



Federal Way SEO Services Now Include Reputation Management

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Kent, WA internet marketing company eBusiness Masters has launched a new reputation marketing service designed specifically for businesses in Federal Way. This service has been designed to create a positive name and reputation for local businesses. More details can be found at <http://www.ebusinessmasters.com/reputation-management/>. The service is already being very well received.

Anthony Yap, founder of eBusiness Masters, says: "Reputation management is a complex and vital part of online marketing. It used to be said that it took years to build a reputation, and days to break it down. Because of the internet, it takes just a single negative review to tear down a reputation that may have taken decades to build. Reputation management is about making sure that people see the good in your business, which enables them to have more trust."

Research has shown that around 80% of shoppers now use the internet to review companies before they actually purchase from them. It was also found that, of those who did, 83% would choose not to buy from that company if they found negative reviews. At the same time, 79% admitted that positive reviews convinced them to use the product or service of a business. This demonstrates how important it is to have a positive

online reputation, not just for the online aspect of a business, but for the business as a whole.

eBusiness Masters, which has a Twitter page at <https://twitter.com/ebizmasters1>, offers a number of localized SEO services as well. Combining this with localized reputation management services and they believe local businesses will see more people come through their door. Anthony Yap explains, "If you have a shop on the high street in Federal Way, you would want people to visit you. You cannot rely solely on passersby. Instead, you must actually attract people to your store, and this is done through localized SEO and reputation marketing. This enables you to attract not just those who happen to pass by, but also the targeted shopper who has found you online first."

The company encourages Federal Way businesses to visit their web page at <http://www.ebusinessmasters.com/search-engine-optimization/federal-way/> for further information on localized SEO and reputation management. Prospective clients can also complete the discovery form, which will give them a better idea of what their current online standing is, and how they can improve on it.

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For more information about eBusiness Masters, contact the company here: eBusiness Masters Anthony Yap
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eBusiness Masters

eBusiness Masters is a cutting-edge, professional online marketing company that actively engages with their clients to produce results they want which are more profits and more customers.

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