

**ONLINE REPUTATION MANAGEMENT**



* Think of ORM in a positive way (preventive) instead of in a pessimistic way (damage control)
* It would be ideal, but not always possible, to get on top of your ORM before the negative stuff shows up
* Make use of ORM to highlight positive things instead of only to obfuscate the negatives about you or your company
* Negative results tend to rank higher because people are drawn to them and click them more. Click through rate is a ranking factor
* If you have a common name, you will need to take extra steps to differentiate yourself. For example, focusing on optimizing queries like “your name + your field of work” and “your name + your city”
* For individuals, people usually will search for your name when you are applying for a job, for example
* For companies, people usually will be looking for product/service reviews and brand reputation

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**EXAMPLES OF RESULTS YOU WILL ENCOUNTER**

**NEGATIVE EXAMPLES:**



* Negative media coverage
* Negative social media posts
* Negative/fake reviews
* Hate sites
* Scam/rip off pages
* Gossip sites
* Negative public records
* Manipulated comparison sites

**POSITIVE EXAMPLES:**

* Positive media coverage
* Positive social media posts
* Showing you are part of a team
* Showing your accomplishments
* Showing you do volunteer work
* Showing you provided positive testimonials
* Your Youtube Channel.



**2**

**YOUR ORM BATTLE PLAN**

* Focus your efforts on quality instead of quantity
* Look up your name, brand and products
* Address criticism as soon as possible, nicely and politely
* Delete bad content from pages you control
* Contact site owners and ask respectfully for bad content removal on websites you do not control
* Take legal action when needed to take bad content down
* Set up profiles on relevant sites that you didn’t already
* Publish good content about yourself/your brand/products
* Optimize your content to rank on the SERP’s
* Share the good content about you around in social media
* Link to the good content everywhere possible
* Set up Google alerts to monitor mentions about you, your brand and your products
* Add keywords to a new Serpwoo ORM project
* Keep track of the changes you made and your content



**3**

**THE AGENCY PERSPECTIVE**



* Make sure to take care of your own ORM first
* Take the same steps outlined in this guide to do so
* Check your client on Serpwoo and generate a personalized report using the report feature
* Pitch preventive ORM to clients with good online reputation
* Pitch damage control to clients who have a bad online reputation, along with preventive
* Use Serpwoo to study the SERP’s and track your work on your clients, so you can easily show your progress
* Use the Tags feature on Serpwoo to keep tabs on movements on the SERP’s about your client’s ORM



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