

**ORM** Safeguard your company's reputation with **OnlineReputationManager.com**

With the breakneck speed of the Net, a company's hard-won reputation can be tarnished in hours. Every day, lies, distortions, smears, and rumors fill the blogs, newsletters, and forums. Search engines looking for fresh content place these postings at the top of their results. There's no "undo" button, and defensive posts may simply inflame an issue. A good defamation lawyer can help you take action, but it may be only one of the counter-measures you need.

OnlineReputationManager.com REPUTATION MANAGEMENT PROGRAM

Fully operational since 2001, ORM has established its own reputation as a powerful ally to both individuals and businesses.

ORM is part of a global, information technology company that is headquartered in Pittsford, New York. We number over 50+ employees and have branch offices at Mohali and Chandigarh, both in India. And, we have a growing network of legal partners worldwide. Below we outline our 3 step approach to reputation management:

1 Analysis

We do a rapid, in-depth study to determine where, when, and how negative postings about you or your company have been made.

- Who owns, manages, or has access to the sites or pages where the offensive listings reside?
- What is the extent of the damage?
- What "keywords" or search phrases bring up offensive listings?
- What kind of sites are involved: blogs, journals, news sites, forums, permanent or ad-hoc sites, etc.?
- Are the postings associated with competitive (deeply entrenched) or with transitional keywords (those that can be quickly overcome with corrective actions)?
- Who are the individuals responsible for the damage?
- What are the best counter-measures including legal strategies as well as online action?

2 Strategic planning

- We rapidly assemble a team.
- We develop an action plan that is perfectly fitted to the analysis.
- We present the plan to you and get sign-off.
- We go into action with a multi-pronged approach.

3 Action

We begin to implement counter-measures that include, but are not limited to:

- **Removing negative content through legal means**
OnlineReputationManager.com works in partnership with qualified legal specialists to address any violation of copyright, trademark, business name, or other offense. A qualified law firm can issue a cease-and-desist order or take other action to force the removal of negative content directly.
- **Boosting ranking of 'positive' content**
Identifying "positive" web pages, blogs, forums, articles, or pages that we control, that can be quickly elevated in the search engine rankings using optimization strategies. These pages blanket and replace negative listings.
- **Posting positive content**
Posting hundreds of positive articles, blog, journal and forum entries, news items, press releases and other pages on a steady, on-going basis. These postings reflect positively on your reputation, but more importantly, they replace negative postings by taking the top positions on the sites in which they appear.
- **Creating new, positive content**
Creating new, positive content on your site and on sites that we control, then optimizing this content so that it rises quickly to the top search engine rankings. OnlineReputationManager.com owns and manages hundreds of sites used for this purpose
- **Buying domains with relevant keywords**
Buying new domains with important, relevant keywords in the URLs, and optimizing these sites.
- **Ongoing reporting, review and strategy revision**
Continuous reporting, review, and revision of strategy based on concrete web metrics.

**ORM** You can trust us with your company's reputation**THE OnlineReputationManager.com REPUTATION MANAGEMENT PROGRAM YIELDS FAST, EFFECTIVE RESULTS****How quickly will you see results?**

Using the methods outlined above, we have been able to see results within a single day in "real time." However, a good campaign unfolds systematically and continues to achieve "penetration" over the coming months

FREE REPORT!**How can we get more information?**

Call or email us right now or [click here](#) to submit a web form. We will ask for a bit of information, and then provide an analysis of your situation in a free report.

We can begin your campaign now.Email: sales@onlinereputationmanager.comCall Us Toll Free
1-888-764-2585***It's your reputation on the line!*****Examples of defamatory online attacks on reputed companies**

- A well-known online business was targeted in a blog, and the repeated posts escalated to threats of physical violence. The offending party even posted a map and photo of the company's US offices, with the exhortation to vandalize the office.
- A food distribution business was defamed by a competitor who launched a website that actually included a portion of the business' credit report.
- A highly recognizable media spokesman had false and inflated statements about him posted on several sites. Due to his high-profile status, these claims were rapidly disseminated online.
- A former employee launched a website attacking an international concern, but the charges were based on events that never happened.
- A politician's former romantic partner published false information about his business dealings, and this information rose quickly in the search engines.
- A former customer, using industry bulletin boards and other sites, claimed that an advice and information column was running a scam to bring in paying clients. These charges were false, but damaging.
- A "industry insider" consumer journal gave negative write-ups of programs in competition with its paid advertisers.
- An embittered former business partner launched a site attacking his former partners by company, and by name. The site posted altered documents and "doctored" photos.
- A nationally recognized medical professional was criticized unfairly and with false claims on a series of new sites set up anonymously by a competitor. Unfortunately these sites achieved major play in the blogs and in the major search engines.
- A prominent industry spokesman was falsely accused of having a prison record. This rumor was widely circulated for six months.
- A highly reputable realtor was attacked for selling illegally obtained properties. The "illegality" had occurred only once in a 20 year work history and was the fault of a former employee who had been quickly dismissed at the time.



ORM About OnlineReputationManager.com, the company

ABOUT OnlineReputationManager.com

Fully operational since 2001, ORM has established its own reputation as a powerful ally to both individuals and businesses. Our value proposition is simple: we get it.

We understand how quickly and deeply your online reputation can be damaged by so much as a single misguided blog posting. We know that, to you, the stakes couldn't be higher-that your reputation is priority number one. We know how to identify the problem source, assess the impact, and take corrective action. Starting now.

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**THE OnlineReputationManager.com
ONLINE BRAND AND REPUTATION
MANAGEMENT TEAM**

The ORM service made up of professional team leaders, each of whom supervises 10-20 other technical specialists. Each team handles a specific technical task such as content development, article writing, link acquisition, blog posting, and so on. Your project team reports to a senior project leader. Both the senior project leader and an identified customer support representative report directly to you. We keep you "in the loop" and engage you in the operational process at the level you dictate.

Our reach and our thinking is global. It has to be. In today's high-speed world, both problems and solutions travel at "the speed of the Net."

**PROFESSIONAL
ORGANIZATIONS**



OnlineReputationManager.com also has proven competency in the field of search engine optimization and is a registered member of these professional organizations.

SEMList.com

↑TOPSEOs

SEMPO ::::[®]
TOP OF SEARCH = TOP OF MIND[®]

CALL US NOW!



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Or you can visit our site and complete the **Request for Quote** form to submit your requirements.

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http://www.onlinereputationmanager.com/request_for_quote.html

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**Call Us Toll Free
1-888-764-2585**