



Online Reputation Management 2016: How to defend your company online including social medias (SEO Mastery)

Kevin Stevens

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There are a lot of misconceptions about online reputation management. Some people think it's just social media monitoring, while others believe it has something to do with public relations, and still others literally have no idea how it can impact business and sales.

In this guide, I'm going to explain the role of online reputation management in today's business and media landscape. Companies of every size can benefit from having a clear outline of its main concepts.

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