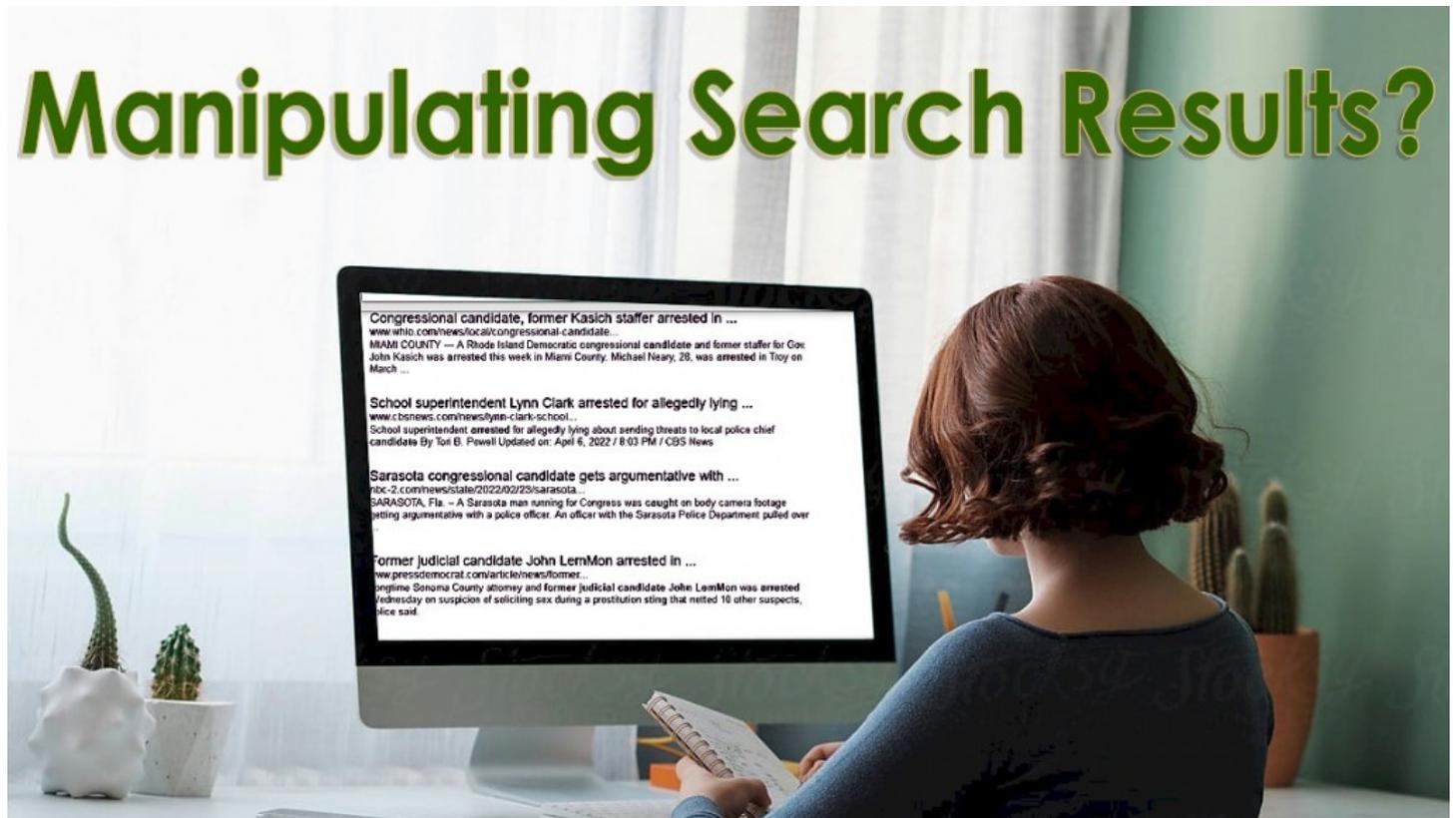


Today's Crises Management is Google SEO and it's Changing Who Becomes the Best in the Business.

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Hot Springs, Arkansas Apr 11, 2022 ([Issuewire.com](https://www.issuewire.com)) - Today's Crises Management is Google SEO and it's Changing Who Becomes the Best in the Business.

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Let's face it. There are far greater problems in the world that constitute a "crises" than business PR issues. We are simply forced to use this term, so we will abruptly point out that "Crises Management" is a business term generally describing public relations issues that have the potential to affect the reputation of a company, or how that company may be perceived, or viewed by consumers. It is in this context we use the term "Crises Management" or "Online Crises Management".

Public Relations, Media Services, Press Agencies, and of course Crises Management, have experienced more change in the last 20 years than it has in their entire modern history. What was once a newspaper-driven medium, bifurcated into television. The two platforms reigned supreme for decades with little competition, or even little change.

If a business or corporation was unfortunate enough to be associated with negative press, for whatever reason, the solution lay in reaching the newspapers and television audience. The same audience that

was exposed to the negative press previously, must now discover balancing content. Even if that content had to be created, even of the relevance of the content was questionable, even if the legitimacy was ignored. From an employee arrested for DUI to a full-blown corporate scandal, Crises Management has been a vital part of corporate public relations management since the modern era of corporate business.

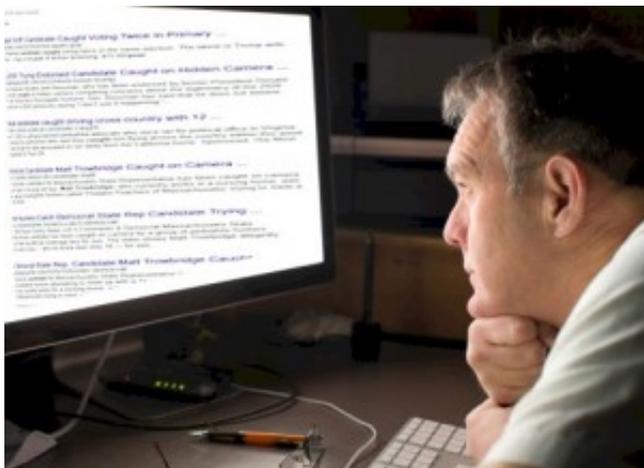
Today's Crises Management is a whole new ballgame. In today's environment a company cannot afford to wait for a reporter to contact them for a rebuttal, little time to find a competent rebuttal if given the chance, and little surety it will play well or even be presented fairly within the television presentation. There is also little time to prepare a written rebuttal for newspaper publication, and what would the resulting benefit be from a stand-alone article with little or no context, while offering more may simply magnify the association. But that issue is probably moot, as very few readers are likely to come across the article. So, what is the answer for PR departments hit with a Crises Management situation?

The solution is the Internet. Crises Management demands, urgent response, instantaneous action, and ultra-fast results. Today's successful Crises Management firms have a depth of expertise in Internet-based platforms that are able to deliver virtually instant results under the guidance and management of a skilled Online Crises Management Agency.

RiptidePR utilizes Internet-based public relations expertise in their system. The firm was developed by Google Search experts, from the ground up, specifically for Internet-based promotion, publication, and dissemination with a key focus on landing associated top-ranking positions on Google Search Engine Results. The firm has recently been responsible for apparent successes in high-profile campaigns.

Kylie Tyler is one of Riptide's "Digital Technicians" says the firm has "had a lot of success in placing search results which are favorable and productive for our clientele". She went on to iterate the importance of Search Engine results in virtually every Crises Management situation. "Whatever people see in the results, that's what you are to them". Kylie boasts that the RiptidePR success is driven by a vital combination of disciplines, which include online reputation management, relevance management, experienced SEO technicians, journalists, public relations experts, and online media experts, with every expertise contributing their vital function in the development of their system, resulting in an extremely successful system.

RiptidePR offers Crises Management <https://riptidepr.com>



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