

Press Release Sample

ABC Offers Excellent Online Reputation Management

October 16, 2008—ABC commenced in the year 2006 and during that time offered only SEO services and SEO copywriting services. Gradually, the company expanded its expertise and ventured into Link Building and Pay Per Click services too. About 8 months ago, incidentally, one of its clients was facing problems due to negative postings posted by the company's ex-employees and customers. They requested ABC who did SEO for this company and was providing SEO maintenance services since a long time to help them combat this problem as this was causing a lot of business loss.

The top management wanted to take this as a challenge and asked its team to do a thorough research as to how online reputation management is done effectively. The research team spent about 4 weeks to study various players offering online reputation management services and came up with a proposed solution. The company already had a team of professional content writers and this was a big boon while getting into reputation management services.

Once the professionals at ABC were confident, the company launched its reputation management services. The first project was for one of its previous SEO client. This client was running BPO for a cellular service provider. Due to some issues with its employees, it had to fire some employees on performance basis. To take out their frustration, this group of unhappy employees used the Internet medium to tarnish the name of the company by posting negative content on blogs, discussion forums and everywhere else. The situation became so bad the potential candidates refused joining this company. Through its continuous efforts, ABC managed to push the negative listings down and also made an effort to get some offensive content deleted altogether completely.

After execution of this project successfully, the company also provided exceptional online reputation management services to a real estate training company, language translation company, a company manufacturing weight loss pills, competitive exam coaching service provider and many more. Due to confidentiality reasons, the names of these companies cannot be disclosed.

According to a senior manager at ABC, "These days just about anyone can misuse internet to malign a company's reputation. It could be your competitors, past employees or personal enemies. A bad reputation can harm your business ROI in a significant way. At ABC, our professionals can work day and night to ensure that you restore your lost reputation within weeks. If you are facing any such problems, you can get in touch with us. You can visit our website www.sitename.com for more information."

An existing client of ABC said "I was absolutely stunned to see negative postings about my company in California. We provide all kinds of language translation services since the past 10 years. Perhaps some business competitors posted unpleasant and objectionable remarks about the staff here and also some members of the management. We just panicked when we saw those; I rang my business associate and friend at ABC and explained him the whole story. Thanks to their reputation management services, I could not believe myself when I saw that almost 80% of the negative stuff was no more there on first 3 pages of SERPs in a about two months time."



Expert Content Writers and Designers
Committed to Give Their Best

About ABC

ABC came into existence in 2006 and has been started by a group of professionals who are experts in various domains like SEO, Link Building, PPC and content writing. Now the company is providing successful search engine optimization and other services to several clients. The company has over 25 long term clients for SEO maintenance. The company provides various SEO packages and SEO Copywriting packages at great prices and more. For more information, please visit <clientsite>