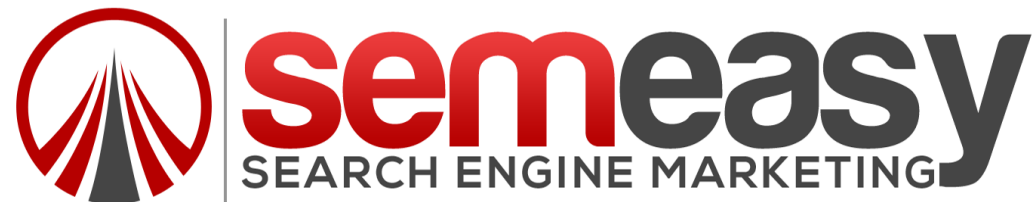
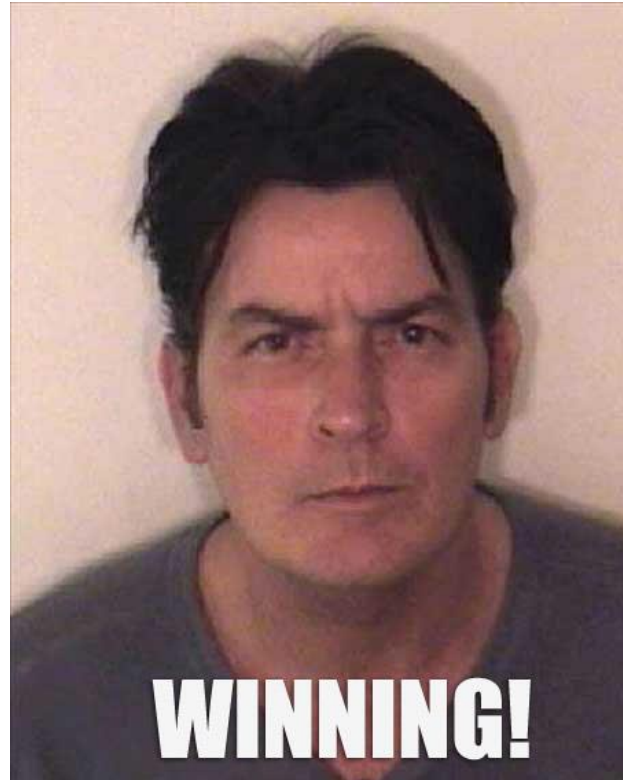


# ONLINE REPUTATION MANAGEMENT TRAINING



# ONLINE REPUTATION MANAGEMENT TRAINING

- What is ORM?
- How does it work?
- Who offers it?
- How much can you get paid for it?
- How do you do it? What is your strategy?
- Where to find clients?

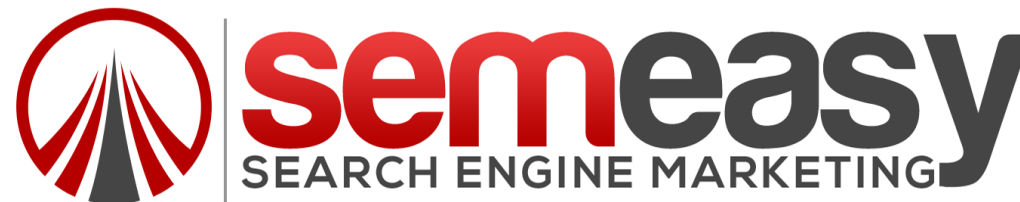


# ONLINE REPUTATION MANAGEMENT TRAINING

## What is ORM?

According to Wikipedia:

Reputation management is the understanding or influencing of an individual's or business's reputation. It was originally coined as a public relations term, but advancement in computing, the internet and social media made it primarily an issue of search results. Some parts of reputation management are often associated with ethical grey areas, such as astroturfing review sites, censoring negative complaints or using SEO tactics to game the system and influence results. There are also ethical forms of reputation management, which are frequently used, such as responding to customer complaints, asking sites to take down incorrect information and using online feedback to influence product development.

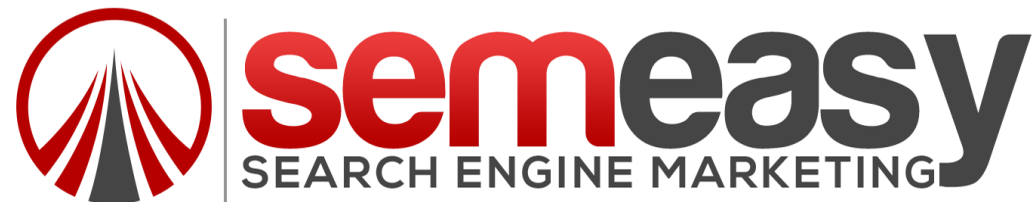


# ONLINE REPUTATION MANAGEMENT TRAINING

## What is ORM?

According to Andrew:

Push down the negative content, off page 1..... Get paid a TON of money!



# ONLINE REPUTATION MANAGEMENT TRAINING

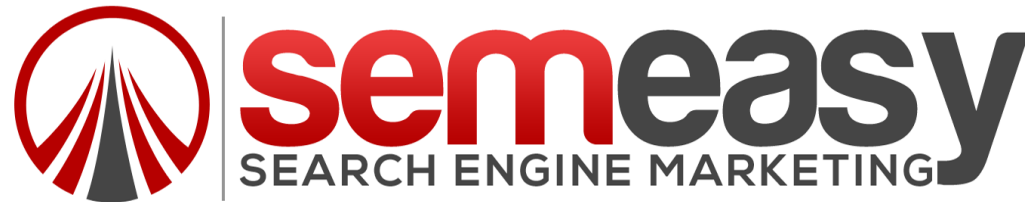
## How Does It Work?

The down and dirty is...

You have to SEO all of the sites that are below the bad press to raise them above the bad press!

Or create new properties that will outrank the bad press....

## CREATE A FOUNDATION



# ONLINE REPUTATION MANAGEMENT TRAINING

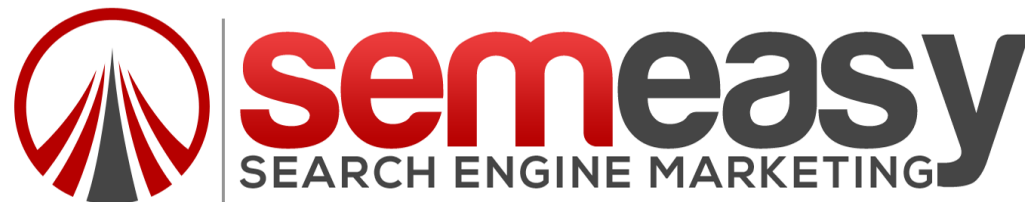
## Who Offers It?

**Many companies offer Online Reputation Management, but how are you going to be different?**

I don't do online reputation management like:

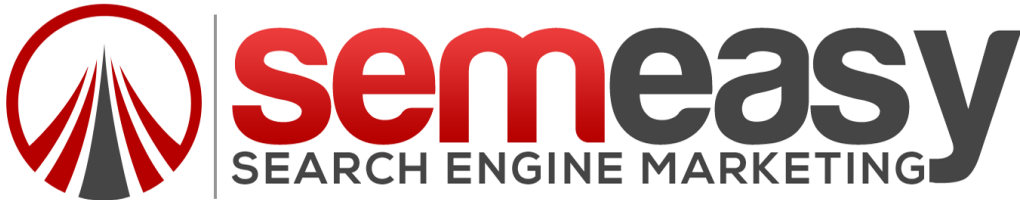
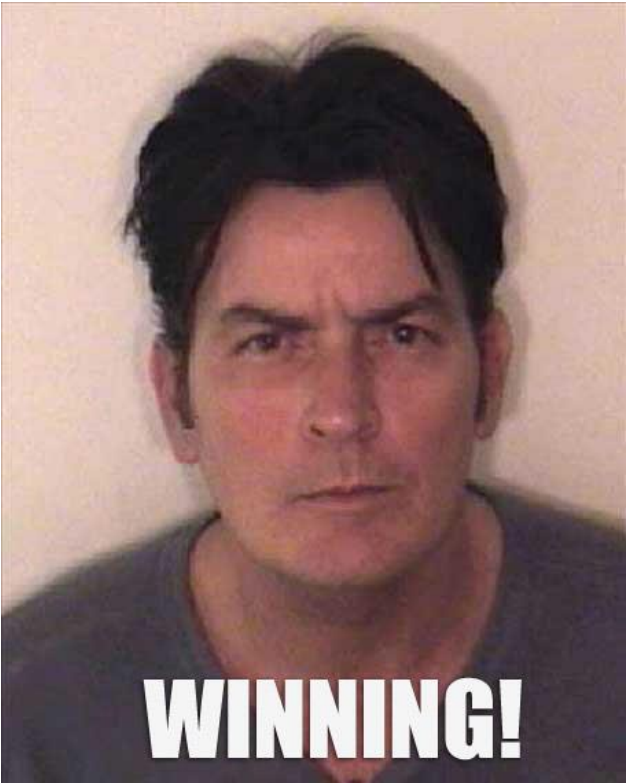
- Leave Fake Good Reviews
- I have a bad review on Yelp!
- Etc....

**I deal with BAD SERP reviews and people who are desperate and have money!**



# ONLINE REPUTATION MANAGEMENT TRAINING

Who Needs ORM?



# ONLINE REPUTATION MANAGEMENT TRAINING

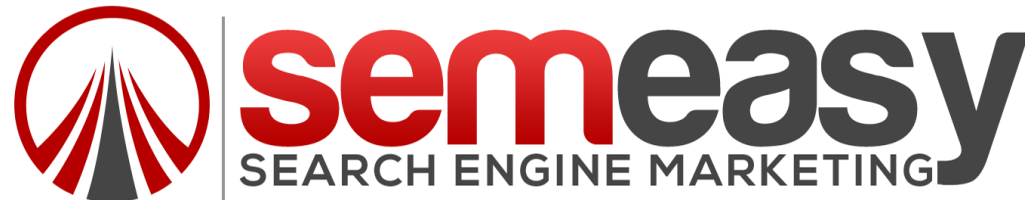
## How Much Can You Get Paid?

Well.... It Depends!

Factors:

- What is the bad press?
- Who is the person?
- Where is the bad press located?
- Where in the serps in the bad press located?
- How much money do they have? YES!

HOW MUCH WORK IS IT GOING TO BE TO CLEAN UP THEIR MESS?





# ONLINE REPUTATION MANAGEMENT TRAINING

How Much Can You Get Paid?

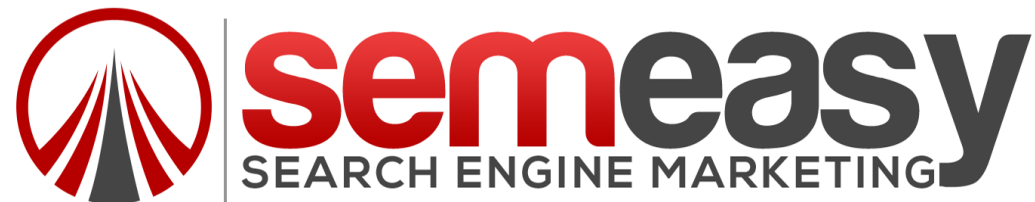
The offer:

**Paid By Results!**

**Paid By Project!**

**Paid By Hour!**

You decide.... **BUT! YOU HAVE TO BE PAID!**



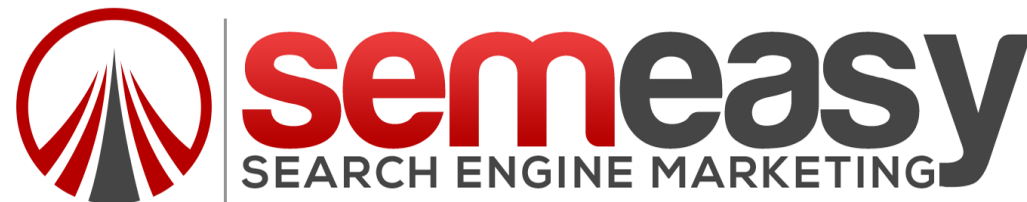
# ONLINE REPUTATION MANAGEMENT TRAINING

How Is It Done?

Ok we need to survey the damage.....

Then we need to take a SCREEN SHOT! We need to save it in a folder with the date being the file name.

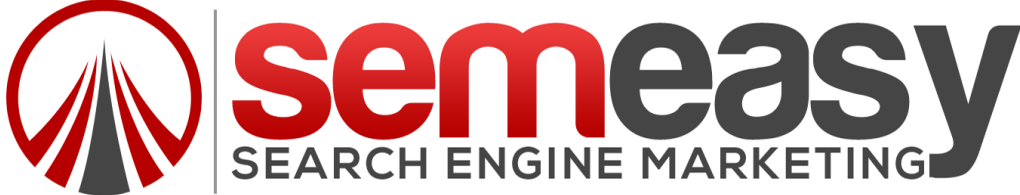
Once we know what the damage is, we need to access....



# ONLINE REPUTATION MANAGEMENT TRAINING

## What Are You Seeing?

The image shows a Google search results page for the name "Lori Carmichael Quigley". The search bar at the top contains the name. Below the search bar, there are tabs for "Web", "Images", "Videos", "News", "Shopping", "More", and "Search tools". The search results are displayed in a list format. A red box highlights the first search result, which is a news article titled "Former Brunswick teacher faces sexual assault charges" from ActionNewsjax.com. Red arrows point from the top right of the page towards the search results, with numbers 1 through 13 next to them. The word "OUCH!" is written in red next to the arrows. The search results include various news articles, photos, and links related to the name.



# ONLINE REPUTATION MANAGEMENT TRAINING

## What Are You Seeing?

Problem Sites:

The more authoritative the website that the bad press is on, the bigger the issue..

The More You Need To Work!

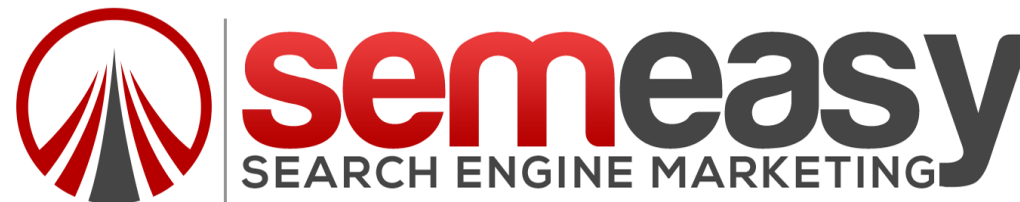
Ripoff Report?

PissedOffConsumer.com?

Nytimes.com?

Huffingtonpost.com?

Etc....



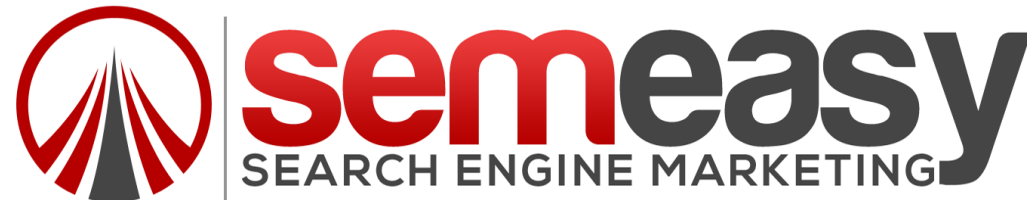
# ONLINE REPUTATION MANAGEMENT TRAINING

How Is It Done?

Ok what is the strategy?

**REMOVE**  
**SUPPRESS**  
**REPLACE**

or a Combo!



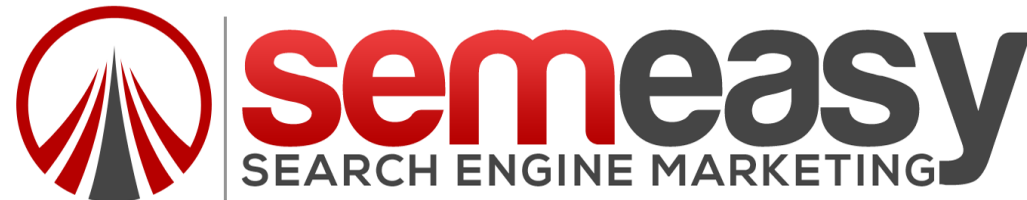
# ONLINE REPUTATION MANAGEMENT TRAINING

How Is It Done?

## REMOVE

There are many ways to have content removed. It does depend on the type of website.

Will it remove itself? Yes, you have to love this!



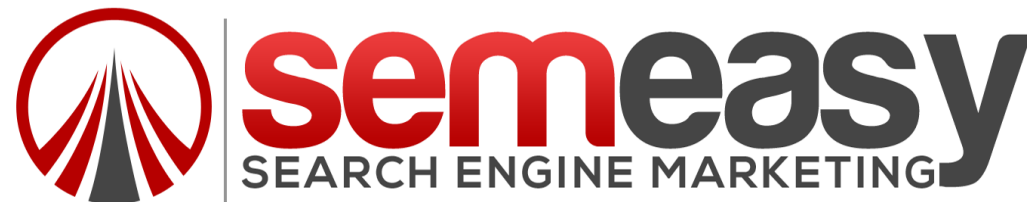
# ONLINE REPUTATION MANAGEMENT TRAINING

How Is It Done?

## SUPPRESS

Can we push the results down off the page! How tough would this be?

What does the foundation look like?



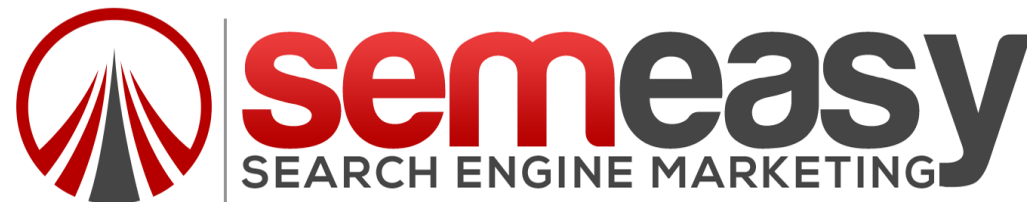
# ONLINE REPUTATION MANAGEMENT TRAINING

How Is It Done?

## REPLACE

Ok this is the COOLEST trick....

Does the website that the bad press is on have the opportunity for content creation? If yes, then we exploit it and THANK Google!





# ONLINE REPUTATION MANAGEMENT TRAINING

How Is It Done?

TIME to POKE the SERP:

## Building A Foundation

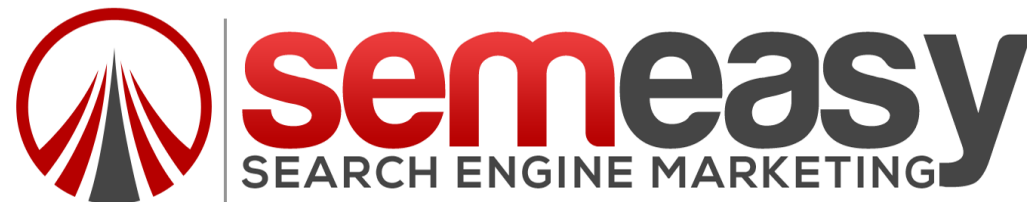
Twitter Account, Facebook Account, Linked In  
Profiles: Knowem.com, Fiverr.com, SEOClerks.com

Quick result articles: allvoices.com

YouTube Video – Google Hangout

Exact Domains Available?

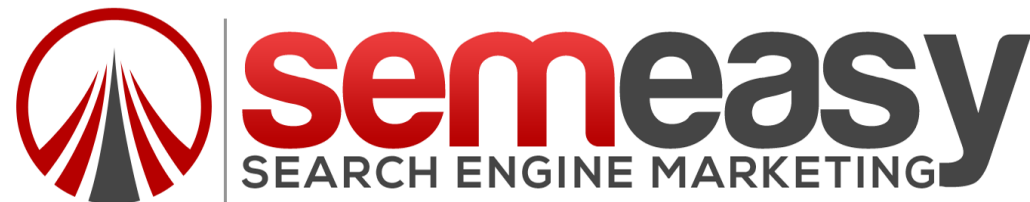
Press Releases



# ONLINE REPUTATION MANAGEMENT TRAINING

How Is It Done?

This is when your SEO chops come into play...



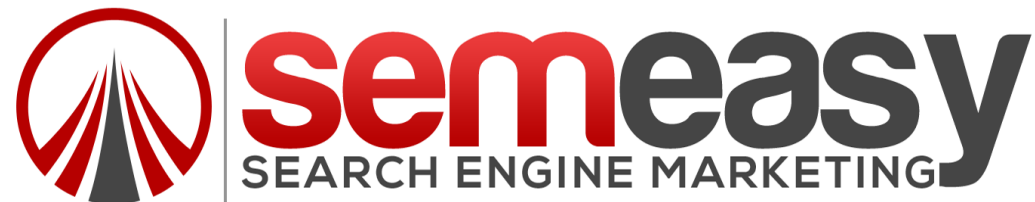
# ONLINE REPUTATION MANAGEMENT TRAINING

How To Find Clients?

Did someone say tools?

Google Alerts!

<http://www.google.com/alerts>



# ONLINE REPUTATION MANAGEMENT TRAINING

How To Find Clients?

A Serious Sales Force!

And it is MUCH easier than you think!

It is finding people that know people that need your services!



# ONLINE REPUTATION MANAGEMENT TRAINING

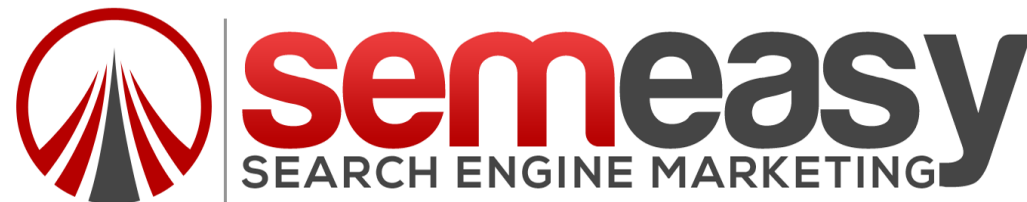
How To Find Clients?

Lawyers! – They just want their cut!  
Criminal, Entertainment, Music and Sports Agents...

Public Relations companies!

Remember, what is in it for them!

\$\$\$



# ONLINE REPUTATION MANAGEMENT TRAINING

What Do You Need?

**A Website, Business Cards and some drive!**

