



## **Reputation Management Service Available At Agency In Phoenix**

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Tempe, AZ based Lucid Leverage LLC is giving local and national businesses a means to exert more control over their online image. The agency has developed a system of tools and procedures that effectively allow them to eliminate bad faith reviews and false claims from a business' online profile, such as on the Google platform.

Lucid explains that bad reviews and claims made against a business can hurt its ability to draw in new customers, so it is essential that such content be dealt with in a timely fashion. On top of it affecting a customer's perception of the business, a lower rating can dramatically influence a business' overall score on certain platforms, and a low score can lead search engines to stop favoring said business in search results. This would mean that fewer customers would even learn of the business' existence if they were looking online for a related product or service.

As an experienced reputation management agency in Phoenix, Lucid Leverage has extensive experience combating such content. They add that their team even takes the additional measure of defending against negative SEO attacks from competitors, who may attempt to propagate false or misleading information about

the business to its detriment. This can also harm the volume of search traffic it is exposed to, thereby reducing how many customers visit its website and other online portals.

Lucid Leverage comments that their reputation management procedures take the entirety of a business' online presence into account, including their social media spaces, so marketing strategies are far-reaching and comprehensive in nature. Every facet is accounted for, and clients can build a strong brand online with the agency's diligent assistance. For instance, in addition to eliminating bad reviews, the agency can help businesses promote positive reviews from genuine customers who were impressed with their service. This makes it more likely that new customers will want to engage with the business.

Dave I. recommends the company in his review, explaining that, "Lucid raises the bar when it comes to SEO and actual results! They have a strategic approach which is on the forefront of internet search-ability (& so much more). Our firm is incredibly happy with the rankings increase, traffic increase and conversion rate increase we see from the Lucid team's work. Good news, you can stop looking around for an SEO company now that you have read this review. Lucid is your answer."

On this note, Lucid states that reputation management agencies have an obligation to keep their client updated on their progress from beginning to end. When a project or campaign is launched, the client should have a comprehensive understanding of what it is expected to achieve and how the agency aims to accomplish said goals. As time goes on, the client should receive regular updates on the campaign's progress, along with explanations regarding any shortfalls and how the agency will address them in the future. Reputation management can be a complicated field, but the client should always have a broad understanding of a campaign's metrics and be a part of the decision-making process.

This is the approach taken at Lucid Leverage. Once a pitch is made, the agency gives clients several opportunities to ask as many questions as they wish prior to launching the campaign. However intricate as their plans may be, the team always takes the time to explain what they are doing in a manner the client can understand. This allows the latter to follow a campaign's progress almost in real time, and the decisions they make regarding future changes will always come from an informed perspective. Lucid Leverage believes this is critical to a campaign's success.

Jennifer B. says in another review, "Lucid Leverage has taken care of my business SEO and web building needs for several years and I'm always impressed at how they go above and beyond. I've had my website attacked and various other things and they always know just how to handle the situation to keep my web presence unaffected. Great company with great people."

Lucid Leverage invites businesses to get in touch and schedule a free online brand audit. The team will take a look at their online reputation and outline any areas that could be improved or adjusted. The agency can also be reached via phone or 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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