



**C-level Executives, Managers, Directors
&
Online Reputation Management**

1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This raises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Individuals

Just like companies individuals need to maintain a positive image online. C-level executives, managers, directors can all suffer from the detrimental effects of negative content about them online. A good ORM approach can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. SEO & SOCIAL MEDIA

1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. It is an excellent and efficient marketing tool aimed at driving traffic to your website. The work of a SEO practitioners involves attempting to analyze how search engines, such as Google, Yahoo or Bing, decide which site goes where. Meaning: why does one site come up on the first page while another shows up on page 15? Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms.

Ranking well on organic search results is extremely important for companies or businesses, which highly depend on their website to drive sales or attract new customers.

2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful marketing tool, which provides businesses with vast exposure, as well as interaction with past, present or future customers. Social media sites are free and reach a wide and active demographic with which any company can establish a two-way conversation. Thus it is important that businesses utilize the advantages of social media in order to provide good customer service, up-to-date information and solidify the brand's image.

3. C-LEVEL EXECUTIVES, MANAGERS, DIRECTORS & ONLINE REPUTATION MANAGEMENT

Being the head of a company brings the responsibility to inspire and motivate employees, as well as to realize that your own reputation is important for your business's success. People on top positions often neglect to maintain their own digital reputation, which can have a detrimental effect on their organization.

With the help of online reputation management company leaders can ensure that their online presence represents them and their business in the best light. Working with ORM specialists, such as BEYOO ONLINE, will provide you with a competitive edge. We can:

- analyze the current state of your digital image;
- build, maintain and develop your positive online reputation;
- communicate to your audience who you are, what you have achieved and what you hope to accomplish in the future;
- create regular content to maintain your positive image online;
- implement different SEO techniques to put relevant information about you and your activities at the top of search engine results;
- put in place a social media and Internet strategy to expose you and your activities to a wider audience in a way appropriate to your professional background and future aspirations.

Take charge of your digital image now.

4. FACTS

- Only 18% of CEOs are on social media.
- Social media (blogging, social networks, etc.) can greatly increase your visibility and show customers that there are actual people behind the corporate brand you've developed.
- C-level social media activity leads to better communication (78%) and better brand image (71%).

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BEYOO ONLINE [**'bi: 'ju**]: The process of joining two or more things together to form one entity...Be yourself!