



## Human Resources & 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.

### *Businesses and Corporations*

No matter what field you are in – health care, finance, catering, etc. - you want to leave the public with a good impression of your organization. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM and Internet strategy can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

### *Individuals*

Just like companies individuals need to maintain a positive image online. Consultant, recruiters, secretaries, partners, assistants 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. It also allows individuals to share information about their interests and lives, exposing them to a massive audience. Social media sites are free and reach a wide and active demographic with which any company can establish a two-way conversation.

## 3. HUMAN RESOURCES & ORM

A good HR specialist understands the important role that a strong and positive image online plays for a person's or a business's professional development. Coming across damaging, negative or even non-negative information about an individual or business online will definitely have an impact on one's perception of them.

Human Resource organizations also require a positive presence online. A good online reputation management strategy will propel your business forward and allow you to enjoy the benefits of a strong digital profile. The help of ORM specialists, such as BEYOO ONLINE, can ensure you will get the best results. We can:

- create, monitor and develop your online reputation;
- replace or delete inaccurate information available online;
- start a social media and Internet strategy which will promote your business and services, as well as efficiently engage with your clients;
- implement SEO techniques which will bring all relevant content about your business to the top of search engine results;
- put together effective risk and crisis management strategies.

Take action to construct and maintain a presence online which will attract new customers and develop your business.

### **Contact us:**

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