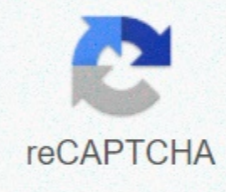




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## Learn business management online

Someone who has great business ideas or even just a strong desire to work from home may be interested in learning how to start a small business – or even a big business. Fortunately, there are plenty of great online resources that can help make that dream come true. First, there are many courses available online that offer various types of business training. In addition, there is a lot of media devoted entirely to entrepreneur business experience and related strategies. In addition, it is a great time to become a business woman. In recent years, several new organizations have been established to provide education and support to women starting their own businesses. These organizations often offer a combination of advice, contacts, sponsorships, and business ideas for women. People who excel at creating new businesses often show a wide range of skills, as most entrepreneurs have to wear a lot of hats while they hook up. Business development and communication skills are a must for customers and customers. Aptitude for communication and marketing helps build awareness and reach new customers. And of course, a certain level of business training is a big advantage. Online courses in Entrepreneurship Spirit There are many opportunities to learn about the business world from online courses. MIT Offers Becoming an Entrepreneur, Entrepreneur 101: Who Are Your Customers?, 102 Entrepreneurship Spirit: You Have a Product?, and Nget 103: Show Me The Money. Berklee College of Music also offers innovative & entrepreneur spirit, a course that introduces students to new skills and provides real world examples from entrepreneurs and emerging entrepreneurs hours. The Indian Institute of Management, Bangalore offers a MicroMasters program in entrepreneurial spirit, which requires working in four courses: Marketing Management, Entrepreneurship Spirit: DO Your Venture, Manage People for Entrepreneurs, and Accountant and Finance. For a broader perspective, Harvard University offers entrepreneurial spirit in emerging economies, a study of how entrepreneurs solve complex social problems in emerging economies around the world. Making money in business spirit Each new business is different and can start with a broad spectrum of capital, logistical challenges, costs, and debt. As such, it's hard to say how much an entrepreneur will earn at the start. According to online career combination platform Sokanu, entrepreneurs in the United States earn an average salary of \$171,610 per year. However, using data accumulated directly from past and present employees, users, and job ads, the Real Jobs website maintains that the average U.S. entrepreneur's salary is about \$67,608 per year. The correct answer is: it's different for everyone and every business. A truth continue to have as much knowledge that an entrepreneur can gain before diving in, the higher the chances of success. Discovering a career in business development Entrepreneurism is doesn't mean an easy path, but millions of people around the world take the plunge every year. It takes perseverance, confidence, and some good ideas. A solid knowledge base is a great asset and there are many online courses that can help. Jump in! Research & Articles All Categories For Vendors About Us Get advice — it's free Explore Research & Articles All Categories For Vendors About Us Your company's reputation is its most important asset. If it gets dull, you can lose customers, sales, employees and partners. That's not exactly breaking news, of course, but it's worth repeating. So many businesses don't pay enough attention to their online reputation — how good (or bad) they look in Google searches. The key to protecting your brand, according to online reputation management experts, is to proactively optimize your content appropriately, track your search results regularly, be ready to act if something negative appears, and above all, be realistic about your effort results. Here are 10 tips for managing your reputation online to help your business protect your brand. 1. Optimize your website with name. Optimize your company several pages on your site using what is probably your most important keyword phrase-name-consulting firm Andy Beal, CEO of social media monitoring company Tracker. Why? Google may consider your site to be the ultimate jurisdiction over your company. Authoritativeness on a topic is one of many important signals search engines consider when combining content with a search query and then ranking that content among other results, Beal said. By properly optimizing multiple pages for your company name, you'll help keep them at or near the top of your search results. Not only does this give your site greater visibility in search results, it can also help push down non-positive content about your company that you can't control. It's best to use your company name in important places like HTML title tags and URLs (if possible), especially on pages that describe your company, such as About us or Contact us. In addition, some companies refer to themselves in the first person on their website, Beal notes &mdash; We build widgets that eventually instead of The Widget Company builds the widgets that end up. Using a third person's voice is a better option, he added, because it reinforces your company name for search engines. 2. Diversify your Web Presence. Your goal should be to actively own as many slots in Google's top 10 search results for keywords you're interested in, said Don Sorenson, president of Big Blue Robot, which provides the company's online reputation management service. For one thing, it gives your company's dominate in that topic. For others, you'll have a better chance of keeping negative content about your company or its products out of the top 10. You'll never be able to just get rid of negative things that you can't control. Sorenson said, citing examples of bad Yelp reviews or negative articles. Extreme, you can at least balance it with the positive content that you control. To achieve top 10 dominates, your web presence should be spread out between your company's websites, related blogs, and social media networks like LinkedIn, Google+, Facebook Fan, YouTube, and Twitter. Google's search engine technology considers these social networking sites to be competent and reliable; both are important factors in how high content is ranked on those sites. How to: Use social media to expand your brand to be realistic, though. I've never seen a company own everything on the first page of Google results, Sorenson said. The only way that can happen is if your company has a really unique name and absolutely nothing else on the Web with that name in it. Even Apple - about dominates a company as you can get - doesn't own all the top 10 results when you Google from apple. Unsurprisingly, however, all the top 10 results are related to the Cupertino company. Not to mention fruit. 3. If you have to choose a social network, Make It LinkedIn. Social media takes a lot of time and effort to manage. If you have to restrict your resources, focus on LinkedIn, said Patrick Ambron, CEO and founder of Brand Yourself, an online reputation management service. LinkedIn profiles tend to rank higher than some other social media network content, and it's especially important for B2B companies, as more people search on LinkedIn instead of Google for professional services. For more on optimizing your LinkedIn profile, check out LinkedIn marketing expert Nick Parham's advice in 10 Tips for Managing Your Job Search Online Reputation. 4. Get other sites to link to you with Anchor Text- But Don't abuse It. Anchor text is a hyperlink word or phrase, such as online management tips for job searches, that when clicked will take you to another Web site. Search engines use anchor text to determine how relevant the page is linked to. If some pages on authorized, trusted sites link to article tips using the anchor text link above, it helps the article increase the search results ranking for that phrase. Of course, getting quality keyword rich anchor text links from other sites pointing to you is difficult, Beal said. Those sites are out of your control, though probably not out of your control. The best way is to simply ask others to link to you using keyword-rich anchor text that's relevant to your business. But don't ask everyone to link to your site using the same anchor text, Sorenson said. Google is wise for all the different ways people try to game the system and can demot your content for active anchor text. How to: 25 Link-Building Tips to Drive Traffic to Your Site If 60 percent of your links all have the same anchor text, that's probably too much, he added. Instead, try to create a diverse, natural link profile over time. Get links from multiple quality websites that use multiple anchor text links rich in relevant keywords. 5. Actively monitor Results at least once a month. Google names your company at least once a month, Beal suggested. Do it much more often if you are a big company in the news quite often. Set up Google Alerts for important keywords so you know as soon as possible when new content about you visits the Web. Don't simply look at the first page of Google results, Beal advice. Although the majority of search engine users don't go any further, you should always check out pages two and three for negative content. With a change in search rankings, that content may end up on page one overnight. Tracking any content on a second or third result page may be negative, as it can work its way to the first page. Track what you see in a spreadsheet with columns for the URL, page title, status of the page (whether you own the page, control it, or have an impact on the page) and emotions (whether it's positive, negative, or neutral). 6. To combat negative content, contact its Creator. Even if you track your results proactively, you can wake up one morning, google your company, and find a nasty surprise. The bigger your company is, the more likely you are to discover the default content mixed with your top search results. Tip: How to handle negative online comments When that happens, contact the blogger, reviewer, or other person who created the content, Beal recommends. Ask if you can do anything to convert their feelings to positive. If that doesn't work, leave a comment (if possible) to give your side of the story. Explain what you are doing or have done to get the situation right. 7. Pay attention to your offline reputation, Too. If negative content about you becomes a trend, you need to understand why, Beal said. Your reputation in the offline world will translate into the online world, he said. Treat your customers and customers well, and encourage those who are happy with you to leave a review of Yelp. Focus on your reputation in the offline world and your online reputation will fix itself. 8. Send out optimized press releases on a basis. Believe it often or not, search-optimized press releases can rank high in Google for relevant keyword searches, giving your company another chance to own a top Google slot. For example, Sorenson posted a release on PRWeb optimized for the company's online reputation management phrase. Although the release was posted in April, it still ranked among Google's top five results for that phrase as of early August. 9. Pay attention to your Wikipedia page. Wikipedia entries about companies almost always rank in the top five results for that company's name, says Beal. To see how it works, Google names well-known companies such as Apple, Cisco and IBM. Most cases, you won't have to look beyond the first three or four search results to find its Wikipedia entry. You can't control Wikipedia entries because anyone can edit them. You should not get participate in your Wikipedia article either: technically a conflict of interest, according to Wikipedia community guidelines. If there is negative or inaccurate information on your company's Wikipedia page, ask the Wiki community for suggestions on how to fix it. 10. Don't expect Miracles. It's so important to actively own or at least affect Google's top search results because it is extremely difficult to push down negative content when it surfaces. One of my clients had seven negative results on the first page of Google, Sorenson said. It took me a year and a half to get anything but positive content about them on the first page. James A. Martin is an SEO and social media consultant and CIO.com Martin on the Mobile Apps blog. Follow him on Twitter. Follow everything on CIO.com Twitter @CIOonline, on Facebook and on Google+. Copyright © 2012 IDG Communications, Inc. Inc.

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