



Online Reputation Management Services

Potential customers change purchase decisions when they see bad reviews, posts and comments online which can spread in various channels such as in search engine results and in social media. In today's world of highly connected and engaged customers, any negative commentary (malicious or not) about your products and services can wreak havoc to your bottom line. You cannot afford not to do ORM!

Here are our Online Reputation Management Services:

| Package Name | ORM 1 | ORM 2 | ORM 3 | ORM 4 | ORM 5 |
|---------------------------------|----------|----------|----------|----------|----------|
| Recommended Minimum Duration | 9 Months |
| Number of Keywords | 1 | 2 | 3 | 4 | 5 |
| MONTH 1 SERVICES | | | | | |
| RESEARCH AND ANALYSIS | | | | | |
| REPUTATION & KEYWORD RESEARCH | | | | | |
| Primary Web Reputation Analysis | Yes | Yes | Yes | Yes | Yes |
| ORM Keyword Research | Yes | Yes | Yes | Yes | Yes |
| BLOG SETUP & LINK WHEEL SETUP | | | | | |
| Web 2.0 Blog Setups | 1 | 2 | 3 | 4 | 6 |

| | | | | | |
|--|-----|-----|-----|-----|-----|
| Blog Link-Wheel Setup | 4 | 8 | 12 | 16 | 24 |
| CONTENT GENERATION | | | | | |
| Press Release Writing and Keyword Optimization | 2 | 2 | 2 | 2 | 2 |
| Article Writing and Keyword Optimization | 2 | 4 | 6 | 8 | 12 |
| Blog Article Writing and Keyword Optimization | 2 | 4 | 6 | 8 | 12 |
| REVIEW BUILDING | | | | | |
| Review Publication | 5 | 10 | 15 | 20 | 25 |
| SMO PROFILE CREATION & OPTIMIZATION | | | | | |
| FACEBOOK SETUP | | | | | |
| Facebook Profile Creation & Optimization | Yes | Yes | Yes | Yes | Yes |
| Facebook Page Creation & Optimization | Yes | Yes | Yes | Yes | Yes |
| Facebook URL Customization | Yes | Yes | Yes | Yes | Yes |
| FACEBOOK OPTIMIZATION | | | | | |
| Facebook Profile Update | Yes | Yes | Yes | Yes | Yes |
| Facebook Fan Page Updates | Yes | Yes | Yes | Yes | Yes |
| Facebook Groups Joined | 2 | 4 | 6 | 8 | 12 |
| Facebook Discussions | 10 | 20 | 30 | 40 | 60 |
| Facebook Friend Acquisition | 10 | 15 | 20 | 25 | 35 |
| TWITTER SETUP | | | | | |
| Twitter Profile Creation & Optimization | Yes | Yes | Yes | Yes | Yes |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| TWITTER OPTIMIZATION | | | | | |
| Tweets | 10 | 20 | 30 | 40 | 60 |
| Twitter Follower Acquisition | 10 | 15 | 20 | 25 | 35 |
| MISC SERVICE ITEMS | | | | | |
| Dedicated IP Services | Yes | Yes | Yes | Yes | Yes |
| ANALYTICS REPORTING | | | | | |
| Social Media Dashboard | Yes | Yes | Yes | Yes | Yes |
| MONTHLY REPORTING AND AUDITING | | | | | |
| Internal Report Auditing and Analysis | Yes | Yes | Yes | Yes | Yes |
| Ranking Report Updates | Yes | Yes | Yes | Yes | Yes |
| Work Reports | Yes | Yes | Yes | Yes | Yes |
| MONTH 2 & ONGOING MONTHLY SERVICES | | | | | |
| OFF PAGE RESEARCH | | | | | |
| Pages Indexing Analysis - Google & Bing | Yes | Yes | Yes | Yes | Yes |
| Site Authority Analysis - MozRank, Domain Authority | Yes | Yes | Yes | Yes | Yes |
| Backlink Count and Referring Domains Overview | Yes | Yes | Yes | Yes | Yes |
| COMPETITORS BACKLINK ANALYSIS | | | | | |
| Integrative Link Placement Research | Yes | Yes | Yes | Yes | Yes |
| Competitive Link Finder | Yes | Yes | Yes | Yes | Yes |
| CONTENT GENERATION | | | | | |

| | | | | | |
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| Article Writing and Keyword Optimization | 2 | 4 | 6 | 8 | 12 |
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| SOCIAL MEDIA BOOSTING | | | | | |
| FACEBOOK OPTIMIZATION | | | | | |
| Facebook Profile Update | Yes | Yes | Yes | Yes | Yes |
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| TWITTER OPTIMIZATION | | | | | |
| Tweets | 10 | 20 | 30 | 40 | 60 |
| Twitter Follower Acquisition | 10 | 15 | 20 | 25 | 35 |
| OFF PAGE SEO LINK BUILDING | | | | | |
| Press Release Submissions | 40 | 40 | 40 | 40 | 40 |
| Unique Article Submissions | 100 | 200 | 300 | 400 | 600 |
| Social Bookmarking | 50 | 100 | 150 | 200 | 300 |
| Web 2.0 Profile Submissions | 300 | 400 | 500 | 600 | 800 |

| | | | | | |
|---------------------------------------|-----|-----|-----|------|------|
| Forum Profile Submissions | 300 | 400 | 500 | 600 | 800 |
| Competitive Link Building Re-Indexing | 450 | 650 | 850 | 1050 | 1050 |
| RSS Feed Creation and Submission | 450 | 650 | 850 | 1050 | 1050 |
| MISC SERVICE ITEMS | | | | | |
| Dedicated IP Services | Yes | Yes | Yes | Yes | Yes |
| MONTHLY REPORTING AND AUDITING | | | | | |
| Internal Report Auditing and Analysis | Yes | Yes | Yes | Yes | Yes |
| Ranking Report Updates | Yes | Yes | Yes | Yes | Yes |
| Work Reports | Yes | Yes | Yes | Yes | Yes |

Target Key phrase

This consists of a group of words that, when typed in the search engine results pages, lists web pages that have negative or bad press about the individual/company. The agreed upon target key phrase is what we will be using when optimizing the profiles or web pages we create to push down the unwanted or negative pages.

Primary Web Reputation Analysis

The initial analysis for Online Reputation Management (ORM) involves collecting information on the popularity, current standing and online reputation of your website. The data we have gathered at this stage will be our benchmark for the reputation management campaign before the ORM is performed, allowing us to track our progress and address any negative publicity.

ORM Keyword Research

Upon generating the list of keywords associated to negative or unwanted web pages, the most ideal keywords to target for a particular site will be selected from the list. The selection of ideal keywords depends on several factors including the competition for a particular keyword and their relevance to your business.

Web 2.0 Blog Setups

Through social media platforms, a Web 2.0 site allows users to collaborate as creators or as prosumers (producer-consumers) of user-generated content in a virtual community. This is in stark contrast to websites, where users (consumers) are limited to the passive viewing of content that was created for them.

We will be setting up and optimizing Web 2.0 Blogs representing your company's website.

[Blogs - Link Wheel Setup](#)

Link wheel is one of the fastest methods of getting quality backlinks to your site from authority sites.

In theory, a link wheel consists of separate URLs with content and two anchor text links placed within said content. One of the links refers to the site you are trying to rank. The other link will take users to another URL within the wheel. This particular URL will also have content on it that contains two links: one that sends users to your main site (called the "money site") and the other to yet another URL within the wheel. This creates a virtual wheel with your main site in the middle and other URLs around it, creating a web of interconnected websites.

After setting up Web 2.0 blogs on the same topic as your main blog or website, we will then write unique, quality articles on each of these mini sites. We will add a link to your main website or blog and another link to one of the other blogs we created to establish the link wheel.

[Press Release Writing and Keyword Optimization](#)

This involves writing a fully optimized Press Release that represents the company's latest special promotions or important business updates.

Press Releases are a great way of expanding your brand and exposing any interesting and important news you'd like to share with your target market and audience. Through Press Releases, you are able to announce any company changes using mainstream media outlets. Press Releases rank incredibly well in the search engines and provide you with a great media outlet tool for your company and any company changes you'd like to share with the general public.

Our Press Releases are 350 words long, properly keyword optimized with the ideal amount of keyword density. Press releases normally target 2-3 keywords so we mention each keyword twice. If the target keyword list is more than 3, we only mention them once so as to not look spammy. Consequently, we recommend targeting no more than 3 keywords in one press release.

The syndication of these Press Releases provides essential, strong backlinks back to our target pages via keyword anchor text. Our Press Releases are individually strategized and linked back to the corresponding pages of the website.

[Article Writing:](#)

SEO articles are an essential component to every SEO campaign. The distribution of keyword optimized articles with an embedded link pointing back to the target website will help to build a strong linking structure. Our SEO articles are individually strategized and linked back to the corresponding pages of the website. SEO articles contain around 400 words, the proper keyword density, in-body anchor text (if the submission site allows), and the paragraph structure most effective for SEO purposes. The SEO articles are written about the keyword subjects themselves and do not reflect the company image unless the company name is chosen as a keyword to target.

[Blog Article Writing and Keyword Optimization](#)

Writing a fully optimized blog article that's typically anywhere from 350 words to 400+ words. The blog posting will act as another web page complete with optimized URL and H1 tags.

In order for the blog post to be of high relevance to the target keywords and, in turn, be distinguished by search engines, the target keywords need to be seamlessly incorporated in the blog article content. Our method of inserting keywords involves both meeting SEO requirements and, at the same time, ensuring the resulting keyword optimized content

sounds natural to anyone who reads it. The content written is designed to catch the target audience's attention while expanding the overall site's size using useful and informational content.

[Monthly Review Building](#)

Upon being furnish with reviews you have collected, we will publish each of them to one of the top review publication websites.

[Facebook Profile Creation & Optimization](#)

Facebook is one of the most popular social networking sites, and it can be a great platform for branding your business and interacting with your audience—but only if you use it correctly!

Your Facebook profile is the information central of your company. This tells other Facebook users who you are and what your business is all about. We will create and optimize your profile by including interesting and relevant information to attract more users to your profile.

[Facebook Page Creation & Optimization](#)

Facebook Pages allow organizations, businesses, celebrities, and brands to communicate to a broader extent with the people who 'like' them. The main advantages of having Facebook Pages over Facebook Groups are:

- Access: Page information and posts are generally open to everyone on Facebook.
- Audience: Anyone can like a Page to connect with and receive News Feed updates from it. There is no limit to how many people can 'like' a Page.
- Communication and Tracking: Page administrators can share posts under the Page's name. These posts appear in the News Feed of people who 'like' the Page. Administrators can also create customized tabs for easier profile navigation, as well as check Page Insights to track the Page's growth and activity.

To increase your website or company's visibility, we will be creating and optimizing a Facebook Page that's related to your niche. We will make sure that it is always updated with relevant information including your latest events, specials, and promos. All these updates will be presented in a way that will encourage fans and other users to 'like' the posts, write testimonials, and help spread the word about your business.

[URL Customization](#)

Facebook allows you to customize your Profile and Page URLs to reinforce your brand and create a marketing platform with a more memorable and personal touch.

Take NOTE that Facebook Profiles automatically qualify for customized URLs, while Facebook Pages must have more than 25 fans to qualify for the same.

Consequently, we will initially customize your Facebook Profile's URL. Once your Facebook Page acquires 25 fans, we will customize its URL, as well. We will make sure that the URLs we create are true to your brand and contain relevant keywords for optimization purposes.

[Facebook Profile Update](#)

Your profile updates are your network magnets, which allow you to promote your website and other information you want to share about your business. It directs traffic your way, and, in turn, increases your potential client pool.

You can make updates on Facebook just as you would for Twitter or LinkedIn. These updates appear at the top of your profile, beside your photo. Facebook users can 'like' and even comment on your new profile posts. Every update you make increases your visibility on the site, especially if it experiences a lot of activity.

We will help you maximize this feature through regular updates that will keep the views, likes, and comments streaming in.

[Facebook Fan Page Updates](#)

Much like your Profile, your Page needs constant attention, too. Your fans will most likely visit your Page if they regularly see you in their News Feed.

We will update your Page on a regular basis and make sure that there is always something new and interesting for your fans to see and participate in.

[Groups Joined](#)

Joining groups related to your business gives you an opportunity to expand your network, both of organizations/enterprises and audiences who are interested in the same niche. This also enhances your Facebook presence since group members can participate in chats, upload photos to shared albums, collaborate on group documents, and invite all members to group events.

We will join groups that are related to your website or company to increase your visibility and give you the opportunity to interact with other group members.

[Discussions](#)

Social networking sites like Facebook are meant for interaction! To maximize the marketing benefits of this platform, you have to engage your audience.

We'll make sure that you're accomplishing that by participating in ongoing discussions. We will be looking for opportunities to comment on other people's status updates and start lively conversations where others can join in.

[Friend Acquisition](#)

Increasing your number of friends makes your updates more visible. This also allows you to increase instances of interaction, since you can send your friends messages as well as post and comment on their walls.

In addition to the steps mentioned above, we will help you increase your number of friends and enhance your update visibility by inviting people that are related to your company or website's niche.

[Twitter Profile Creation & Optimization](#)

Twitter is a real-time information network that connects you to the latest buzz about the things you find interesting. Having a Twitter account allows you to see what's trending in your niche.

As such, we will create and optimize your profile page to maximize your visibility on the site as well as on major search engines.

[Tweets](#)

Twitter is really a numbers game; the more you update, the better chance you have of attracting attention, which can boost your number of followers.

Moreover, constant tweets fortify your presence in the Twittersphere, mainly by increasing the instances of people seeing you in their daily streams. Soon enough, they'll start to remember you. The more keyword-rich your tweets are, the greater the opportunities for retweets, which can lead to more people clicking on your links and visiting your sites. The results? More followers, and ultimately, more conversions for you.

In line with this, we will be creating and posting Tweets on your profile and utilize several Tweet updates to promote your products or services and/or include your target keywords.

[Follower Acquisition](#)

Having a lot of followers is a great way for them to see your updates in their timeline, thus increasing your profile and tweets' visibility. By launching the steps mentioned above and remaining consistent with optimization efforts, we will help you gain a reasonable number of followers that further establishes your presence on Twitter.

[Dedicated IP Services](#)

We will provide a dedicated IP for each campaign for link building purposes. We do this to ensure the link building quality and increase the likelihood of approval of the links we are building. This is because having a dedicated IP allows for a higher approval percentage of the links we build and increases the indexing power behind those links in the major search engines.

[Social Media Dashboard:](#)

With the Social Media Dashboard, you will be able to see the traffic stats of each of the LinkedIn, Facebook and Twitter Profiles and Pages.

Not only will you be able to see how many followers you have, but you will also be able to view how many times your profile was 'clicked', interactions between profiles, etc. Similar to Google Analytics, you will be able to set the dates on which you would like to see your account's data as well as graphs and numbers to better assess your social networks as a whole.

Social analytics tools are great at answering questions like:

1. How much awareness am I generating via social networks?
2. What links are being clicked?
3. What types of social content are good at generating comments and likes?

Web analytics tools have no clue what's going on within your social networks, so they can't help you here. If you want to answer one of these questions, turn to your social analytics tool.

[Internal Report Auditing and Analysis](#)

All Reporting is subjected to a monthly routine auditing and assessment process. We perform this auditing on a monthly basis to assure that all reports are up to date, error free and properly formatted.

The auditing process includes, but is not limited to, the checking of the following:

1. Format
2. Link status analysis
3. 100% of the month's work is completed in full
4. Report is updated accordingly
5. Fixing of errors or dead links

[Ranking Report Updates](#)

While we run rankings daily, your SEO Work Report is updated on a bi-weekly basis. We prefer to see rankings on a bi-weekly basis for comparison purposes. Being that rankings typically fluctuate on a daily basis, accurate representation of a site's organic rankings is difficult to gauge when looking at daily results. Therefore we provide rankings in two formats, bi-weekly rankings documented on the work report, and daily rankings documented in a ranking dashboard.

[Work Reports](#)

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

[Pages Indexing Analysis - Google & Bing](#)

Indexed Pages are the pages on a website that have been indexed or found by search engines like Google. It is very important that the majority if not all of your website's pages are indexed in the search engines. Otherwise, users will not be able to find or access them.

Using a special search query format, we will be checking Google and Bing for the indexing status of the target site. The results will help determine if the site is being crawled by the major search engines, how many pages are being crawled, and which version of URLs (WWW or non-WWW) are to be followed for optimization.

Indexing refers to how many of your website pages the search engines look at. The more pages indexed the better. We analyze indexed page counts to see which pages of your site aren't being indexed and why. We then use this information to determine the best course of action.

[Site Authority Analysis - MozRank, Domain Authority](#)

These scores are measures of your site's Authority in the eyes of search engines. The more Authority you have, the higher up the search results you appear.

What does this mean for your business? Are your scores higher or lower than your competitors? A higher score is favorable. As you improve your SEO, your Authority scores will increase as a direct result.

[Backlink Count and Referring Domains Overview](#)

We will be generating a report with the total backlinks and referring domains count.

[Integrative Link Placement Research](#)

One-way links are links to your site from sites that do not receive a link from your site in return. They send a powerful message to the search engines - that your website is valuable or interesting or useful that other sites want to tell people about it.

Prior to every one way link placement, we thoroughly research blog or forum opportunities relating to our target website and keywords. A manual search for blog related posts or forums is performed and then thoroughly analyzed as a link building solution. There are a number of different factors that we take into consideration throughout the process. These include but are not limited to, the following:

1. Niche/Keyword Relation
2. Recent posts/nothing dating back older than 6 months
3. Non-pornographic posts or sites
4. Non-competition sites allowed
5. Non-spammy sites allowed

[Competitive Link Finder](#)

We will be finding links your competition has that you don't and then show you where they are getting them from. Using this information, we can then decide whether or not we would like to go after the same links. It includes lots of link juice information about the quality of the page it's coming from, the pagerank, etc.

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Press Release Submissions

As soon as we get your approval for the Press Release article created, we then move forward with manually submitting it to various Press Release sites on a monthly reoccurring basis. Manual submitting is considered the ideal way to submit because it is less likely to cause trouble with the search engines. Moreover, manually submitting fully optimized press releases to free, major online press release networks is a great way to help increase website traffic and search engine visibility and is also an excellent branding strategy.

Unique Article Submissions:

As per the panda update, unique content submission is more important than ever. For every one article written, we submit it 50 times. However, each time we submit the article it needs to be viewed by the search engines as unique to a certain degree. In order to do this, and not break your wallet, the original article needs to be written in a very specific manner to allow certain indicated words to be switched with others. In this manner we can write one original article and submit 50 unique versions of it. This takes more time and effort than writing one article and submitting that exact article 50 times. The quality difference does not compare nor does the approval percentage of the submission.

Article submission is simply the process of publishing an article within an article publication website such as ezinearticles.com. By publishing on a larger, more visible site than your own, your content could be seen by more people. This makes it not only a great source of traffic, but also an excellent resource for building backlinks. Every article submitted generates at least one backlink to the corresponding target URL of the website.

[Social Bookmarking:](#)

Social bookmarking is another method of creating one way backlinks to your website. What's really great is that you can use the target keywords here as anchor text that links back to your target pages. The secret is knowing which sites permit do follow links and pass both authority and PageRank so you can budget your time most effectively when submitting content for bookmarking. Social bookmarking also aids in viral growth and time sensitive popularity.

We will be manually submitting the site's target pages to social bookmarking sites like Digg, StumbleUpon.com, Reddit.com, and del.icio.us. etc.

[Web 2.0 Profile Submissions](#)

A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators (prosumers) of user-generated content in a virtual community.

We will be creating Web 2.0 profiles in social networking sites. Once those have been created, we will modify the profile of your user account on that social networking site and create a one way link with your respective anchor text back to your site.

[Forum Profile Submissions](#)

We will be creating profiles in forums. Once those have been created, we will modify the profile of your user account on that forum site and create a one way link with your respective anchor text back to your site.

[Competitive Link Building Re-Indexing](#)

Similar to Social Bookmarks, Competitive Link Building Re-Indexing is a booster to a pre-existing back link. With this method, we are singling and calling for the search robot/algorithm to revisit and re-index this link due to its popularity, thus passing link juice all the way through to our target URLs.

[RSS Feed Creation and Submission](#)

Generating a syndication format for target blogs or news sections of websites and submitting it to free major platforms that accept aggregated RSS feed updates to get backlinks and free traffic.

[Dedicated IP Services](#)

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