AND IT ALL BOILS DOWN TO THIS

Skilled reputation managers, of which there are few, are the Ninja’s of the Web. They are adept at merging seamlessly into the background, blending with the environment and concealing their whereabouts. When they write about something, those who really excel are almost ethereal. Purveyors of good content barely exist in the eyes of readers.

On the Web, search engines are all about delivering relevance. But these engines are not artificial intelligence. They’re just mechanical readers. They scan through massive amounts of information in a blink of an eye finding what appears to match a search term in order to supply information seekers with what they likely ‘might’ need.

Text is search engine food so you constantly have to feed them with it. Over time, your publishing efforts are rewarded with better and faster indexing. It doesn’t mean, however, that you have to fill a page with hundreds of keywords. Quality of content, more than quantity, is now becoming the paramount parameter of search engine algorithms.

Reputation managers who are tech-savvy exist to deliver the very best, cleanest, most useful and meaningful search returns on user queries. They are not just writers of copy but are insightful, well-read, well-travelled and experienced at providing insights just as they are in using the latest available tools on the Web at their disposal to deliver their output.

Developing relevant content is about creating carefully crafted copy written for a target customer, group or constituency. Its exposure in the public domain leads to heightened awareness, interest, desire and action. It is valuable currency held in esteem by people who seek it.

Once content is published it must engage. It must inform. It must interest, inspire, entertain but most of all, through appropriate calls to action, work to modify the behaviour of persons who are reading it.

Stories are the best form of copy but these aren’t made just to fill up space. They have a job to do. Loud, in-your-face or overtly hard-selling copy fails. Why so, you ask? It’s because people abhor feeling like they’re being pushed or chased. They immediately see the warning signs and find ways to avoid intrusive sales pitches.

The mark of good reputation managers is they first take a number of steps back to figure out exactly what the audience is like and what is likely to resonate with them. After all, they are the ones who are going to interact with you in one or other ways. Search engines are just there to display only the information you supply in the best possible light.

Managing reputations isn’t about trying to sell or forcing yourself on others. Rather, it’s more like listening to subtle persuasion arising within an intimate conversation. It is the only reason why copy even exists. Readers, their needs, their interests, desires and motivations – this is what exceptional content works hard at to engage.

Experienced communicators also manage to entertain. They empathize using wit, wisdom and civility. They impart and influence without much detection. It’s almost as if they’re not even there. This is what communication is really all about – good reception.

There are no magic tricks. It’s just applying good psychology in a much disciplined way. So if you can’t do it yourself, then hire someone like, well – Karl Quirino.