



# ONLINE REPUTATION REPAIR

*Your reputation is important. Unflattering news, pictures, negative reviews, blog posts, and comments about your person, your business, brand, products and services can be posted and spread instantaneously throughout the online world fast—damaging your status and affecting your sales and bottom line. You cannot afford not to do ORR!*



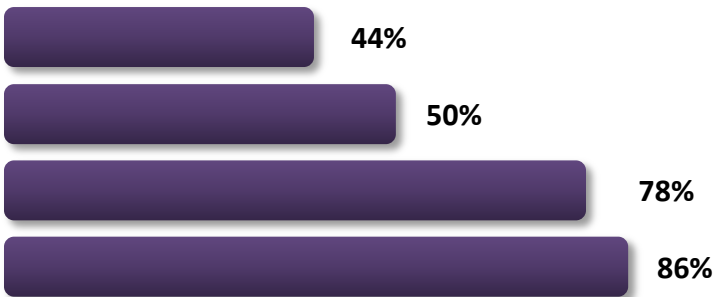
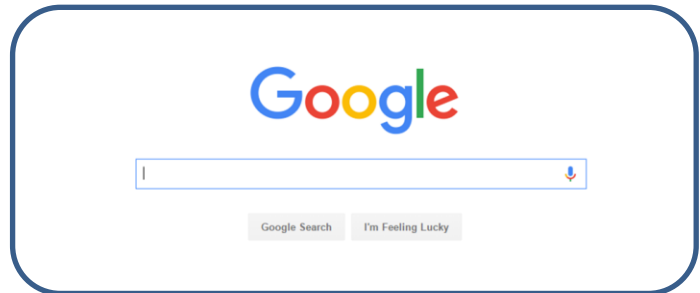
## What is Online Reputation Repair?

Your online reputation is your image on the Internet. Online reputation repair (ORR) is about improving or restoring your name or your brand's good standing. This is by countering, weakening or eliminating the negative material found on the Internet – defeating it with more positive material to improving your credibility and customers' trust in you.

## Why is ORR Important to your Business?

Potential customers change purchase decisions when they see bad reviews, negative blog posts and comments which can spread in various channels such as in search engine results and in social media networks. These can gravely affect your brand and your business. That's why it's important to have your online reputation monitored and have these negativities mitigated—while proactively building positive reputation.

*Do you Google yourself or your company and you don't like what you see?*



- 44% of adults online have searched for information about someone whose services or advice they seek in a professional capacity, like a doctor, lawyer or plumber
- 50% of ALL Internet users over the age of 18 have left a review online
- 78% of Internet users conduct product research online; they believe reviews are the most credible form of advertising
- 86% of people surveyed had changed a purchase decision due to a bad review they saw online

- comScore, MarketingSherpa, PEW Internet, Cone Communications, Dimensional Research



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**Rank Web Properties with Positive Content**



**Push Down Negative Content**





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## Our Objective

Push down, if not eliminate, the negative pages on search engine results about the client based on identified search terms by strategically ranking target pages that also address the negative reputation of the subject through strategic content.

## Our Strategy

We will push to rank the following with high quality content:

- Website
- Offsite Blogs
- Social Media Profiles
- Business/Professional Profiles
- Press Releases
- Review Sites
- Guest Blog Posts

With **Pillar Content** (2000 words) that highlights **POSITIVE** attributes of the client. One Content Theme per Blog.

With content that highlights **POSITIVE** attributes of the client

Outrank Negative Results

Strategic Content



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## Bad Content Update/Removal Request

SEARCH RESULTS
NEGATIVE RESULT
GOOD RESULT
GOOD RESULT
NEGATIVE RESULT
GOOD RESULT
NEGATIVE RESULT
NEGATIVE RESULT
GOOD RESULT
GOOD RESULT
NEGATIVE RESULT

### Bad Content Removal Request

To Website Owners / Webmasters or Writer / Editor:

- Removal Request for Malicious Content
- Removal/Update Request for Inaccurate or Outdated Content

### Coordination with Search Engines

Coordinate with Search Engines about the removal of pages in their search results with:

- Malicious Content
- Inaccurate Content
- Outdated Content
- Page no longer existing



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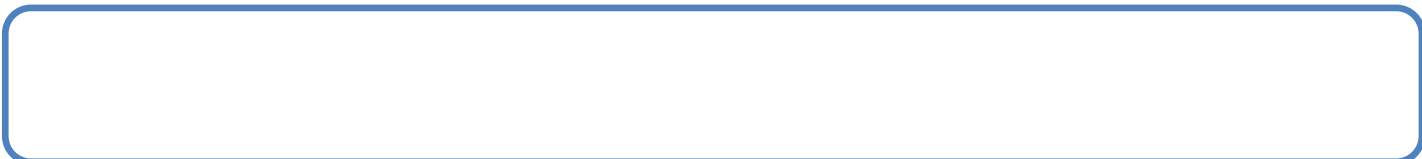
## Content Themes and Offsite Blogs

We will strategically set up 2 unique Content Themes for every Target Keyword. Each Content Theme will be carried by an Offsite Blog. Each Offsite Blog will have a Pillar Content Page based on the corresponding Content Theme.

Example for Package ORR 3:

Target Keyword 1		Target Keyword 2		Target Keyword 3	
Offsite Blog 1	Offsite Blog 2	Offsite Blog 3	Offsite Blog 4	Offsite Blog 5	Offsite Blog 6
Content Theme / Pillar Content 1	Content Theme / Pillar Content 2	Content Theme / Pillar Content 3	Content Theme / Pillar Content 4	Content Theme / Pillar Content 5	Content Theme / Pillar Content 6

Target Keywords (for ORR Plan 3)					
John Doe		John Doe Industries		John Doe Scam	
Offsite Blog 1	Offsite Blog 2	Offsite Blog 3	Offsite Blog 4	Offsite Blog 5	Offsite Blog 6
<b>Content Theme:</b> John Doe the Businessman	<b>Content Theme:</b> John Doe the Athlete	<b>Content Theme:</b> History of John Doe Industries, LLC	<b>Content Theme:</b> John Doe Industries' Philanthropic Work	<b>Content Theme:</b> The John Doe Scam Debunked	<b>Content Theme:</b> For Consultation





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## Negative Keyword Takeover

John Doe Scam	
Offsite Blog 5	Offsite Blog 6
<b>Content Theme:</b> The John Doe Scam Debunked	<b>Content Theme:</b> For Consultation

**Direct Approach:  
Clarification / Rebuttal**

**Indirect Approach**

*This overall strategy is designed to have more than one Pillar Content Page ranking for one Target Keyword to help push down unwanted search engine results.*



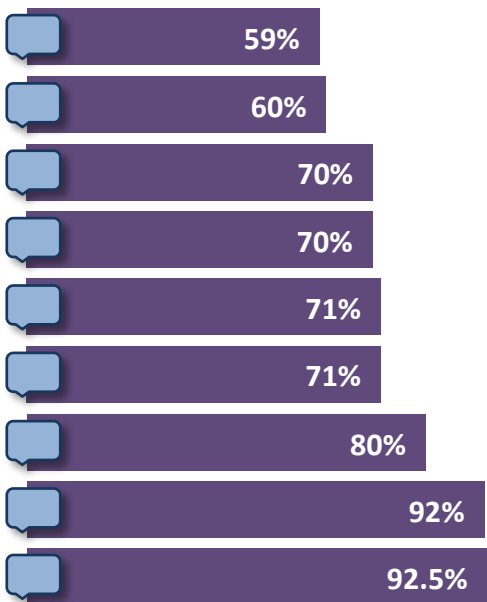


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## Reviews Represent Reputation

Online reviews are crucial for today's businesses. Several studies show that reviews can greatly impact a brand's reputation, and consequently sales. They are widely read and can influence people's purchase decisions. This means rebuilding or reinforcing your online reputation is about the promotion of positive reviews: highlighting what's good.



- 59% considered customer reviews to be more valuable than expert reviews
- 60% of online shoppers provide feedback about a shopping experience, and are more likely to give feedback about a positive experience than a negative one
- 70% say they look at product reviews before making a purchase
- 70% of global consumers trust online consumer reviews, making them the second most trusted form of advertising behind earned media like word of mouth
- 71% of online shoppers read reviews, making it the most widely read consumer-generated content
- 71% used keyword searches to find products
- 80% of online shopping time is spent researching products rather than buying them
- 92% deemed customer reviews as "extremely" or "very" helpful
- 92.5% of adults regularly or occasionally research products online before buying them in a store

- BIGresearch, Google, Nielsen, eTailing Group, Forrester, BizRate, Jupiter Research, TechCrunch



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## What Are Your Competitors Doing?



**They use monitoring tools**



**They aggressively build customer ratings or positive reviews**



**They use press releases and articles to increase positive publicity**



**They are actively engaged in social networks to influence their target audience**



**They are constantly managing their online reputation, which in turn increase their business standing and conversion rates**

- In a test of product conversion with and without product ratings by customers: Conversion nearly doubled, going from 44% to 1.04% after the same product displayed its five-star rating. (Marketing Experiments Journal)
- 63% of consumers indicate they are more likely to purchase from a site if it has product ratings and reviews. (CompUSA & iPerceptions study)
- Conversion rates are higher on products with less than perfect reviews (less than 5 stars) than those without reviews at all, indicating that the customer feels that the product has been properly reviewed by other customers. (Burpee)
- 39 percent of those who bought from sites with reviews cite the reviews as the primary factor influencing the purchase decision. (Foresee Results Study)
- 96% of these ranked customer ratings and reviews as an effective or very effective tactic at driving conversion.
- But only 26% of the 137 top retailers surveyed offered customer ratings and reviews. (Forrester)
- User-generated ratings and reviews are the second most important site feature behind search. Retailers who adopt ratings and reviews as a differentiator and retention strategy will gain market share. (Jupiter Research)



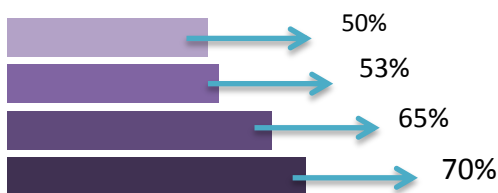
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## The Future

Online reputation will become more and more important as online users increase at exponential rates and become more and more connected with each other via various devices and online media.

### Online users search for local business via social networks:



- 50% express concerns about brands, products, and services
- 53% compliment brands
- 65% learn more about businesses, brands, products and services
- 70% read others' experiences

- Nielsen

This makes social media a very good venue to build brands, customer loyalty, and word-of-mouth or viral promotion. It is a perfect platform to build your online reputation.

### Social media giants are growing:

- Facebook has over 1.9 billion monthly active users.



- LinkedIn has 400 million users, welcoming 2 members per second

Sign-ups per second



320 million monthly active users

- Twitter has 320 million monthly active users.

*Social networks continue to grow today and this trend gives people more opportunities to interact with each other, as well as research about products and services on the Internet. The growth in mobile adoption means it will be easier to stay online and leave or read product reviews. Your business can either suffer or benefit from this trend, depending on how well you manage your online reputation.*



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## **Why Choose Us?**

Choosing us means finally paying attention to your online reputation and having someone who is competently capable of repairing and managing it for you.

It means you can focus on your core business without worrying about your reputation in the Internet. That's one concern off your shoulders. And because we have the knowledge and the expertise, you can expect us to repair and improve your image online.

Choosing us means not having to hire and pay extra staff to take care of your ORR. There's no need to purchase new equipment for extra employees or to pay rent for extra office space. It's a more convenient and cost-effective way of maintaining your image in the online world.



It also means you will have the opportunity to weaken your negative image by facilitating the publication of more positive content and reviews. Customers do not buy from businesses they cannot trust. A business that has too many negative comments online is hard to trust. Let us help you turn things around.

You'll see some immediate results such as the appearance of more positive content. However, online reputation repair is a continuous process of building and improving your image online. To see the long-term results of ORR, let us manage your online reputation for a minimum recommended duration of 12 months.

More and more companies are buckling up for negative social media buzz, to prevent damage. You need to be prepared as well. Start with proper ORR for your business today.



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## ***In-depth Consultation***

Before we conduct any effort to repair and improve your online reputation, the first thing we need to do is to conduct in-depth consultation with you. We need to know if there are pressing issues affecting your image to prospects online. We will conduct initial research about your business and what types of web pages appear when prospects search your name or your company name on Google.

*"Your online reputation is shaped by your interactions in the online world and spans the disparate and varied data about you, whether created and posted by you or others. This information can have a lasting presence online, and can affect your business in many ways.*

*- Microsoft chief privacy officer Brendon Lynch*

We follow a cycle beginning with an in-depth consultation with you to identify your needs in order to establish the best strategy and implement the most suitable solutions for you. We then measure and analyze the results and listen to your feedback so we can apply continuous improvements to your campaign to make your Online Reputation Repair successful.





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## Summary of What We Do

### Research and Analysis

Before we can start ORR efforts for your business, we need to determine the current state of your online reputation. This includes an analysis of your negative online reputation as a result of negative or unwanted web pages in the search engines versus your positive attributes that may be showcased online.

### Domains, Website Creation and Hosting

We will create your website if you don't have it yet, provide domains for your offsite blogs for higher authority.

### Bad Content Update or Removal Request

We will make a friendly request to the corresponding website owner, webmaster, writer or editor to remove or update bad content about or in connection with you or your business, which appears on their website. We will make a request to Google and Bing to remove or reduce the ranking in their search results of any web page that contain bad content

### Content Themes and Offsite Blogs

We will strategically set up 2 unique Content Themes for every Target Keyword. Each Content Theme will be carried by an Offsite Blog. Each Offsite Blog will have a Pillar Content Page based on the corresponding Content Theme.

### Content Distribution Research and Accounts Setup

We will research for Guest Blogging venues and highly authoritative Article Submission Sites, all specific to your niche and reach out to them or create an account with them (if they require so) to prepare the Guest Blog Articles that we will write and submit under your name with your approval.

### Content Generation, Publication & Distribution

Each Offsite Blog that we create will have its Pillar Content Page where the Pillar Content will be posted. We will write a Long-form Pillar Content (up to 2000 words) for each Offsite Blog that is aligned with the Content Theme and Target Keywords. We will post monthly Blog Articles and Guest Blog Articles, quarterly Press Release, posting of Reviews from your customers, as well as Social Media Updates.

### Monthly Content Generation and Distribution

We will write monthly blog articles for your offsite blogs and monthly guest blogging articles to further boost your authority and improve your online reputation. We will also create and distribute quarterly press releases.

### Professional / Business Profiles and Reviews Setup

We will check for your existing profiles on the Web and will research for Professional/Business Profile Sites, set up accounts with them for you, populate and optimize your profile to increase its visibility on search engines for your Target Keywords.

### Social Media Channels Setup and Optimization

We will create a Facebook Page and a Twitter account for you exclusive for this campaign. These accounts will be designed with a Cover Photo and a Profile Photo, and optimized with necessary information. We will customize the URL of your Facebook and Twitter page to match your ORR Campaign target keywords.

### Monthly Social Media Updates

Other than social media setup and optimization, we will do monthly updates on your social media accounts to make sure your accounts will be rich with activity meant to improve your online reputation.



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## What is the Next Step?

Online Reputation Repair is a must-have for today's professionals and businesses. As data suggests, prospects and customers use the Internet to know more about businesses they want to buy from. If all they see are positive content, congratulations! Your business is likely to grow more because of this.

But if a page with negative content comes up whenever people search your name or business name, you better act now. When one disgruntled customer leaves a scathing review online, it can destroy your reputation, your brand, and everything you have worked hard for all these years. All it takes is one negative comment.

However, with an efficient Online Reputation Repair plan, you'll be able to reclaim or rebuild your tarnished reputation on the Internet. We will make sure that positive content, reviews and user comments sink negative content low enough on search results for prospects to ignore. Your brand doesn't have to suffer just because of one page with negative content. You possess positive attributes and these are the content your prospects need to see.



Send us an email or give us a call to schedule an appointment.



Engage our services and get the following:

- ORR strategy and tactics based on thorough research and analysis and best industry practices.
- In-depth consultation with you to tailor-fit your ORR campaign with your marketing goals.
- Beat negative publicity about you and/or your business and restore and improve your reputation bringing positive results to your career or business.
- We'll take care of your reputation online so you can focus on growing your core business.



Send us an email or give us a call to schedule an appointment.