



ONLINE REPUTATION REPAIR

Online Reputation Repair will push down or remove harmful content to avert further damage, and will restore your reputation with positive content.



Online Reputation Repair Primer
June 2016 Release



ONLINE REPUTATION REPAIR

Avert further Damage. Restore, Protect and Build your Brand through Online Reputation Repair.

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What is Online Reputation Repair?

Maintaining a good online reputation is of supreme value to any business.

People's perception of your brand can make or break your business, so any potentially damaging content on the Internet needs to be dealt with immediately and strategically.

Online reputation repair (ORR) is all about improving or restoring your good standing by countering or eliminating any negative material about your brand, replacing it with more positive content to restore your credibility.





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Why Do You Need Online Reputation Repair?

Potential customers can just as easily change their purchase decisions when they see negative news, reviews, blog posts, and comments about your business.

Not only harmful content will tend to stay where they are, they can also quickly spread across various online channels such as on search engine results and social media networks.

Any form of negative content can and will gravely tarnish your brand and business. That's why it's important to have your online reputation monitored and any negative content mitigated, while proactively building your positive reputation.

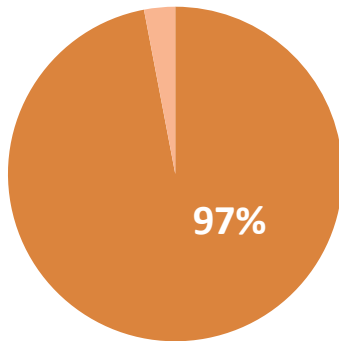




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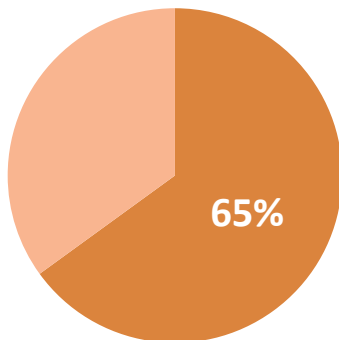
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**Do you Google yourself or your company and don't like what you see?
Your potential customers most likely see the same.**



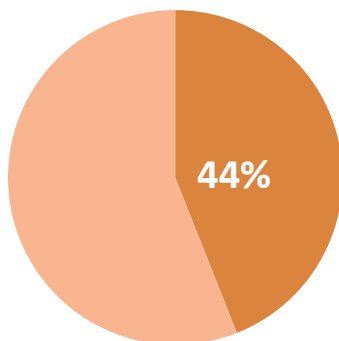
Ninety-seven percent use the Internet when searching for services or products in their local area.

- *BIA/Kelsey and ConStat*



Sixty-five percent of Internet users see online search as the most trusted source of information about people and companies.

- *Edelman Trust Barometer*



Forty-four percent 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

- *Pew Research Center*

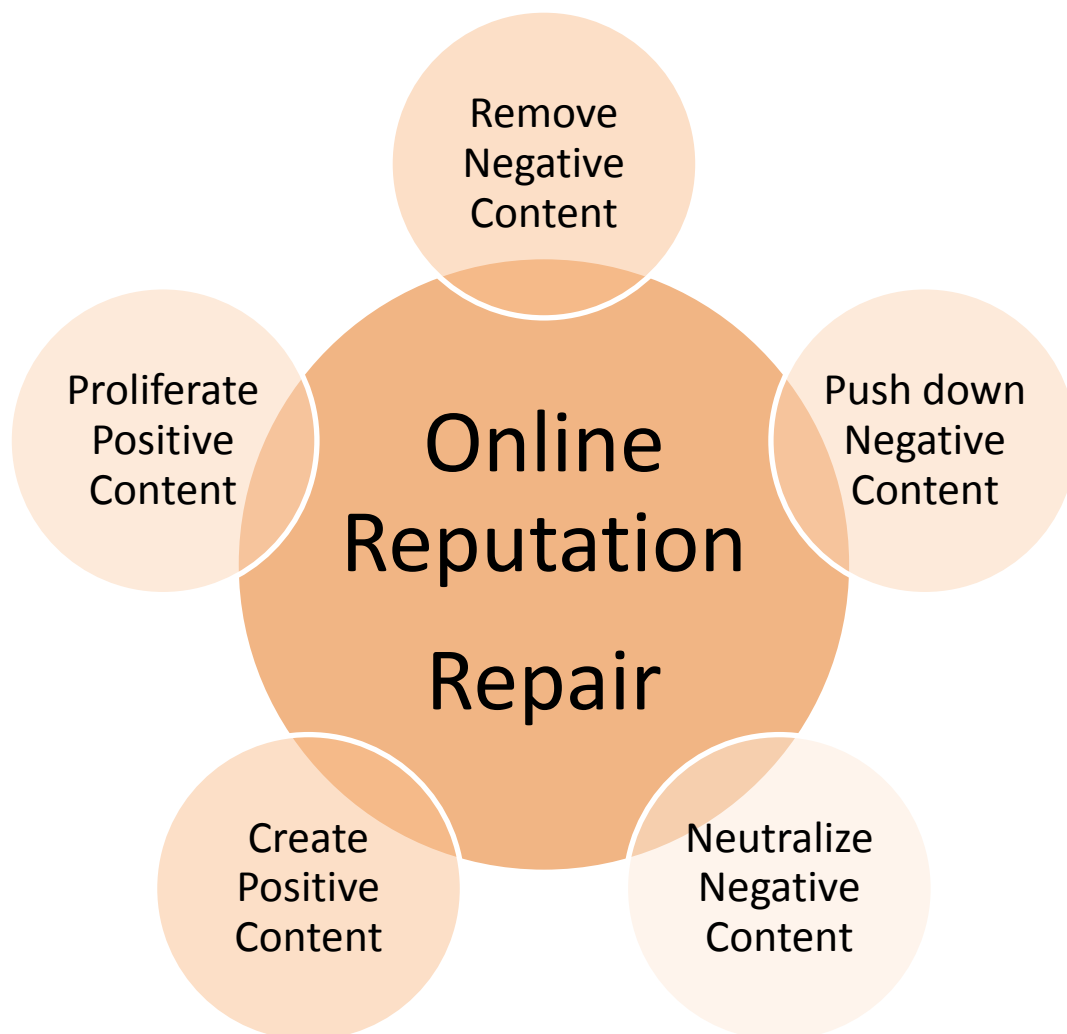


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Our Objective

To fix your reputation, we endeavor to push, if not eliminate, the negative pages about you on search engine results. The process involves identifying search terms that trigger the unwanted search results and strategically ranking target pages with positive content to replace the negative results. The content may also be designed to refute the negative content directly.





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Our Strategy





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

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

With **Pillar Content** (2000 words) that highlights your **POSITIVE** characteristics.

With content that highlights your **POSITIVE** characteristics.

Outrank negative results

Strategic Content



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Content Themes and Blogs

We will strategically set up two unique Content Themes for every Target Keyword. An Offsite Blog will carry each Content Theme. Each Offsite Blog will have a Pillar Content Page based on the corresponding Content Theme.

Take note that any or all of the Offsite Blogs can be a primary blog if we host them with a domain name.

Example for ORR Package 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
Content Theme: John Doe the Businessman	Content Theme: John Doe the Athlete	Content Theme: History of John Doe Industries, LLC	Content Theme: John Doe Industries' Philanthropic Work	Content Theme: The John Doe Scam Debunked	Content Theme: For Consultation

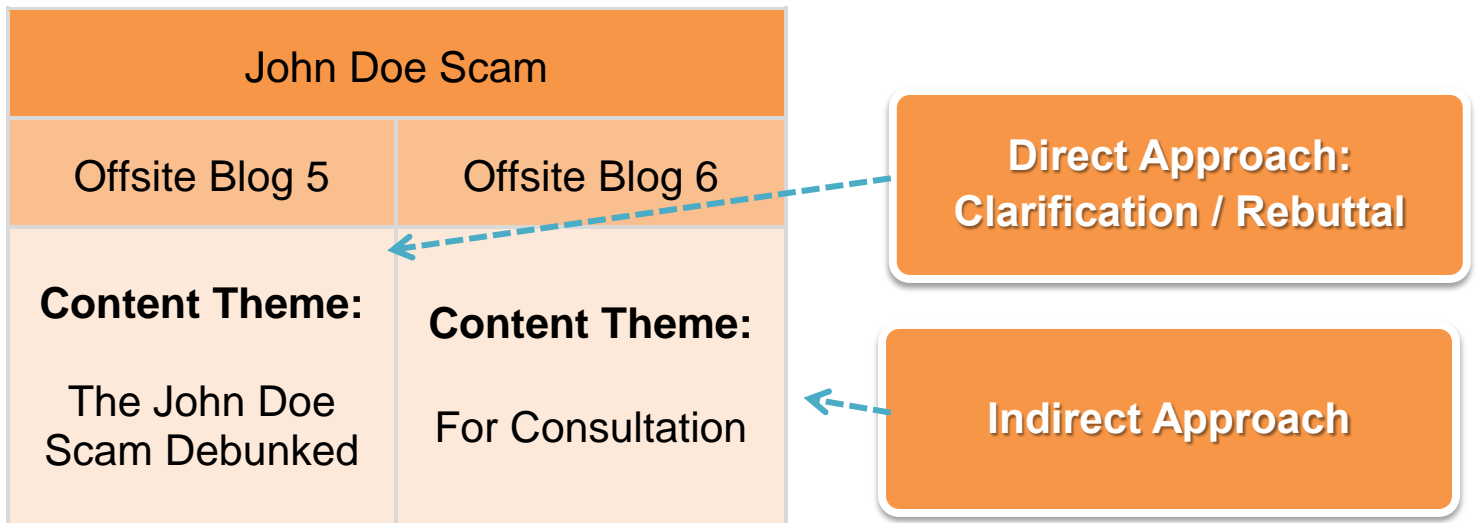


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Negative Keyword Takeover

Negative Keyword Takeover



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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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 and Outdated Content

Coordination with Search Engines

Coordinate with Search Engines for the removal of pages on their search results with:

- Malicious Content
- Inaccurate Content
- Outdated Content
- Pages that no longer exist but are still cached in their index



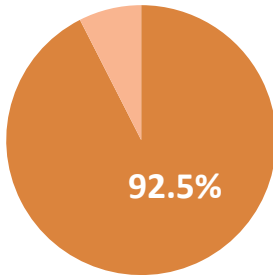
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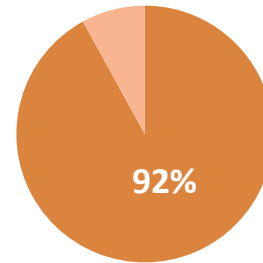
Reviews

Online reviews are crucial for today's businesses. Several studies show that reviews can significantly impact a brand's reputation, and consequently sales. They are widely read and can influence people's purchase decisions.

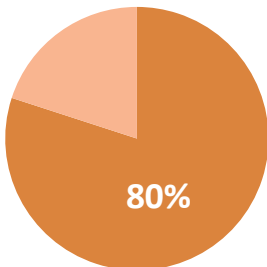
This means rebuilding or reinforcing your online reputation involves positive reviews:



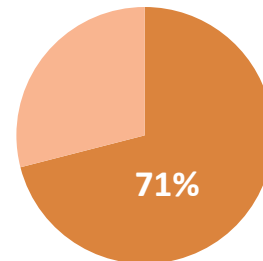
Ninety-two and a half percent of adults regularly or occasionally research products online before buying them in a store



Ninety-two percent deemed customer reviews as "extremely" or "very" helpful



Eighty percent of online shopping time is spent researching products rather than buying them

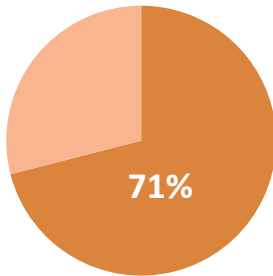


Seventy-one percent of online shoppers read reviews, making it the most widely read consumer-generated content

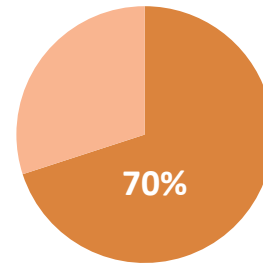


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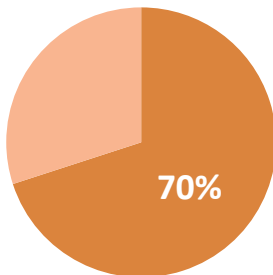
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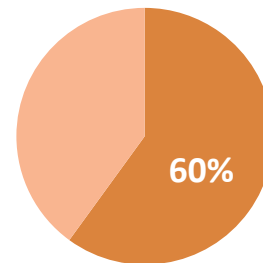
Seventy-one percent used keyword searches to find products



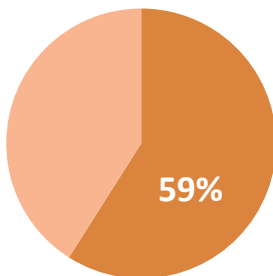
Seventy percent say they look at product reviews before making a purchase



Seventy percent of global consumers trust online consumer reviews, making them the second most trusted form of advertising behind earned media like word of mouth



Sixty percent of online shoppers provide feedback about a shopping experience and are more likely to give feedback about a positive experience than a negative one



Fifty-nine percent considered customer reviews to be more valuable than expert reviews

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



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What Your Competitors are Doing

- They regularly use monitoring tools.
- They aggressively solicit customer ratings or positive reviews.
- They use press releases and articles to increase positive publicity.
- They actively engage in social networks to influence their target audience.
- They regularly manage their online reputation, which in turn increase their business standing and conversion rates.





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Reputation and Conversions



- 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*
- Sixty-three percent (**63%**) of consumers indicate they are more likely to purchase from a site if it has product ratings and reviews.
 - *CompUSA & iPerceptions Study*
- Thirty-nine percent (**39%**) of those who bought from sites with reviews cite the reviews as the primary factor influencing the purchase decision.
 - *Foresee Results Study*
- Ninety-six percent (**96%**) of these ranked customer ratings and reviews as an effective or very effective tactic at driving conversion.
- 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*



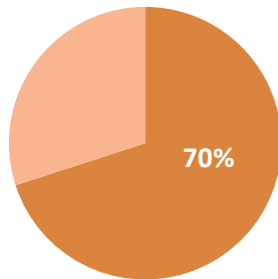
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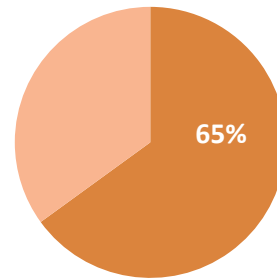
The Future

Online reputation will be even more important as Internet users increase at exponential rates and become increasingly connected through various devices and online media.

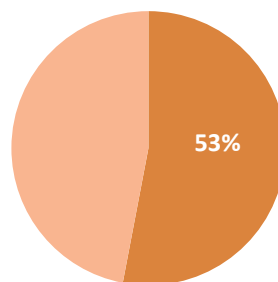
Online users search for local business via social networks:



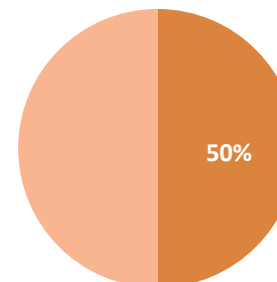
Seventy percent read others' experiences



Sixty-five percent learn more about companies, brands, products and services



Fifty-three percent compliment brands



Fifty percent express concerns about brands, products & services

- Nielsen



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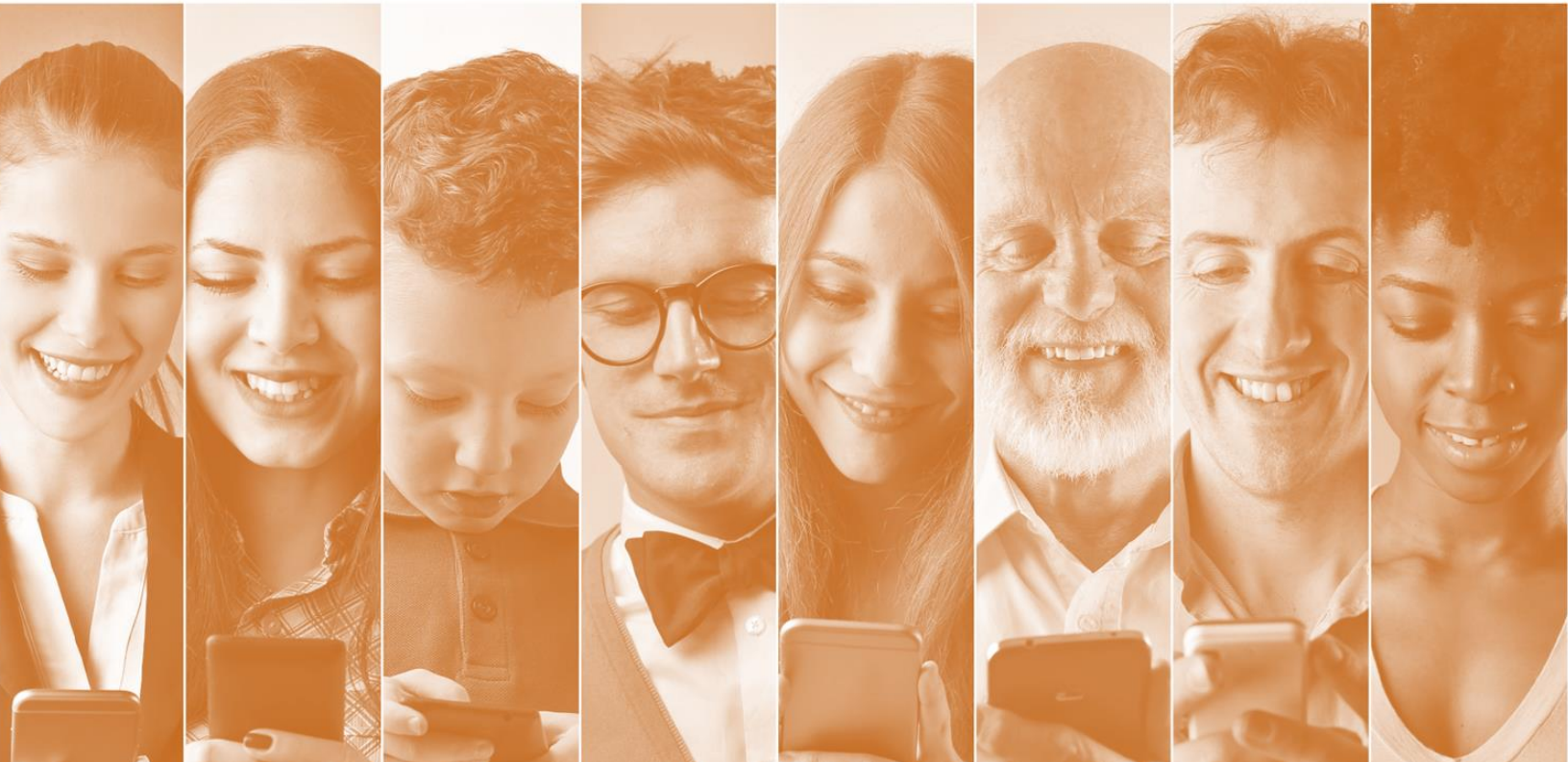
With millions upon millions of active users and still counting, social media platforms will remain an excellent venue to establish an online reputation and build brands, customer loyalty, and word-of-mouth or viral promotion.

Social media giants are growing:

- Facebook has over 1.65 billion monthly active users.
- Twitter has 310 million monthly active users.
- LinkedIn has 433 million users, welcoming two members per second

The continuous growth of social media gives people more opportunities to interact with each other and research about products and services.

The growth in mobile adoption means it will be easier to stay online and leave or read product reviews. Your business could either suffer or benefit from this trend; it would depend on how well you manage your online reputation.





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Why Choose Us?

Enlisting our services means having a highly competent team to repair and manage your online reputation for you. You can focus on your core business while we work on improving your brand perception on the internet. That's one less burden off your shoulders.

Choosing us also means not having to hire and train your staff to do your ORR. No need to purchase new equipment or to pay for additional office space. Working with us is a more efficient and cost-effective way of maintaining your good standing in the online world.

We will diffuse any negative material about you by facilitating the publication of more positive content and reviews. Customers do not buy from businesses they do not trust. Let us help you turn things around.

You'll see some immediate results such as the indexing and appearance of more positive content we generated for you on the search engines. Online reputation repair, however, 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.

Start an ORR campaign for your business today!



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In-depth Consultation

Before we conduct any effort to repair and improve your online reputation, we hold an in-depth consultation with you to know the pressing issues affecting your image to prospects online. We will also conduct initial research about your business and what web pages turn up when prospects look up your business.

After the consultation, we will develop the best strategy and implement the most suitable solutions for you. We will then measure and analyze the results and listen to your feedback so we can apply continuous improvements and ensure campaign success.





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What is the Next Step?

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

Online Reputation Repair is a must-have for today's professionals and businesses. As various research suggests, prospects and customers learn more about companies they want to buy from by using the Internet. 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 for 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.

Online Reputation Repair is the all-in-one package you need to address such issues and restore your good name.

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 aspects, and these are what your prospects need to see.



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Enlist our services and get the following:

- ✓ **ORR Expertise:** Get access to ORR strategy and tactics based on thorough research and analysis and best industry practices.
- ✓ **In-depth Consultation:** Talk to our experts to tailor-fit your ORR campaign with your marketing goals.
- ✓ **Glowing online image:** Join the ranks of professionals and businesses with an impeccable reputation on the Internet.
- ✓ **Competitive Advantage:** Restore and improve your reputation for bringing about positive results to your career or business.

We'll take care of your reputation online so you can focus on growing your core business. Beat negative publicity about you or your business today!

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

