Online Reputation Management Plan for CODTECH

1. **What is Online Reputation Management?**

Think of your online reputation like **your brand’s personality** on the internet.  
If people say good things, new customers will trust you.  
If they see a lot of bad stuff — even if it is just a few complaints — it can really hurt.

* **Our goal?  
  Make sure people see the best side of the brand**, and fix any problems before they get too big.

1. **How We will Keep Track of What People Say (Monitoring)**

First, we must **listen** to what is being said about us online — good or bad.

* **Here is how:**
* **Google Alerts:** Super easy — we will set an alert for the brand name and get an email whenever someone talks about us.
* **Social media:** Regularly check Instagram, Facebook, LinkedIn, and Twitter.
* **Review Websites:** Keep an eye on places like Google Reviews, Yelp, and Trustpilot.

Basically, if someone is talking about us, we will know fast — and can jump in if needed!

1. **How We will Handle Negative Reviews (The Right Way)**

Bad reviews happen. It is normal.  
What matters most is **how we handle them**.

* **Our game plan:**
* **Stay cool** — do not panic, do not argue.
* **Reply quickly** — people notice when brands care.
* **Say sorry politely** — even if it is not 100% our fault.
* **Offer a real solution** — refund, replacement, or fix the issue.
* **Take it private** — invite the customer to email or call us to sort it out.

**Example reply we can use:**

*"Hi [Customer Name],  
Thanks for reaching out. We are sorry to hear about your experience and we want to make it right. Could you please contact us at [email address] so we can fix this for you? Looking forward to hearing from you!"*

**Remember:**  
Every bad review is a chance to show future customers how professional and caring we are.

1. **How We will Get More Good Reviews (Building Positive Vibes)**

Good reviews do not just happen — **we must ask for them**!

* + Here is what we will do:
  + After a great service or sale, **ask customers nicely** to leave a review.
  + **Make it super easy** — send them a direct link to the review page.
  + **Thank** everyone who leaves a review — even just a simple "Thank you!" means a lot.
  + **Share** positive reviews on our Instagram, Facebook, and website.
  + **Run small giveaways** (optional) — like "Leave a review and enter to win a gift card!"

Happy customers are usually happy to help — they just need a little reminder!

1. **Tools We will Use**

* **Google Alerts** — to track mentions.
* **Hootsuite** — to keep an eye on all social media at once.
* **Trustpilot, Yelp, Google Business** — review platforms.
* **Canva** — to design pretty posts showing off good reviews!

1. **Quick Reputation Checklist**

* Set up Google Alerts for the brand name
* Check social media and reviews weekly
* Respond to every review (good and bad)
* Handle complaints quickly and kindly
* Ask happy customers to leave reviews
* Share the love — post good reviews online
* Keep improving — the best reputation is built by simply being awesome!

**Final Thoughts**

In today’s world, people trust reviews more than ads.  
A strong online reputation is not just about **looking good** — it is about **being real, honest, and caring**.

If we listen carefully, help when there is a problem, and celebrate our happy customers,  
**our brand will grow stronger every single day.**