

ORM (Online Reputation Management):-

In today's age of advanced technology, costumers are becoming smart. They now prefer to check the online reviews before availing any services or products of a brand. This is where the negative results and reviews on the first page of Google search results can impact a brand and its marketing negatively. This can lead a business to a situation where it loses its potential clients and hence, the opportunity to grow.

Online Reputation Management (ORM) plays an important role in digital marketing, by providing numerous ways that help brands in creating a positive online perception (understanding & awareness). It ensures that people find the right material when they search about a brand.

Useful Online Reputation Management Activities

Content Management :-

Content plays very big role in ORM. You can publish images, content, videos, and podcasts.

SEO: You can do **SEO**, which is the process of increasing the visibility of a website on the search engines. Get more natural traffic, free traffic and promote our services or product on search engines.

Social Profile Management:-

One of the most powerful (and easiest) methods to begin to control your reputation in the search engine result pages (SERPs) is to create social profiles on major **social media** websites.

Platforms: There are different platforms to publish content, including Twitter, Facebook, LinkedIn, blogs, directories, forums, and YouTube. creating positive SEO-friendly content of a brand to feature in top search pages. ORM involves inserting new content on-line that pushes previous or unwanted content lower in search results.

What are options for dealing with bad reviews?

Before you can begin to address your negative reviews, you'll need to identify which ones are the most problematic. To accomplish this, you can do a number of Google searches for your company name and see what negative content comes up. When deciding which reviews to tackle first, you'll want to take into account how high they rank in your search results. The higher on the page they appear, the more likely it is that a potential customer will read them. You should also look up your company on the most popular online business review sites, such as Angie's List, Insider Pages, and Google My Business.

Read all of your reviews carefully, searching for common complaints that you need to address or issues that you've already fixed. Is a single unhappy customer responsible for posting most of the negative comments? Are any of the reviews obviously fake?

Once you've identified which negative reviews to target, you can decide how you want to manage them. You have several options: You can fix your business to solve the problem and avoid getting any more bad reviews, you can try to get the site to delete them, you can respond to them in hopes of resolving the reviewer's complaint and getting them to revise their review, or you can publish so many positive reviews that you essentially drown out the negative voices. The best results, though, usually come from combining all four strategies.

1. Repair your business

The first step is to see what you can do to address those common complaints. While you should only give so much weight to rude and abusive reviews, if the same problem keeps coming up, it's likely affecting far more customers than just those willing to complain on the Internet. Find and address those problems before you do anything else; listening to your critics and acting accordingly is your most effective tool for preventing bad reviews on the Internet.

2. Erase negative reviews

It seems like such a simple solution: Just ask the website to delete the review! Sadly, eliminating bad reviews is never this easy. The problem is that, according to Section 230 of the Communications Decency Act, websites aren't liable for what their users post.

Whatever you do, don't hire anybody who promises to remove content from review sites for you. Companies that promise to do this are most likely trying to scam you. Most people find that after they pay for bad reviews to disappear, the content keeps coming back, which means they end up having to repeatedly pay to keep it at bay.

Google My Business

Google My Business reviews are notoriously difficult to remove. However, the site does offer a way to flag reviews to bring them to the attention of Google employees. If the review violates the site's policies regarding Prohibited and Restricted Content, then Google will delete it. Simply select "Reviews" from the My Google Business menu, find the review you want to flag, and click the three vertical dots menu. Finally, click "Flag as inappropriate." This last item will be "Flag review" if you are using the mobile app.

Regardless of whether you end up flagging a bad review, the best approach for dealing with negative Google My Business reviews is to quickly and calmly respond to them. To do so, you must first verify that the business is yours.

3. Respond to negative reviews

Your next tool is to simply respond to reviews. Especially for sites that refuse to delete bad online reviews, replying to a review can be a powerful tool because it turns a one-sided view of your business into one where a potential customer can see both sides of the problem.

When it comes to replying, there's a set of rules you need to stick to for the best effect:

Use common courtesy. Being polite forces the critic to also be polite; especially if there's a rude review, it will force a contrast between the raging critic and the polite business owner.

If you are at fault, apologize and see what you can do to resolve the situation. Often, demonstrating that you've heard their complaints and that you care can do a lot to excise a bad review.

If there's another side to the story, lay it out clearly and concisely without blaming the critic. Making the critic aware of information he or she may not know (or pointing out information they've purposely left out) helps mitigate a bad review.

Never make legal threats or "out" the critic under their real name; doing so can get your response removed, and legal threats are empty anyway.

4. Bury negative reviews

Another highly effective tactic for dealing with negative reviews is to simply force a contrast between a handful of bad reviews and a flood of good ones. Encourage your customers to review you on websites by including links on your website, in your social media presence, and in your email signatures.

Post signs asking those with a positive experience to review you online and those with a bad one to come see you personally to talk about it. The flood of positive reviews will often be a powerful counter to even the most vitriolic critic.

In addition to generating positive reviews, it's a good idea to create other content that will rank higher than your negative reviews in a Google search results page. This content can include social media posts, articles, or listings on business websites.