

# Your Online Profile & Your Online Reputation



It's very easy for anybody to Google your name or your business name and to find a whole lot of information about you.

As much as possible, preferably everything that people can find about you online needs to be consistent and positive.

It's all about managing your online reputation including

- Websites,
- Social Media,
- Reviews, Testimonials, Case Studies,
- Comments made by you,
- Rankings or Star Ratings,
- Posts,
- Articles or Blogs,
- Judgements etc,
- Proceedings,

Anything negative can literally cost you business. The old rule that once it's online it stays online applies, however negatives can be managed one way or another and in most cases with a little communication the situation should be resolved.

Remember, any comment that creates doubt, negativity or scepticism in the mind of a prospect makes it easier for that prospect to go elsewhere.

Therefore it's important to manage your online profile or reputation by regularly checking your name and business name on google.

Whenever a negative comment arises anywhere you should assess the situation and wherever possible contact the person via email and or phone and try to compromise or resolve whatever the problem maybe.

Considering what ongoing business is worth to you, especially in \$\$\$ terms then taking the time to make a disgruntled person happy can be well worth the time and effort.

To help you be aware of yany new comments about you online you should set up a Google Alert. Go to <https://www.google.com.au/alerts>

In some cases online reputation repair may be required in which case there are companies that can be found on Google that can help. But be prepared, it's very hard to remove 'negatives' but they can be made harder to find.



# About Derick Mildred

Derick Mildred



**Business Author:** In 2007 wrote The Entrepreneurs Guide to Business Development & Marketing which achieved sales in excess of \$75,000 within just 6 months of publication.

**Business Owner:** Derick is the proud owner of 2 businesses, A Web Design business called 1<sup>st</sup> Page Websites & a Consulting business called Synergise Consulting.

**Business Consultant:** Aged a young 52, has been consulting to businesses for over 20 years with clients in Finance, Health and Beauty, Hospitality, Retail, & Services industries.

**Seminar Presenter:** Has presented seminars on Business Development, Marketing, Productivity to a diverse range of industry groups.

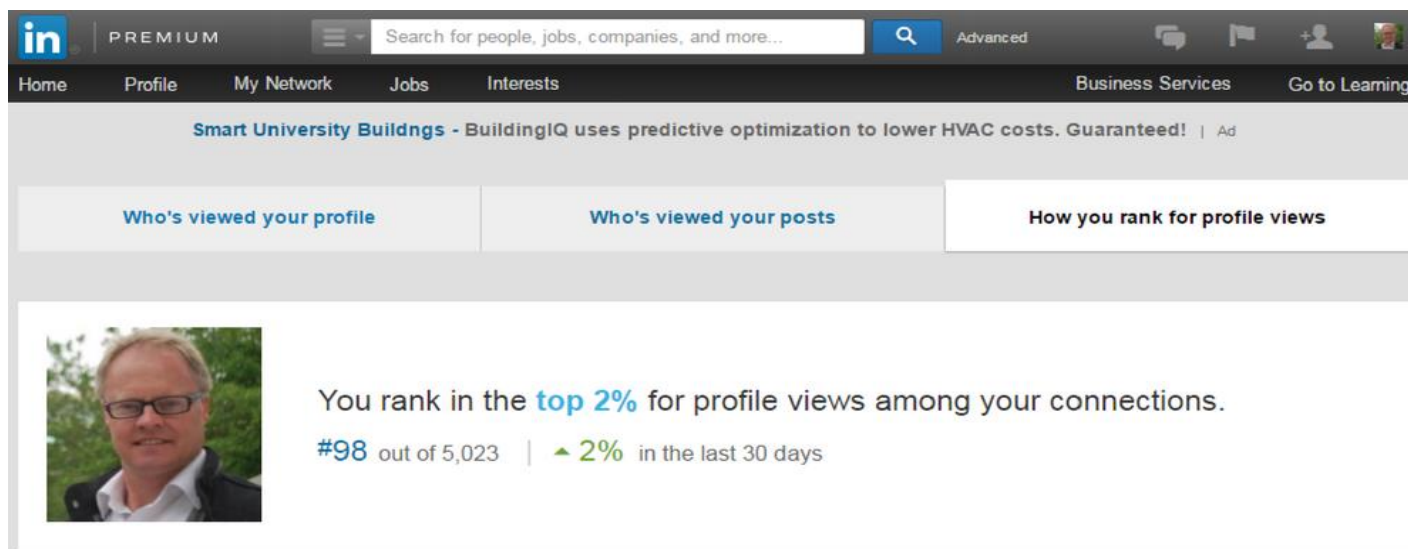
**Website Developer** For over 4 years has been designing and building websites that rank on Page 1 on Google for clients all over Australia.

**Online Consultant:** For over 4 years he has been advising clients on how to improve their results on Facebook and LinkedIn.

**SEO:** In 2014 he shocked the SEO industry with a **1st Page on Google Guarantee in writing** which has been delivered on every time for every client without a single claim on this guarantee so far.

**Martial Artist:** Currently with over 21 years experience in martial arts including Judo 7 years (Brown belt) & Kyokushin Karate 17 years + (San Dan 3rd Degree Blackbelt).

**From LinkedIn** Over 5000 Connections & Top 2% for Profile Views.



The screenshot shows the LinkedIn interface. At the top, there is a search bar and navigation links. Below the navigation, there is an advertisement for Smart University Buildings. The main content area features three tabs: "Who's viewed your profile", "Who's viewed your posts", and "How you rank for profile views". The "How you rank for profile views" tab is selected, displaying a notification: "You rank in the top 2% for profile views among your connections." Below this, it shows "#98 out of 5,023" and "▲ 2% in the last 30 days". A small profile picture of Derick Mildred is visible on the left side of the notification.



# 1st Page Websites

.com.au

We Build Websites Guaranteed to Display on the 1st Page of Google

Go to [www.1stpagewebsites.com.au](http://www.1stpagewebsites.com.au)



## Synergise Consulting

RESULTS GUARANTEED in WRITING

Go To [www.synergise.info](http://www.synergise.info)

Specialise in

Social Media Coaching

Social Media Management

Facebook

Linkedin

Business Development

Marketing

Seminars & Workshops

Webinars