

## **A CASE STUDY IN ONLINE REPUTATION MANAGEMENT**

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### **ABSTRACT**

No business likes negative user reviews but they can often lead to improvements in products, services, or processes. Negative reviews can dominate search results, however, leading to lost sales as potential customers see the negative reviews displayed at the beginning of search results. It becomes very important as part of the strategy to deal with those bad reviews to attempt to reduce their prominence in customer searches.

What should a business do if it suspects a harmful negative review was fabricated by a competitor? There is no defined procedure to have it removed from search results. It is therefore left to the business to use search engine optimization (SEO) tools and other related digital marketing methods to push the negative review down the results list until it is no longer a problem.

In this case study we provide such an example of a suspected fabricated negative review and the steps taken to neutralize its effect. We will discuss the problem, several potential SEO strategies for dealing with the problem, and the steps that were taken in this instance to push the review in question to the sixth page of Google search results.