

**[Medical Facility]**

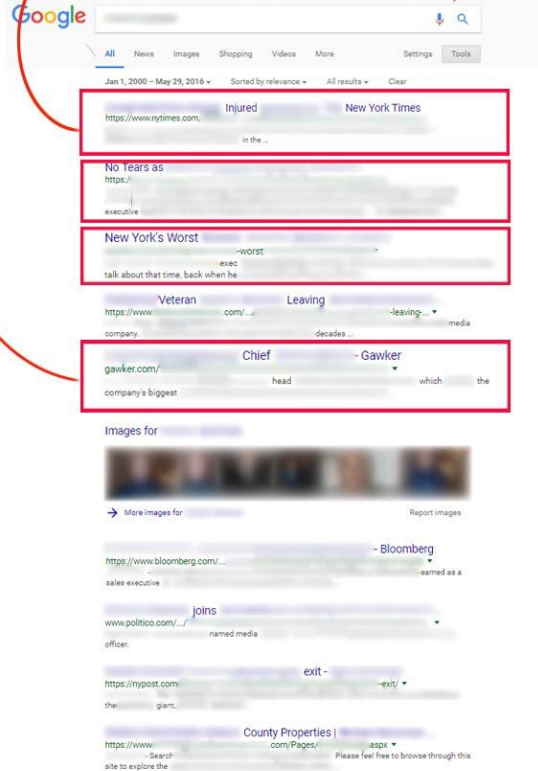
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**Recover Reputation**  
**Steven W. Giovinco**

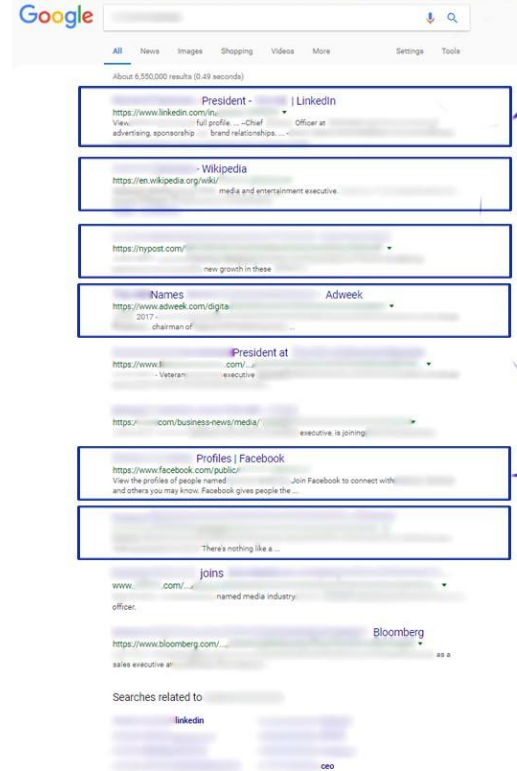
## REPUTATION GOALS

- Suppress negative links in Google searches
- Create content and platforms
- Build defensive “reputation wall”

## Multiple Very Damaging Negative Articles: The New York Times, The Wall Street Journal, etc.



## Suppression Off the First Page of Google: New Content, Social Media Platforms, etc.



## REPUTATION BUILDING

- Research the practice/person, clarify goals
- Develop key new online platforms
- Create new content
- Continue for months

# REPUTATION SOLUTIONS

1. Analysis
2. Social Media and Other Platforms
3. Content Creation
4. Repeat

# REPUTATION SOLUTIONS

## 1. Analysis:

Craft a customized strategy based on thorough research and business analysis

## REPUTATION SOLUTIONS

2. Social Media and Other Platforms:  
Develop appropriate, specialized sites centered around business and background

## REPUTATION SOLUTIONS

### 3. Content Creation:

Create excellent blogs, articles, videos, images, presentations and audio files, and share

## REPUTATION SOLUTIONS

### 4. Repeat:

Constantly monitor, review, update and tweak--adding new content to the right places all the time

# Actions



## **SOLUTION: 1. ANALYSIS**

- Gather and review existing online content
- List all current sites; gain password access
- Rewrite bio and background information
- Have electronic copies of any marketing content, such as presentations, images, etc.

## **SOLUTION: 1. ANALYSIS**

### SEO, Find Key Search Terms:

- Determine how people search for you
- Must be attainable
- Based on research
- Be specific

## **SOLUTION: 1. ANALYSIS**

SEO, Use Key Search Terms:

- Integrate into web page text
- Add “behind the scenes” metadata
- Add to other sites such as blogs and Twitter bios, etc.

## **SOLUTION: 2. PLATFORMS**

- Update and optimise existing sites
- Select several additional key platforms
- Generate good information
- Always engage

## **SOLUTION: 2. PLATFORMS**

Find industry-specific sites:

- Join discussions
- Be active
- Add content, images

## SOLUTION: 2. PLATFORMS

### Twitter:

- Get key Followers
- Tweet good content daily
- Use Hashtags

## SOLUTION: 2. PLATFORMS

LinkedIn:

- Join several relevant Groups
- Add comments and connections daily

## SOLUTION: 2. PLATFORMS

### Facebook:

- Add images, videos
- Post several comments daily
- Less important

## SOLUTION: 2. PLATFORMS

### Others:

- **Wikipedia:** Attempt to update related Articles
- **Instagram:** Upload images; Like and Follow others
- **YouTube:** Follow related videos; create new Playlist
- **Medium:** Follow and Comment on a related Article; Follow authors
- **TikTok:** Create video video; share
- **SnapChat:** Add new post; Follow others

## SOLUTION: 2. PLATFORMS

### Others:

- **School Alumni Site:** update and find others
- **Academia:** Search for key articles; save and share
- **Scribd:** Search for key publications; save and share
- **Google My Business Site:** write one local review
- **Crunchbase:** Follow Business;  
add link to newly written articles
- **Quora:** Search topics and Follow; Share

## **SOLUTION: 3. CONTENT**

- Focus on quality
- Post frequently
- Must be truly useful to readers
- Make videos, photos, whitepapers, presentations, audio

## **SOLUTION: 3. CONTENT**

- Update and edit bios
- Re-purpose and re-edit
- Post to social media platforms, blogs, etc.
- Comment on important related blogs or news sources

## **SOLUTION: 3. CONTENT**

### **Blogs:**

- Write monthly
- Focus on customer/reader
- Include images, headings
- The more unique, the better

## **SOLUTION: 3. CONTENT**

### **SEO:**

- Add keywords and metadata on websites and social media platforms
- Review, add and update links on all sites

## **SOLUTION: 3. CONTENT**

Consider detailed solutions:

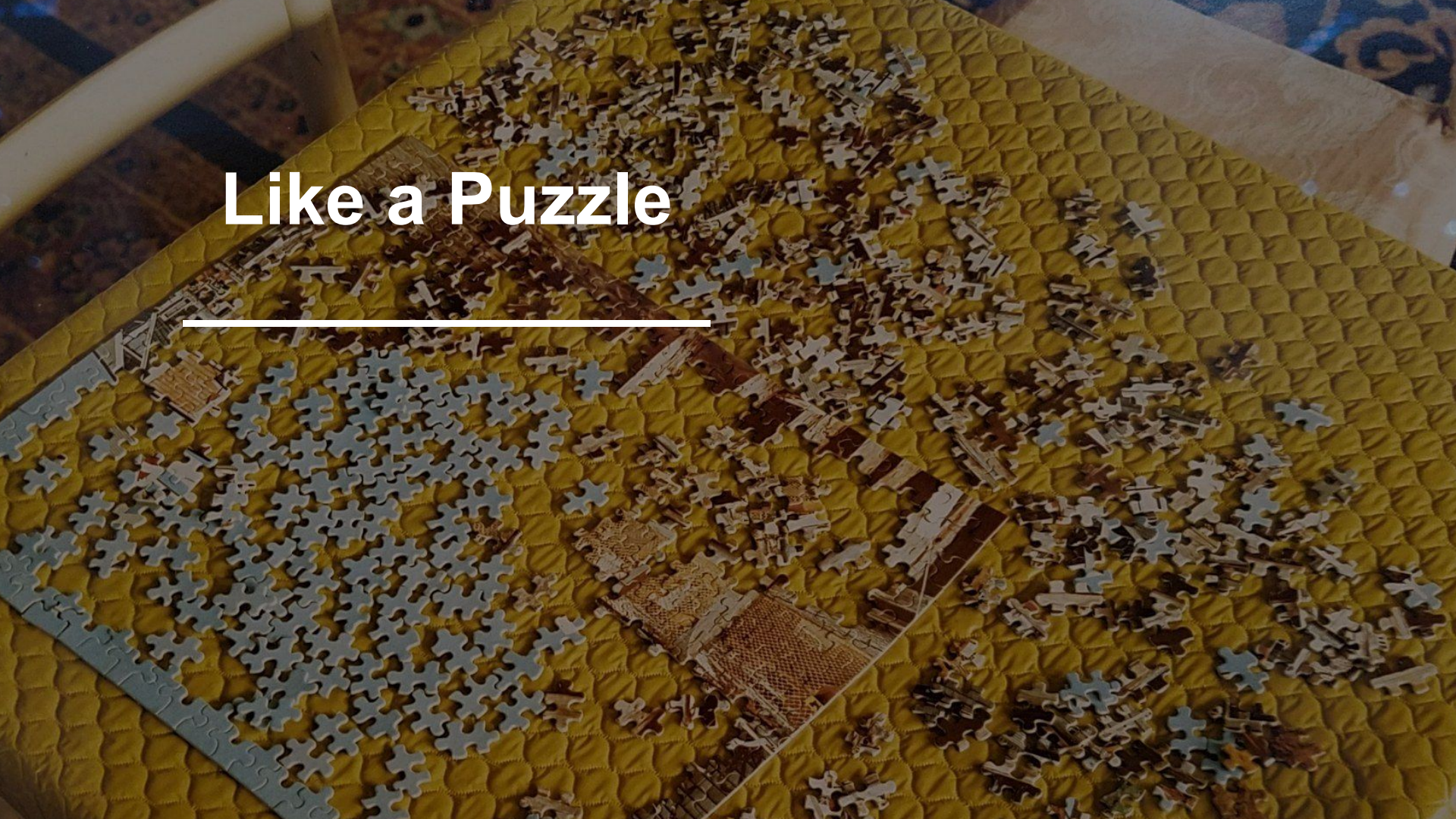
- Make a White Paper
- Write an article and submit to a publication
- Record a talk or presentation
- Host a conference
- Write an Ebook

## **SOLUTION: 4. REPEAT**

1. Continue Analysis
2. Post Social Media and Other Platforms
3. Constantly Create Content
4. Repeatedly Review, Pivot, Tweak

# Like a Puzzle

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# Time/Effort



## REPUTATION TIME/EFFORT

- Reputation management is specialized
- No cookie-cutter approach
- Typical project includes hundreds of updates, site creations, articles and more

## REPUTATION TIME/EFFORT

- Takes about 12 months
- Depends on the severity of the problem
- Google's search algorithm changes

# REPUTATION TIME/EFFORT

## MONTH 1

- Analysis, gathering content
- Research
- Social media activity
- Site Creation

## MONTH 2-3

- Publishing and sharing on target platforms
- Expect some site visibility in search results

## MONTH 4-6

- Additional content publication
- Expect additional visibility and some suppression

## MONTH 6-7

- More content posting
- More movement of negative links

## MONTH 8-10

- Continued content creation
- Further suppression

## MONTH 11-12

- Continued strong social media usage
- Movement of negative links

## REPUTATION TIME/EFFORT

Complexity based on:

- Position in Google searches
- Number of negative articles
- Perceived weight or trust

## ABOUT US

### Customised:

- Each issue is carefully reviewed and analysed - there is no cookie-cutter approach here
- A typical project might include hundreds of updates, site creations, articles and more
- Health, medical, institutional focus

# Questions?

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## ABOUT US

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