

RESOURCE SPOTLIGHT

An Introduction to Business Resources You Should Know

Before You Market Your New Business You Need Your Google Reputation Established

Sometimes the Cart Must Come Before the Horse. You Have to Give Your Business an Online Reputation to Live Up to First, Then Advertise Second.

By Patrick Boulay

Publisher

As a new business, chances are you're either planning your web site or already have it set up. If you're on your game, you've already considered what search words to use for Search Engine Optimization (SEO) so people will find you at the top of a Google search.

But there is another level to search engine results that you should know about, says Jeff Carrier, National Managing Consultant for Hyperdrive Media LLC.

That next level is online public relations and reputation management for which the company has developed a program called Reputation Accelerator. With this approach, when people do a search on your company, the resulting search not only has you at the top, but surrounds you with supportive results.

"Essentially, you want a search on your company name to result in a good first impression," says Carrier. "With all the Review sites on the Internet these days, it's not hard for one unhappy person to slam your company and that criticism, which is not at all representative of your company's reputation, and have that appear right below your listing."

Managing how your company appears on line, not just its search ranking can be vitally important to your future, says Carrier. "While most businesses know that Google and other search engines are an important element to success, few recognize that Google, Yahoo and Bing control over 81 percent of all online advertising responses, which includes repeat and referral customer acquisition."

The thing that sets new businesses apart from their competition is the unique way in which they view their brand and manage it in relation to the internet.

That leads Carrier to what he calls the Four Epic Realizations:

1) The Public Views Internet Advertising as "Fiction." This fiction, if presented correctly through advertising leads to hope that the offers or claims being made are in fact genuine and real. This feeling of "Hope" then leads potential customers to seek validation through Google. If Google confirms that hope, it must be true. Google truth leads to profits for your business.

2) Google is the First Home Page for 81 Percent of Your Prospects. Your prospects make an emotional decision about your company in the first seven seconds after hitting your home page.

The problem is that the home page of your website is not the first thing your cus-

This is an actual search result for a Reputation Accelerator client. Note the prevalence of positive comments from customers and videos that populate the landing page after a search on "nwpaininstitute.com reviews."

tomers see. Instead, customers see Google first and your website second. You need to control the Google landscape so you can control your income.

3) With Online Review Sites, You Are Only as Good as Your Last Review. The belief that a business has nothing to be concerned about online reviews is horribly misguided, Carrier says.

The number of online reviews a company receives will affect the likelihood that those results will be near the top of a search on "your business name" + "complaints" or "reviews."

As the number of reviews grows, the more threatening they become, regardless of how many positive reviews a business has. Whether it's fair or not, negative reviews always get more attention.

In short, dominating the first three pages in your own Google search is critical to effective reputation management.

4) Less Than 20 Percent of the People that Google You Actually Click or Call You. Carrier has done the math: 81 percent of people thinking about contacting a company or responding to any of its advertising

will do so via Google or some other search engine. More than 80 percent of those people will get distracted and click on some other site and never get back to you.

That means 70 percent of all the money, effort and resources you pour into making your phone ring is more likely to help ring someone else's phone.

The Solution

Carrier says that the key to managing your reputation online is to ensure that people checking your company get a fair and accurate picture in the beginning. Basically it's all about public relations. Reputation Accelerator's process involves taking comments from your satisfied customers and deploying them to help tell your story.

Through their worldwide online content distribution platform, Reputation Accelerator is able to give your customers a magnified and multiplied online voice.

By creating literally thousands of relevant, unique positive content impressions every week for every client, Reputation Accelerator has the power to control the online landscape, funneling a greater percentage of prospects off the internet and into your business where they belong.

"When someone searches for you, they land on a defacto home page the features your link at the top, followed by links to what your clients have said about your company and the service it provided," Carrier says.

This is the first impression you want to have when a prospective client or customer is checking you out, he adds.

"If there are negative comments out there, they'll still show up, but they'll be on the second or third page of results. No way should a negative review or two outweigh all the positive things your customers say about."

Managing your online reputation is something you should start as soon as you can, especially if you're a startup, because of the negative impact it can have on your marketing costs.

"As crazy as it sounds, you actually need to have a favorable online reputation already established or your initial marketing will lose 80 percent of its effectiveness," Carrier says.

Spotlight Special



Jeffrey Carrier

For a New Business Denver Special Offer Go to <http://ReputationAccelerator.com> or call (877) 773-3785
Jeffery I. Carrier
National Managing Consultant
Hyperdrive Media, Inc
jcarrier@saleaccelerator.com