



## Safeguard your company's reputation with Netsmartz Reputation Management

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.

### NETSMARTZ REPUTATION MANAGEMENT PROGRAM

Netsmartz™, the world's largest search engine marketing company, has spent years developing and refining its online search engine marketing tactics. With over 150 search engine service staff and a relationship with a top legal firm that has a specialty in Internet law, we are able to implement a reputation management campaign rapidly and aggressively. 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**  
Netsmartz 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. Netsmartz 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.



You can trust us with your company's reputation

## THE NETSMARTZ 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@netsmartz.net](mailto:sales@netsmartz.net)



Call Us Toll Free  
1-888-661-8967

*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.



## About Netsmartz, the company

### ABOUT NETSMARTZ

Netsmartz is proud of being a global, quality-driven information technology company and a Microsoft Certified Gold partner. We also have CMMI Level 3 and ISO 9001:2000 certification. As well as software development, we offer products and services in the areas of Search Engine Marketing, E-Learning Courseware, E-Marketing Solutions, and Technical Support.

Netsmartz has its headquarters in Rochester, New York and a roster of Fortune 500 companies as clients including Global Crossing, Kodak, Frontier Communications, Nellie Mae and Wegmans Food Markets. Today we number over 300 employees and have branch offices in Rochester, Boston, Toronto, and Mohali, India.

### THE NETSMARTZ ONLINE BRAND AND REPUTATION MANAGEMENT TEAM

The **Netsmartz OB & RM** division is 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, media development, and so on. Project teams work both independently and collaboratively. Project work is complemented, when this is useful, by a design and development team that addresses website design, ecommerce support, and content management systems. As a full spectrum Internet services provider, we are able to facilitate your Internet success in every way possible.



### NETSMARTZ CLIENTS

\*This is a partial Client List.

All trademarks are the property of their respective companies





## Netsmartz has impeccable credentials

### PROFESSIONAL AFFILIATIONS

Besides our Quality certifications, Netsmartz is a Google Adwords Qualified Professional and a Yahoo Search Marketing Ambassador. This means we have been certified by both these organizations as professionals competent enough to deliver reliable results on their sponsored search programs.

ISO 9001: 2000  
CERTIFIED

**Microsoft**  
GOLD CERTIFIED  
*Partner*



### NETSMARTZ'S PROFESSIONAL ORGANIZATIONS

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

↑TOPSEOs

SEMList.com

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

### CLIENT TESTIMONIALS

Over the years, we have reliably received positive feedback from our clients. Reactions range from surprise to clear delight that we deliver much more than we promise. A few of their comments...

"NetSmartz was a very professional company and completed the project on time and within budget. I would certainly use them again." – Tom Grassi

**Project Value: \$43,200**

**E-mail: tomg@vegasexperts.com**

**Phone: +1 440.746.1717 (EST, US)**

"These do very good work." – Danny Wheeler

**Project Value: \$25,397**

**E-mail: dannyw@abletoaid.com**

**Phone: +1 435-313-3434 (PST, US)**



## Appreciation from loyal clients

### CLIENT TESTIMONIALS



#### Global Offices



Office at Mohali



Office at Rochester

### CALL US NOW!

Concerned about your online reputation? Drop us an e-mail or simply pick up the phone and call. Or you can visit our site and complete the [Request a Quote](#) form to submit your requirements.

“NetSmartz did a very good job for us. They deliver what they promise and they are always on time. We ran into a few hang-ups on the project. But they did a great job of correcting all problems to our complete satisfaction. Very professional.”

– Danny Wheeler

**Project Value: \$16,520**

**E-mail: [dannyw@abletoaid.com](mailto:dannyw@abletoaid.com)**

**Phone: +1 435-313-3434 (PST, US)**

“Great company. I'm already discussing my next project them with. Highly recommend!”

– Susan Sweet

**Project Value: \$7750**

**Email: [SuesHealthCenter@aol.com](mailto:SuesHealthCenter@aol.com)**

**Phone: +1 804.301.4747 (EST, US)**

“Netsmartz handled this project with professionalism throughout. They kept us informed every step of the way and were willing to offer good advice whenever requested. We would have no hesitation in using them again or recommending them to others.” – George Kounis

**Project Value: \$4900**

**E-mail: [gkounis@singleclicksolutions.co.uk](mailto:gkounis@singleclicksolutions.co.uk)**

**Phone: +44 208.882.6864 (UK)**

[Read More Testimonials](#)



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