

# Managing your reputation online – Why it suddenly matters to you and your company

A Guest Article by Melanie Tyler  
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It is a fairly safe bet that at some stage you have opened up Google and done a search for someone you know, or a company you are thinking of working with, or a CEO who appeared in the news. In fact, it is probably a safe to say that at some stage, someone has googled your name, or the name of your company for a similar reason. The question is, do you know what the results are actually saying about you? Whether you are aware of it or not, the top 10 to 20 results in the search pages are what makes your online reputation. Whether those results give a positive picture or a negative picture is suddenly of immediate concern.

The rise of the social internet has made it very simple for people all over the world to talk about you. Whether it is on blogs, through social networking sites, on discussion forums or on wikis, an opinion can be posted in seconds and, unlike a newspaper article which gets thrown in the garbage the next day, chances are it will become permanently available. The social web takes the complete control over that message out of your hands. If you want to foster a great online reputation, suddenly you have to get involved.

Bad search results can be disastrous for a business. Managing what is said and what light it puts you, your company or your brand in is vital in today's world of instant information. It is all too easy to land up with a PR disaster if you choose to ignore what is going on in cyberspace. No matter what is felt about it, the internet is one of the most powerful influencers in business today.

The important thing about managing your online reputation, just the same as managing your offline reputation, is to keep abreast of what is being said, engage and interact in a suitable and timely fashion, and get involved. Just as the internet can destroy a reputation, it can also be the place to grow a reputation both locally and globally, increasing exposure, reach and ultimately, bottom line.

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It can be complex but it is not something you need to deal with on your own. Companies like Tiger Two can help you develop a strategy and then implement it and monitor it so that you are making the most out of this source. When you do make the decision to really pay attention to your online reputation, not only are you insuring yourself for the future, you are putting yourself head and shoulders above your competition, in both search results and business. Proper planning prevents poor performance. A rollout is a performance; it should be clear and consistent for every user, it should be capable of being well received, it should be given a good press, and above all it should enhance performance and productivity.

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If you would like more information on any of the points covered in this Guest Article, please contact **TCii** on **020 7099 2621**.