



Company Pages on Wikipedia

Wikipedia is a major source of information on the Internet. From the academic to the mundane—information on almost any topic can be found in this enormous knowledge repository. It is an online encyclopedia and is not intended for marketing, advertising, or self-promotion. Wikipedia presents factual information.

New Wikipedia articles about companies and organizations are not automatically accepted, and indeed are at a high risk of being removed. You may only post a page about your company if the purpose of the page is to present factual information about the company and products, not as a means of marketing or promotion. To quote the Wikipedia guidelines: “The writing of ‘puff pieces’ and advertisements on Wikipedia is strictly prohibited.” You should also only create a page for your company if it is in some way a “notable” company.

Information in Wikipedia is entered and maintained by its users, monitored by a volunteer committee. Once a page is created, you will not be able to delete it, and the content is not within your control—any Wikipedia user may edit it. Even if the edits that others make on your page are unflattering to your company, as long as they are factual and verifiable, then the edits may not be removed. This fact alone is a reason that some companies and individual users prefer *not* to have a Wikipedia page.

If you determine that you would like to have a page on Wikipedia about your company, follow the guidelines in this document to increase the probability that your content will remain live.

Content rules

To preserve information integrity, the Wikipedia community adheres to strict rules about the content to ensure that it is neutral, factual, and verifiable.

Neutral tone

The most critical principle of preparing content for Wikipedia is to write it in a neutral tone. The Wikipedia community refers to this as the neutral point of view (NPOV). To write your content in a neutral point of view, start by removing hyperbole and unnecessary or unsubstantiated modifiers. For example:

the world's smallest unit	... <i>becomes</i> ...	a small unit
a new, state-of-the-art technique	... <i>becomes</i> ...	a new technique
the most effective treatment	... <i>becomes</i> ...	an effective treatment

(In the third example above, make sure that you can prove that the treatment is effective.)

Next, read your text, asking yourself if everything is neutral, informational, factual, and provable. Is there any “marketing-speak”? Search Wikipedia for articles about other companies in your field. Is your article as neutral in its tone as these others?

To quote the Wikipedia guidelines: “... content must be written from a neutral point of view, representing fairly, proportionately, and as far as possible without bias, all significant views that have been published by reliable sources. This is non-negotiable and expected of all articles and all editors.” You can read more about this at <http://en.wikipedia.org/wiki/Wikipedia:NPOV>.

Factual and Verifiable

Another quote from the Wikipedia guidelines is: “Assert facts, including facts about opinions—but do not assert the opinions themselves.”

Information can be considered factual if it is based on common sense or is well known to be true. For example, you can accept as factual that a circus is likely to have live animals. This statement would not require verification.

When you make any claim—or even use a definitive modifier like those used in the above examples—then you must substantiate it. For example, if you claim that your product is “robust,” then you must cite research, certification, or other evidence that proves the statement. To do this, you use references to cite a source.

Appropriate sources are objective and authoritative. These citations should never or rarely be links to your own website, especially as another tenant of Wikipedia is to discourage original research. To again quote the Wikipedia guidelines: “Your company website does

not count as a source... All material added to articles on Wikipedia must be attributable to a reliable published source, even if not actually attributed in the text.... To demonstrate that you are not presenting original research, you must be able to cite reliable sources that are directly related to the topic of the article, and that directly support the information as it is presented.... If no reliable third-party sources can be found on a topic, Wikipedia should not have an article on it.”

Consequences

If an article is found to have content that is just for marketing purposes or violates any of the content rules, the content will be flagged to indicate that a citation is needed to substantiate a claim. Flagged content implies to readers that the content is suspect. Below is an example of flagged content.

...a...ing his products. The show is
...chen studio programs. *[citation needed]*

If a significant number of violations are found in an article, then the entire article will be flagged as containing issues which make it questionable.



This article **is written like an advertisement**. Please help [rewrite this article](#) from a [neutral point of view](#). For **blatant** advertising that would require a fundamental rewrite to become encyclopedic, use { `{ db-spam }` } to mark for [speedy deletion](#). *(January 2010)*



The **neutrality of this article is disputed**. Please see the discussion on the [talk page](#). Please do not remove this message until the [dispute is resolved](#). *(February 2010)*

If the violations cannot be resolved, or if an article is judged to be entirely for advertising reasons, then the page may be deleted.

Sources

Wikipedia guidelines http://en.wikipedia.org/wiki/Wikipedia_guidelines

Article on Small Business Search Marketing website, “Should a Small Business have a Wikipedia article?” <http://www.smallbusinesssem.com/should-small-business-have-wikipedia-article/2311/>