



CONTENTWRITERS.COM

# How a Content Writing Service Can Enhance Your Online Reputation



JANUARY 2018

# Introduction

## **Before you choose a restaurant for dinner, what do you do?**

You look at customer reviews.

## **Before you find a mechanic to fix your car, what do you do?**

You scroll through the customer ratings.

Every day, people scour the Internet for information about professionals, businesses, nonprofits, and more. Everything they find online helps them to form an opinion about that company or individual. Should they choose to do business with this entity, their experience with the brand also adds to their overall opinion. When customers share these opinions online, this, in turn, has a direct effect on the company's and brand's reputation.

From your own branded content to the conversations customers are having online, all activity about your business combines to create your online reputation. For some businesses, an online reputation is riddled with 1-star reviews and customer complaints on social media. On the other hand, new brands must build and maintain a positive reputation to create trust with new customers.

## No matter your online reputation goals, a content writing service is exactly what you need.



# Why Your Online Reputation Matters

If your business is meeting all financial goals and growing steadily, you might not be too concerned about your online reputation.

News flash: you should be.

Imagine this.

You notice a customer complaint in the form of a Facebook comment. Instead of taking care of the matter, you ignore it, as it wasn't a "top-level" concern. While the complaint might not have been vital to your day, it was a serious matter for the customer. As such, they've decided to make their dissatisfaction public and gave your business profiles terrible reviews.

As a result, others now see this customer's interaction with your company online and take this into consideration when deciding whether or not to do business with you. From your social media posts to a customer's purchase experience, your brand reputation is on the line every step of the way.

Still not sure why your online reputation matters? These stats from [Social Media Today](#) will open your eyes:

- Approximately 25 percent of a company's market value is derived from its reputation.
- A mere 14 percent of customers would use a business with a 2-star rating or less, while 94 percent would frequent a company with a 4-star rating or higher.
- 92 percent of customers say they read online reviews to learn about a business.
- 80 percent of customers state they have changed their mind about a purchase due to reading the customer reviews.
- 80 percent of customers also received advice on buying products via a social media network.

To put it bluntly, your online reputation can make or break your business. However, working with a content writing service can enhance your online reputation for the better.

# 4 Ways a Content Writing Service Can Help Your Reputation

With professional writers, editors, and strategists at your service, your online reputation will be foolproof. Let's explore the four benefits a content writing service will provide for your reputation.



01.

## Content Writers Proofread Everything

Content writers despise spelling errors and grammatical mishaps. If you've ever made a writing mistake on social media, you know. People are quick to call out errors online—especially with brands.

While it's a minuscule predicament in the grand scheme of things, you don't want to be known as the brand who constantly posts content with errors. The line of thinking goes that if you can't be bothered to care about your brand's content, why should you bother to care about your customers?

Partnering with a content writing service gives you confidence because you know every aspect of your content will be painstakingly reviewed. From social media posts to internal memos, your content will be error-free – and therefore, grammar-troll free!

02.

## Content Writers Provide a Consistent Voice Across Platforms

Brands are expected to have a consistent tone of voice throughout their online presence. If your social media channels use “hip” language but your customer service chat bots sound stale and monotonous, there will be a disconnect in your brand personality. As a result, you'll deal with unhappy customers, which lead to (yes, you guessed it) a disjointed online reputation.

A content writing service will ensure that your entire online presence uses the same voice and is free of errors. This includes, but is not limited to:

- Website content
- Blog posts
- Social media posts
- Social media profiles
- Video content
- Local search profiles
- SEO descriptions and data
- Email marketing
- Ad copy
- Press releases

By having the same voice all across all platforms, you present a unified front on which your audience can rely, and take one more step towards a strong online presence.

03.

## Intriguing, Relevant Content Published Regularly

To maintain a positive online reputation, your audience must trust you. Providing them with top-notch content, resources, and information is one of the best ways to develop that trust online. Once you've rid your online presence of spelling errors and voicing issues, you can begin to create and share the content your audience desires.

Naturally, this is not an easy step to accomplish. Creating valuable content cannot happen overnight. Your content strategy must achieve the following:

- Use the proper brand voice
- Provide accurate and applicable information for your audience
- Captivate and entertain the audience
- Position your brand as an authority on the subject
- Appeal to the target audience
- Improve and strengthen your overall online reputation

A content marketing strategy takes a significant amount of time, money, resources, and energy. If your online reputation is failing and you don't have the ability to hire an in-house content team, a content writing service is exactly what you need.

A content writing service provides talented writers, meticulous editors, and thorough strategists who are responsible for developing and executing your content strategy. From planning the content to distributing it to the right audience, your content writing service is focused on improving your reputation every step of the way.

04.

## Improved Search Engine Rankings

Much of a brand's online reputation is derived from the customer reviews that appear on Google, Yelp, Facebook, and other popular websites. When a user searches for your business, these rankings and reviews appear in the search results. If these reviews and local search profiles appear above your own website, social media profiles, and content, you have an SEO problem and a reputation issue.

Assuming you've paired with a content writing service proficient in **SEO content writing**, you'll notice an improvement in your search rankings over time. By publishing valuable content regularly, interacting with users visiting your website, and maintaining a consistent voice across your profiles, your search engine optimization strategy will receive a little boost.

Plus, excellent search rankings help to boost customer trust in your brand. Considering that **75 percent of users never browse past the first page of search results**, you want to have a strong online presence!

Of course, you can't rely solely on your published content to enhance your search result rankings and online reputation at the same time. That's only one aspect of a thorough overall online reputation management strategy. Ask your content writing service of choice about how they can help you increase your search rankings on top of your reputation.

## Find Your Perfect Content Writing Team and Revamp Your Reputation

No matter if your online reputation needs to be repaired or simply maintained, a content writing team is your best solution. From actively looking for spelling errors to creating exceptional content, a content writing service is a valuable asset for your online reputation management efforts.

The **ContentWriters** team is ready to transform or strengthen your online reputation today. Get in touch to learn how our professional, industry-specific writers can benefit your brand.