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# Online Reputation Management

In cooperation with  
Etude Maître Laurent Ries

[www.avocat-ries.com](http://www.avocat-ries.com)

Since 1991

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**"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."**

Warren Buffett

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# Introduction

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- What is Online Reputation Management ?
- Why your Online Reputation matters ?
- How can you be affected ?
- How can we build a better reputation ?
- Is it possible to remove content completely ?

# What is Online Reputation Management ?

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

# Why your Online Reputation matters ?

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

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 building positive reputation.

# Why your Online Reputation matters ?

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## Some facts

- Consumers trust online reviews 12x more than product descriptions
- 87% of executives say managing company reputation is more important than managing strategic risk
- 83% of companies will face a crisis that negatively impacts their share price between 20% and 30%, during the next five years
- 35% have eliminated candidates based on the information they found
- 77% of executive recruiters use search engines to research applicants

# How can you be affected ?

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## Examples

### Hedge Fund

An ex-partner is dissatisfied with the compensation, so he deliberately ruins a hedge fund's reputation by posting false claims on the internet, resulting in massive business losses.

### Law Firm

A law firm with many years of experience but no online business could not find any clients.

### CEO

Because of what happened at the employees' Christmas party 19 years ago, the 55-year-old successful CEO was unable to find a new job, and the incident was later reported in the newspapers.

# How can we build a better reputation ?

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## 1st option

### Remove damaging content

- Remove negative, misleading, inaccurate and damaging content.
- Suppress damaging content such as lies, rumors, or other harmful material from showing up in search results.
- Neutralize bad press reports, news or articles.
- Generate positive online news
- Create information that reflects the client's true good reputation
- Prevent negative online reputation issues from arising



# How can we build a better reputation ?

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## 2nd option

## Build an online presence conveying trust and expertise

- Write Content
- Add Platforms
- Optimize Websites
- Wikipedia Articles
- Identify Key Social Media Sites
- Comment on Stories

# How can we build a better reputation ?

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3rd option

**Suppress negative links off the first page of Google searches**

- Newspaper articles
- Personal or business blog posts
- Optimize Websites
- Review sites
- Identify Key Social Media Sites

# Removal

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Is it possible to remove content completely ?

It may be very difficult or impossible to completely remove negative links, articles or posts, even if it appears to be full of lies, gross exaggerations or defamatory statements.

However, it's possible where there is copyright infringement, website platform violations or the publishing of social security numbers or bank account information.

# OUR SERVICES

What we do

# SERVICES

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- Analysis of the website and negative reviews
- Optimize current social media profiles and new profiles
- Submit positive posts and comments on a blog or social media sites
- Create multiple new blogs and manage it
- Write attractive, positive reviews and blogs

# SERVICES

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- Elimination of negative branding
- Monitoring your brand name and awareness
- Using effective SEO techniques to increase search engine ranking
- Enhance the visibility of positive reviews

# OUR STRATEGY

How we work ?

# Our online reputation management process consists of five stages including:

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- Research
- Strategy
- Content
- Development
- Promotion



# Research

The first step in any successful ORM activity is detailed research. First, we determine the most popular search phrases by subject. This may include key titles, variations of titles or services, and other terms that search engines can easily associate with you.

# Is it possible to remove the content?

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In the first step, we are analysing whether something can be removed from the internet. We look if it is possible to remove it from the website where it is posted or from search engines. If it makes sense, we look at legal solutions. If we do employ legal reputation solutions, we will often do it simultaneously with suppression or protection campaigns.

# Development plan

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We have developed a controllable list of web assets to develop positive content and attract organic traffic, sharing, and inbound links that are very important.

The Internet Reputation Development Program plays an important role in how we know how to shape the perfect search result page that people and search engines appreciate.

Strategy

## Strategy

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After the research phase is completed, we will design a strategy to achieve your goals. For example, there are different strategies for different situations and results. Some examples include:

- Wikipedia development
- "Replacement" of content
- Review improvement
- Rating improvement
- Suppression of negative results
- Promotion of positive results
- Development of new third-party content
- Article placement
- Social media strategy

# CONTENT

Content creation is one of the most time-consuming parts of the online reputation management service process. But you can't ignore it, because it is the foundation of every successful activity. The content can be on web properties controlled by you or controlled by others.

## Brainstorming

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Once we understand the challenges and opportunities associated with your online brand, we brainstorm content ideas that aim to attract people who might consume your content. At this point, we have reduced these people to a representation called a "role" that allows us to visualize and sympathize with that archetype.

## Improve reviews and ratings online

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Not all content is created by us. When relevant, online review management technology is used to attract real customers to review sites that are most likely to have a positive impact on online sentiment through star ratings and reviews.

## Development and presentation

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We'll design basic content sketches and topics for your approval and feedback. Often we ask for new ideas and feedback on what we have already created. We match each approved content to an appropriate publication goal, create a content calendar, and review existing positive results to see how and whether they can be improved. Content types can be:

- Blog posts
- Social posts
- Outreach to bloggers and journalists capable of deploying well-produced content on high-authority, third-party sites
- External articles, including scholarly articles and long-form reports
- Slideshows
- Press releases

# Development



## Web Property Development

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As part of the reputation management process, we often identify and create websites, business listings, social media profiles, existing blogs, and other properties that you control and influence. We'll build the ones you need but haven't implemented yet. These can include:

- Charity website
  - Blogs
  - Social media profiles
  - Image sharing profiles
  - Video profiles
- and more

With these in place, we configure a network of our own domains so that we can distribute content which is then developed in each of your web properties.

# PROMOTION

What use is a comprehensive content and publishing plan if nobody sees it? In addition to great content, advertising is key to the online reputation management process.

## Leverage owned properties for the brand

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Communicate with readers based on the properties you own and control. Since we can control these properties to a large extent, we are working hard to find as many properties as possible in search results and social media.

## Support positive content with earned content

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We use social media and seek feedback, comments, actions, and links to generate content by asking directly or creating engaging content that naturally appeals to these forms of advertising. For certain campaigns, we cooperate with external public relations agencies to take public outreach.

## **Paid content supports both owned and earned**

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If done correctly, paid advertising can achieve a high return on investment. Effective options include posting visitor information on relevant websites and blogs, open paid tools, sponsored content on authoritative media websites, and paid search campaigns.

## **Strategic retargeting of assets to keep things fresh**

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Retargeting simply means looking at the results to see what worked, and then changing the way the SEO and content marketing program is approached so that search results improve.

FAQ

## What is search engine optimization?

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Search engine optimization refers to increasing the quantity or quality of website traffic from search engines through natural search traffic. Search engine optimization is to maximize the possibility of search engines to find a website.

## Who are the major search engines that affect online reputations?

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Google is the main search engine with the most users. Their index has more than 1 trillion pages and is growing at a rate of billions every day. Yahoo, Bing, Ask, and AltaVista are the next five search engines.

## How long does it take for reputation management to work?

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This may vary depending on the type of attack. Regardless of whether there is a lot of negative content, you can determine how long it will take to see significant results related to your online reputation, ranging from a few weeks to a year.

## Why does it take so long?

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Managing online reputation attacks is very complex and requires a lot of work on multiple websites, with positive content that outnumbers and outranks the negative content. It can take weeks and months for new content and keywords to rank higher than previous negative content.

## Will you completely eliminate all of the negative reviews on the Web?

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Unfortunately, it is not possible to remove all negative reviews. The webmaster may be asked to remove negative information, but it is definitely not possible in all situations.

## Are there any guaranteed results in Online Reputation Management?

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No ORM agency should guarantee the timeliness or consistency of the results obtained from the positive reviews of your brand and the negative search results currently displayed on Google. Any company that takes advantage of such guarantees and deadlines usually uses an aggressive sales strategy to capitalize on its business.

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# Any questions? Interested?

## Contact us!

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