

# ONLINE REPUTATION REPAIR STRATEGY

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## Recover Reputation



## WHY ONLINE REPAIR MATTERS

- 84% say online reviews influence purchasing - Opinion Research Corporation.
- 77% of executive recruiters use search engines to research applicants.
- 35% have eliminated candidates based on the information they found - ExecuNet.
- 83% of companies will face a crisis that negatively impacts their share price between 20% and 30%, during the next five years - Oxford-Metrica.



# BEST APPROACH

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## BEST APPROACH

- **Content:** Suppression of negative press coverage through creation and dissemination of carefully targeted positive content.
- **Content Plan:** Draft a detailed content plan following focused on crafting blogs, white papers, presentations, sound recordings and others.

## BEST APPROACH

- **SEO**: Apply SEO keywords to target and disrupt negative search terms.

# REPUTATION REPAIR

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## REPUTATION REPAIR

The best approach is suppressing negative links by inundating the web with targeted and effective content, which is then shared through social media platforms.

While it might be possible to remove negative links, images and content, flooding the internet with targeted, effective and well formulated content, which includes blog posts, images, and video eventually pushes the negative items down.



# REPUTATION REPAIR

Repairing online reputations is best done:

- Thorough **business analysis** research of you and your business.
- Identification and creation of **excellent content**.
- Sharing this content on **targeted** and **industry-appropriate** platforms.
- Constant media monitoring and daily **updates**.



**THE KEY:**

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## REPUTATION REPAIR

The key is developing a **customized**, hands-on approach, which includes researching and **creating** the best content, and most importantly, knowing **where** to share it.

## REPUTATION REPAIR

The benefits include protecting your name and brand, controlling your business identity, and providing the best image of your company.

There are no shortcuts—just hard work, and well crafted content.

# REPUTATION REPAIR

Repair processes include:

- **Removing negative**, misleading, inaccurate and damaging content.
- **Suppressing damaging** content such as lies, rumors, or other harmful material from showing up in search results.
- **Pushing down** anonymous posts from troublesome sites such as RipoffReport.com.
- **Neutralising** bad press reports, news or articles.

# ONLINE BRAND BUILDING

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# ONLINE BRAND BUILDING AND BOOSTING

**Online reputation management brand building includes social media, and much more.**

It drives traffic to your site, moves you to the top of a Google search result above your competitors, and prevents your reputation from being damaged.



# ONLINE BRAND BUILDING AND BOOSTING

**Most importantly, brand building gets you visible, getting you clients.**

While it starts with social media, use image and text based content creation and search engine optimisation to build your online presence and develop your brand.

Focus on ways to engage with your target audience to show you as the expert in your field.



# ONLINE BRAND BUILDING AND BOOSTING

- Generate positive online news.
- Create information that reflects the client's true good reputation.
- Monitor and maintain the results.
- Proactively prevent negative online reputation issues from arising.

# KEY STRATEGIES

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## KEY STRATEGIES

The main emphasis is to prioritise the campaign around **link suppression**.

## KEY STRATEGIES

### The approach is to:

- Analyze the business, to understand its goals.
- Optimise any and all existing properties.
- Review existing content.
- Develop key new online platforms.
- Create new content and continually share on social media  
- all focused toward the repair process.

## KEY STRATEGIES

- Quickly identify key positive content and that could be ranked highly by Google (i.e., show up on the first few pages of search results), such as previously written articles and mentions on other sites.

## KEY STRATEGIES

- Research new platforms deemed important for Google rankings, with an emphasis on industry-specific ones, general business sites, image-oriented platforms, with those that might have the greatest impact.

## KEY STRATEGIES

- Write, rewrite or repurpose some of this key content, adding to blog posts and elsewhere.



## KEY STRATEGIES

- Develop a strong social media effort where key content is posted to drive up search rankings, thus pushing down the negative links.

# STRATEGY



# STRATEGY TO RESOLVE ISSUES

## Analysis and Issue Review

- Analyse business, other terms, and business.
- Review and become familiar with background and previous positions etc.
- Develop repair strategy and process for the most effective suppression process.
- Research and identify important social media platforms and sites.

# STRATEGY TO RESOLVE ISSUES

## Gather Content

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

# STRATEGY TO RESOLVE ISSUES

## Content Creation/ Rewriting

- Create at least five or more presences, including on industry specific online content sites, TBD.
- Rewrite and edit bios.
- Assist in content creation, ideally generated every two to four weeks.
- Rewrite this and existing content, on an ongoing basis.
- Add this content to social media platforms, news articles, blogs, etc.
- Comment on important art/luxury or related blogs or news sources.

# STRATEGY TO RESOLVE ISSUES

## Search Engine Optimisation and Key Search Terms

- Keyword research, analysis, development and tweaking geared towards link suppression.
- Add keywords and metadata on websites and social media platforms.
- Review, add and update links on all sites.

# STRATEGY TO RESOLVE ISSUES

## Social Media

- Research and select several additional key social media platforms, TBD.
- Update and optimise any existing social media platforms.
- Create more presences on key social media platforms.
- Generate and share content frequently.
- Get key followers on an ongoing basis.



# STRATEGY TO RESOLVE ISSUES

## Administrative Review and Setup

- Google Webmaster Tool, Analytics and site map review
- Email / Chat / Phone Support

# REPAIR MILESTONES

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## MILESTONES

Issues usually are correctable within **about six months**.

Because of changes that Google may make to their search algorithm, and because of fluctuating news and other reasons, this process may vary. Success rate is very high using the above methods, and we are confident the issue can be solved.

# MILESTONES

## MONTH 1

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

## MONTH 2

- Content publication
- Publishing and sharing on target platforms

## MONTH 3

- Additional content publication
- Expect some site visibility in search results

## MONTH 4

- Content posting
- Social media activity
- Expect additional visibility and some suppression

## MONTH 5

- Continued content creation
- Social media activity
- Expect additional visibility

## MONTH 6

- Continued strong social media usage
- Movement of negative link off first page

**BUDGET**

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## CAMPAIGN TERMS AND BUDGET

- Digital reputation repair is a very specialised communications service.
- There is no cookie-cutter approach.
- A typical project might include hundreds of updates, site creations, articles and more.

## CAMPAIGN TERMS AND BUDGET

- Most projects take about six months.
- A typical fee ranges from \$3,500 to \$5,000 per month.



## **CAMPAIGN TERMS AND BUDGET**

Sometimes, after a project is completed, additional maintenance work is required to keep the negative content suppressed.

This is reviewed on a case-by-case basis and additional activity is not included in this initial strategy proposal.



# Case Studies

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# CASE STUDY: ART GALLERY

## Problem

For one client with a business worth several million dollars, an art gallery partnership dissolved unamicably, resulting in bad press put out by the other director who was looking for revenge and to elicit pain and suffering.

Unfortunately, this is not uncommon. When conducting a Google search, three negative links showed up, including one right at the top, by well respected industry sites such as artnet.com. This was very damaging since it's the first thing potential collectors see, and the more people click on it, the more likely it was to remain prominent.

As a result, her income slid to nearly zero because she couldn't move forward with her career - neither in the art world or elsewhere.

# CASE STUDY: ART GALLERY

## Solution

- Developed a strategy aimed at fine art collectors and those in the art world.
- Created several key online platforms, leveraging their extensive art inventory on visual, business and art sites.
- Rewrote targeted content, and sharing on these platforms to engage with art leaders.

After the repair treatment, she was able to find a new position, this time with a major dealer at a higher salary.

# CASE STUDY: CEO / FINANCE

## Problem

A young South American business person was looking to finance a huge \$100 million deal. He had experience in starting many businesses and was a successful 'serial entrepreneur', looking for international financing for his new business venture.

However, when searching for his name, five negative links showed up on the first English page of Google. To make matters worse, more negative links showed up when searching for him in his native language. The online reputation management problem stemmed from family members involved in local government and business deals.

As a result, her income slid to nearly zero because she couldn't move forward with her career - neither in the art world or elsewhere.

# CASE STUDY: CEO / FINANCE

## Solution

- We analysed the individual's issues and created a holistic, comprehensive strategy.
- We identified key content areas and generated blogs, images, etc.
- We created a new positive online presence on a multiple platforms in both languages.

The reputation was cleared on the first three pages of Google for both languages. This allowed the client and his colleagues to search for funding sources. As a result, there are several offers pending.

# CASE STUDY: LAWYER

## Problem

A competitor who purposely ruined her web presence by posting damaging blog posts to gain a competitive advantage. Although legal actions were taken, it's very hard to prove the real origin of the negative comments.

Her online reputation was damaged, and the practice ultimately failed. She tried to join another firm but was unable to find work because one of the first things headhunters do is conduct a Google search.

## CASE STUDY: LAWYER

### Solution

After our repair process, she not only found work back in the financial legal sector partnering with fund manager, but she also increased her income because her new online reputation showed her as a highly visible and trustworthy advisor.





**ABOUT RECOVER  
REPUTATION**

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## ABOUT US

**Reputation Recover** is a boutique reputation management firm at the forefront of repairing, improving and protecting the online reputations of clients within the arts, luxury and business sectors.

## OUR EXPERTISE

- Thorough business analysis research of each client and their business.
- Creation and management of quality digital content.
- Access and influence on industry-appropriate platforms.
- An 'always on' proactive and reactive reputation management service.

# EXPERIENCE

We have successfully managed the reputations and established the digital profiles of a broad range of clients.

## Key highlights of recent successes:

- Repairing an online reputation for a highly visible organization that had over 50 negative news articles showing up on the first five pages of a Google search.
- Fixing a CEO's reputation so he could secure new employment in his field.
- Managing and repairing a reputation for a creative business who had five damaging items appearing on the first page of a Google search.
- Removing a negative post for a fashion consultant within one week.

# EXPERIENCE

## 95% Success Rate

- 95% success rate; we always move negative links down in a search.
- Four negative links pushed to the third page of Google within five months.
- 50 of 52 negative news posts were pushed to the third search page in 90 days for a client.
- 80% of negative posts removed and deleted completely within 45 days for a financial client.

# ONLINE BRAND BUILDING AND BOOSTING

## 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.

## Flexible

Pricing is flexible and never gives 'low-ball' proposals, is transparent, honest.

## Limited

We only work with a handful of clients at a time, to offer the highest quality of service.

## TEAM



**Steven W. Giovinco** has managed online reputations for over 20 years. Having graduated with a Master's degrees from Yale University and New York University in Interactive Communications, Steven has had extensive technical training, combined with 20 years experience connecting people through technology in finance, law, television, and the arts.

## TEAM



**Steven** previously ran a social media and SEO business working with small businesses in the creative and marketing fields (photography, fashion/beauty, etc.), and has experience running internal communications for Lifetime Television. Steven redesigned Lehman Brothers sites to optimise and increase its accessibility for the company's 10,000 employees, and while working at Citibank, Thompson Financial, NatWest Bank, Ernst and Young, he gained extensive financial and legal experience.



## CLIENT TESTIMONIALS

‘My business was ruined. Someone – I’m sure it was an ex-employee – started an online smear campaign against me forcing me to close the businesses. After working with Steven, I got clients, collectors and the gallery back.’

**L.S., New York, Fine Art.**

## CLIENT TESTIMONIALS

‘Steven really understood what I was looking for and, after creating a strategic game plan, he helped me to focus on the positive promotion of my product. This included things I never even thought of, including reworking my website, creating additional online presences in my industry and even helped with crafting emails. This all helped to boost my name and my business in a great way with some great results. He’s incredibly professional and knows how to build online brands. I highly, highly recommend Steven to ANYONE looking for help. In fact, I already have made two recommendations.’

**Adam Reich, New York, Photography.**

## CLIENT TESTIMONIALS

‘I spent a lot of money creating a web site, but no one came! Steven sat down with me and came up with a plan that worked. After a few months, I was seeing double the visits. He also had the idea to add videos, which is something I never would have thought of, and this got me to the first page of Google.’

**A. G., Miami, Fashion.**

## CLIENT TESTIMONIALS

'I needed help. A business deal went bad because a competitor posted negative information on a blog site purposefully. This destroyed by reputation because the first thing that came up in Google search was this old deal. I contacted Steven, and he helped saved my life.'

**M. T., New York, Law.**

## CLIENT TESTIMONIALS

‘I had a bad online reputation. I worked with another company and they did NOTHING. This was a frustrating waste of money. Steven listened from the start and worked with me to immediately solve the negative posting. This time, it worked.’

**A. B., Chicago, Financial.**



# CONTACT RECOVER REPUTATION

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# CONTACT

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