

# INFOPAYS

## THE DO'S & DON'TS OF PROTECTING YOUR BUSINESS REPUTATION ONLINE

For many small businesses today, your online reputation is often your first impression. Before customers call, visit, or buy — they search.

A few reviews, social media posts, or unanswered comments can strongly influence whether someone chooses your business over a competitor.

The good news? Reputation management does not require a massive marketing budget. Consistency, professionalism, and responsiveness go a long way.

This month's IPS newsletter focuses on the Do's & Don'ts of protecting and strengthening your business reputation online.



"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." — Warren Buffett

### **DO: Respond to Reviews Professionally**

### **DON'T: Ignore Negative Feedback**

Every business receives criticism at some point. What matters most is how you respond.

A calm, professional reply shows potential customers that your business cares about customer experience, takes accountability seriously, and handles challenges maturely.

Even when a review feels unfair, emotional responses often do more damage than the review itself.

### **DO: Keep Your Website and Business Information Updated**

### **DON'T: Let Customers Find Outdated Information**

Few things frustrate customers faster than:

- Incorrect business hours
- Broken website links
- Outdated services
- Old phone numbers
- Inactive social media pages

Your digital presence should reflect the professionalism of your business. Simple updates build credibility and trust.



**DO: Showcase Real Work & Real People**  
**DON'T: Make Your Business Feel Generic**

Customers connect with authenticity. Strong content ideas includes: behind-the-scenes photos, team highlights, customer success stories, community involvement, or real projects and results.

Businesses that feel personal and trustworthy often stand out more than businesses that feel overly polished.

**DO: Be Consistent Across Platforms**  
**DON'T: Neglect One Part of Your Online Presence**

Your website, Google profile, LinkedIn, Facebook, Instagram, and email communication should all reflect consistent branding, professional messaging, accurate information, and clear contact details.

Customers notice inconsistencies quickly, especially when deciding who to trust. Small issues can become larger reputation problems when ignored.

**DO: Monitor What Customers Are Saying**  
**DON'T: Assume Problems Will Go Away on Their Own**

Regularly monitor: Google Reviews, social media comments, customer feedback, industry forums, and online mentions of your business.

Businesses that stay proactive are often able to resolve concerns before they affect future opportunities.

**IPS BUSINESS TIP OF THE MONTH**

Your reputation is built long before a sales conversation begins. Every interaction, online and offline, shapes how customers view your business.

**Supporting Canadian Businesses**

At IPS, we work with businesses across Canada that understand the importance of professionalism, trust, and long-term relationships.

Strong businesses are built on reliability, consistency, and reputation.

**INFOPAYS**  
AN IPS PUBLICATION

**IPS**

11-1535 Meyerside Drive  
Mississauga, ON L5T 1M9

invoicepayment.ca  
1.888.503.4528