Online Reputation Management

What are They Saying About You?

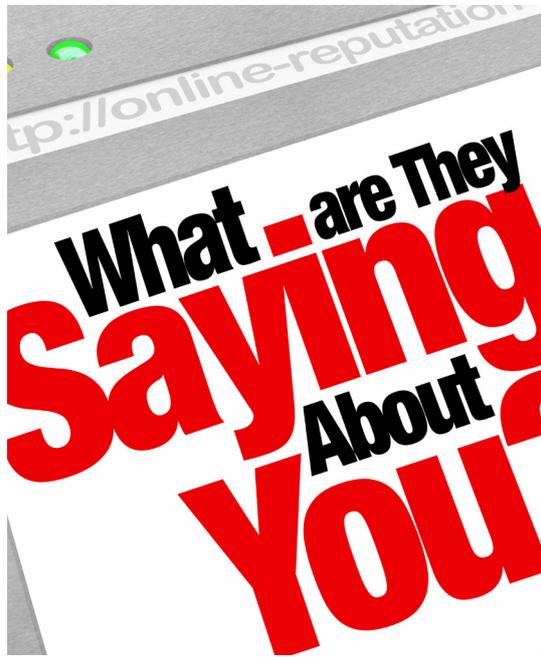**85% of customers will check for reviews about your business even after they've purchased from you.**

AND if they see one negative review or 'scam report' over 75% of these customers will CHANGE their purchase decision!

How important is your online reputation and how could it affect your business or personal career?

80% of job applications are culled because Human Resource managers search the applicants online.

We can take care of your online reputation for you and your business

Okay, so reputation management is essentially hiding and removing any information from Google and other search engine results. When people search for you or your company name, if they find anything negative it **damages your online reputation.** So reputation management is the act of creating new websites, social media profiles, articles, blog posts, directory listings, press releases etc… **that have positive and useful information.**

Once we create this network of content we optimise them so when people search for you, instead of seeing the websites that you don't want them to see, **they only find the new content** that you want them to see. This is achieved through a combination of well written content, seo techniques, interlinking, social media, and consistent updates.

Reputation Management works by **drowning out any negative information** with websites which appeal to Google's search algorithms. If you appeal to Google you rank above these websites that you are wishing to hide. We do this on a grand scale with a full network dedicated to promoting you or your business. With so many websites, profiles and articles we create networks which can have 30 or 40 websites in them. When this network is optimised and strengthened, all of these websites outrank the offending websites and push them down where no one will ever see them.

How Much Does Reputation Management Cost?

It all depends on a number of factors. Firstly it depends on how strong the websites that you are wishing to remove are in Google's eyes. For example a news story on a popular website will rank far higher than a small blog. Secondly, the amount of negative websites that we need to hide will affect the cost. Reputation Management will completely remove these offending websites from the first page and replace every result with positive information, so it's value is clear.

We provide free quotes for every client.

To protect or improve your online reputation call us on:

(08) 6191 0779