

A good reputation is **more valuable than money.**

In today's socially connected web, people are basing their decisions, from what to buy to where to travel, on reputation. Positive experiences establish trust and ultimately, influence reputation. By monitoring what is being said, promoting positive attributes and actively addressing negative sentiment, Elixir can help manage your most valuable asset – your reputation.

Here are some of the tactics we employ to **manage your online reputation:**

Search Engine Optimization (SEO)

Most online research begins with a trip to Google, Yahoo or MSN. People search to find information about companies, products, services and other people. If what they find is negative, it can have a similar affect on their perception – whether or not the information is true. The goal of SEO in a reputation management program is to position positively-charged information highly within the results pages and displace negatively-charged information.

Paid Search

One of the fastest ways to combat negative sentiment is to setup a paid search campaign that positions the affected party's message prominently within the top positions of the search engine's result pages. This approach can be used to effectively combat negative organic and other negative paid search listings.

Social Media

Blogs, user reviews and content sharing sites are ripe territories for disaffected customers and disgruntled employees to air their grievances. The need to identify these "hot spots" of activity is critical first step in an online reputation management program. Once found, it is imperative that the negative sentiment be addressed head on. Allowing negative postings and comments to fester will exacerbate the problem and strengthen the influence of this content on perception. A disciplined and consistent approach to listening, acknowledgement and problem resolution is critical to protecting one's online reputation.

How can we help you?

If you would like more information on this or any other topic:

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