed on Google's first page when searching for the company name.

...Social media channels

Google may not display what is being said about your business on various social media channels like Google+, Twitter and Facebook. Search these channels for any mentions about your brand and find out what is currently being said by your fans and followers related to your brand. Angry customers might not take the effort to write a full review on a review channel as explained above, but will vent their anger on their favorite social media channel.

...Blogging

There are many bloggers online that can give you a very good sense of your current reputation. They are very influential online and people in the market for your services and products are going to find their blog posts and might even comment on them, giving you a very good look at what your reputation looks like. Search the blogosphere for any mentions about your company and comment on those posts.

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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