



Reputation Management Agency Provides Services in Phoenix

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Lucid Leverage LLC, a company based in Tempe, AZ, is happy to announce that they are offering reputation management services in Phoenix and surrounding areas. The reputation management agency in Phoenix offers a distinct service because they utilize video to influence the search engines on behalf of their clients. Online reputation management is a procedure that involves the tracking and adjustment of a brand or business' online reputation. Having a good reputation online is essential because negative comments or reviews about the business or brand can severely erode people's trust on a particular company.

Chris Quintela, co-owner and co-founder of Lucid Leverage LLC, says, "Sometimes, an unscrupulous competitor or disgruntled employee can use bad reviews to discredit your name. It can also be a legitimate customer that had unrealistic expectations about your product or service. Either way, we implement the most cutting edge technology to suppress those reviews so they are no longer on the top page of Google. In addition, we will take your five star reviews and produce Hollywood style videos to showcase your happy clients and customers."

By using Hollywood style videos and other techniques, Lucid Leverage LLC is capable of influencing the

search engines in favor of their clients to help them obtain a clear-cut advantage over their competitor. Despite having clients from various parts of the US, Canada and the UK, Lucid Leverage LLC is concentrated on helping those who are residing around their local area of Tempe, Phoenix, Mesa, Scottsdale, Chandler, and the rest of the Phoenix Metro Valley. They have been offering their online marketing services since 2005, especially their SEO and reputation management services.

Reputation management mostly occurs online because majority of communication currently occurs online. In addition, it is through the Internet that it is possible to influence people's perceptions. And a company's reputation has an impact on sales and marketing because it affects what people perceive about the brand. This is because it is practically impossible to sell a product or service to people who don't trust the company. With a good reputation management, positive messages can have their optimum effect on potential customers.

Meanwhile, Lucid Leverage LLC also offers search engine optimization (SEO) services. Their SEO process is applied to the client's website, various social media platforms, and off-line campaigns. They will specify those terms that potential customers might use when they are searching for information that is related to the client's product or service. They will apply several approaches to SEO to make sure that the client will have long-lasting visibility on the search engines, irrespective of what the competitors of the client are doing.

Lucid Leverage, through their SEO services, will ensure that the client's website will be located on the first page of the search engine results pages. This is important because the buying public often use the Internet and their mobile devices when they are looking for a particular product or service. This is even more significant for those searches conducted for local businesses.

After the number of visitors to the client's website has risen because of SEO, Lucid Leverage will then concentrate on improving the conversion of visitors into actual customers. This means that site visitors are given the motivation to make that buying decision. Meanwhile, web design services are also provided because these complement SEO and conversion strategies. This allows the clients' website to be more searchable and user friendly, with the result that it produces for leads and sales for the business.

And finally, Lucid Leverage offers an SEO reseller program that is provided through a white-label solution. The SEO services can be resold right out of the box and the reseller will have his or her own branding on the monthly reports, complete with logos, tag lines, and telephone numbers. The SEO reports provided by Lucid Leverage are available in various formats so that resellers would be able to choose the most suitable for them.

Those who are interested in learning more about the SEO resellers program can visit the Lucid Leverage website, or contact them through the telephone or via email.

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Lucid Leverage LLC

Lucid Leverage is a digital marketing agency specializing in online reputation management (ORM), search engine optimization (SEO), YouTube marketing and social media marketing across the USA, Canada and the UK.

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