

# Online Reputations



define your brand online

Online Reputation Management Proposal:

The Client

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OnlineReputations.com.au

Sydney Search Results Pty Ltd

The image shows a screenshot of a Google search results page for the query "my company reputation". The page is annotated with reputation management strategies:

- A blue arrow on the left points upwards, with the text "Increase the good news" above it.
- A grey arrow on the right points downwards, with the text "Push bad news from the first page" below it.
- The search results include several links, such as "How to protect my company's reputation online - media liability", "Reputation Management 101 | Reputation", "Reputation - Wikipedia, the free encyclopedia", and "How to Check a Company's Business Reputation | eHow.com".

## Problem

Negative listing from news sites, blogs and other in search engine results related to terms:

## The Client

Page one Google search results for: The Client

The screenshot shows a Google search results page for the query "Ronald biggs". The browser address bar shows "www.google.com.au/search?hl=en&biw=9...". The search bar contains "Ronald biggs" and the search button is visible. The results page shows "About 113,000 results (0.28 seconds)".

**Everything**

- Images
- Videos
- News
- More

**Sydney New South Wales**  
Change location

**The web**  
Pages from Australia

**All results**  
Sites with images  
Timeline  
More search tools

**Ronald biggs** Search

About 113,000 results (0.28 seconds) [Advanced search](#)

**Ronnie Biggs - Wikipedia, the free encyclopedia**  
Ronald Arthur "Ronnie" Biggs (born 8 August 1929) is an English criminal, known for his role in the Great Train Robbery of 1963, for his escape from prison ...  
[Great Train Robbery - Australia - Rio de Janeiro - Return to the UK](#)  
[en.wikipedia.org/wiki/Ronnie\\_Biggs](#) - Cached - Similar

**Images for Ronald biggs** - Report images



**Ronald Biggs:**  
23 Feb 2004 ... The story of **Ronald Arthur Biggs** Great Train Robber is told from the robbery in 1963 to his return to prison in 2001 We hear some of his ...  
[www.abc.net.au/gnt/history/Transcripts/s1051035.htm](#) - Cached - Similar

**Australian Story - 28/06/01: For the Record**  
28 Jun 2001 ... CHARMIAN BRENT, former wife of **Ronald Biggs**: The hardest ...  
[www.abc.net.au/austory/transcripts/s316009.htm](#) - Cached - Similar  
[Show more results from abc.net.au](#)

**Ronald Biggs & The Great Train Robbery, the notorious 1963 robbery ...**  
Contrary to popular belief, no doubt fuelled by media speculation, **Ronald** Arthur Ronnie **Biggs** did not take part in the actual planning of the robbery and in ...  
[www.trutv.com > ... > COPS & OTHER CHARACTERS](#) - Cached

**Free Ronald Biggs: The Last of the Great Train Robbers | NowPublic ...**  
7 May 2009 ... **Ronald Biggs** awaits result of appeal to leave prison. Why keep an old man who is clearly nearing the end of his life incarcerated for a ...  
[www.nowpublic.com/.../free-ronald-biggs-last-great-train-robbers](#) - Cached - Similar

**Ronald Biggs Quotes - BrainyQuote**  
Quotes by **Ronald Biggs**, Type - Celebrity, Nationality - British, Date of Birth - August 8, 1929 - BrainyQuote.  
[www.brainyquote.com/quotes/authors/r/ronald\\_biggs.html](#) - Cached - Similar

**BBC ON THIS DAY | 8 | 1965: Ronald Biggs escapes from jail**  
**Ronald Biggs** who was serving a 30-year prison sentence for his part in the Great Train Robbery escapes from Wandsworth prison.  
[news.bbc.co.uk/onthisday/hi/dates/stories/.../2706659.stm](#) - Cached - Similar

**Videos for Ronald biggs**

 <b>Ronnie Biggs Archive &amp; Interview Footage</b> 6 min - 9 Jul 2009 Uploaded by EspressoTV <a href="#">youtube.com</a>	 <b>The Sex Pistols - The Ronnie Biggs song</b> 2 min - 16 Aug 2008 Uploaded by badhead <a href="#">youtube.com</a>
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**Answers.com - Is Ronald Biggs one of the great train robbers is he ...**  
English History question: Is **Ronald Biggs** one of the great train robbers is he dead now or alive? Answer Ronny Biggs is in Belmarsh Prison, ...  
[wiki.answers.com > ... > European History > English History](#) - Cached - Similar

**Ronald Biggs - IMDb**  
**Ronald Biggs**, Actor: Prisoner of Rio. ... 1978 The Confessions of **Ronald Biggs** ( TV documentary) Himself. Hide Hide Show Show Archive Footage (1 title) ...  
[www.imdb.com/name/nm0081867/](#) - Cached

**Timeline results for Ronald biggs**  
1963 On August 8, 1963 a British hoodlum named **Ronald Biggs** participated in what came to be called "the Great Train Robbery" which netted him £7

## Action

Online Reputation Management by Sydney Search Results Pty Ltd.

## Solution:

1. Implement counter measures to move negative listings from page one search engine results by replacing them with positive content listings.

## Strategy to suppress negative items

- New websites can be created on their own domain (eg TheClient.com.au) which are optimised for the search term "The Client ". If the client has particular articles or a blog they want to go on them, these can be published on these websites.
- Hundreds of links will be created to these websites using state of the art SEO techniques which will help them to rank quickly in Google.com.au
- In addition, hundreds of links will be created to other positive and neutral websites that are already ranking for this search term.
- These sites will all go up the rankings, and this will have the effect of pushing the negative site down

## Our fees

### Google.com.au

### The Client

#### 1. Website creation for new positive content

\$400 to set up for each website created once only fee ( TheClient.com.au, TheClient.org.au etc depending on availability)

#### 2. Monthly fee for linking promotion

##### a. Bronze package

\$850 per month 200 links per month created to each of 10 positive and neutral sites below the negative ones ( or 400 links to 5 sites or variation thereof ) plus cost of any websites created in 1 above.

### **b. Silver package**

\$1,500 per month 200 links per month created to each of 20 positive and neutral sites below the negative ones ( or 400 links to 10 sites, 800 links to 5 sites etc) plus cost of any websites created in 1 above.

### **c. Gold package**

\$3,000 per month 400 links per month created to each of 20 positive and neutral sites below the negative ones. ( or 800 links to 10 sites etc ) plus cost of any websites created in 1 above.

### **Payment Details:**

In advance. GST not included in above pricing.  
Payment to Sydney Search Results Pty Ltd

### **Details of Execution**

Information once indexed in Google's database cannot be extracted as such from Google search results. Google has ownership of its database and will not act on negative publicity. Even if the offending article is removed by the publisher the content still exists in Google's database and can be found in a search.

Negative listings must be replaced with positive new content or the active promotion of existing positive content which is indexed and ranking so that it outranks the negative content and pushes it lower in the rankings where it will not be found. The best strategy is to do both.

We implement a campaign of content creation, listing and promotion by registering top level keyword rich domains which we heavily optimize for the search term to be replaced using the latest SEO friendly content management systems which Google love. Then we promote them with our powerful range of off page SEO linking strategies as detailed below:

\*Concept, design, build, positive .au listings based upon theme of The Client's existing website if required.

\*Create back links from authoritative websites with high Google PR to promote positive listings

\*Create a mini network of web2.0 sites to link into positive listings

eg: youtube, squidoo, wordpress, hubpages etc for linking

\*Create RSS feeds from all the above and submit to RSS aggregators.

\*Write press release and submit to press release agencies to promote positive listings  
( if required )

\*Submit the positive listings to web directories.

\*Create social bookmarking accounts to bookmark all above and promote positive listings

Some companies go for a cheap solution and just upload images and free platform content to the web such as [www.twitter.com/keyword](http://www.twitter.com/keyword)

This is not effective in the case of negative listings such as yours which end in a .gov.au domain extension as net.au extensions will always beat a .com extension in the Google.com.au database which serves results here in Australia. This is one reason it is important to go with an onshore company like ourselves who specialize in dealing with .com.au & other .au negative listings.

We hold an Australian ABN number ABN 50 136 524 680 which allows us to register and build the kind of .com.au / .org.au listings that are required in this sort of job.

Additionally we can create a technically perfect replica of your existing website in which all internal links feed through to your website and build out each listing we create so that you get the added benefit of populating the search engines with you website.

In this way the money you spend on the ORM project gets turned into something positive in terms of ROI for your company and is not just money spent pushing off a negative listing.

Please call to discuss this further.

*All information in this proposal is confidential and may NOT be shown to any other third party including SEO and ORM companies.(see terms and conditions regarding this privacy agreement at our website <http://www.onlinereputationmanagementsydney.com.au/privacy-policy-terms>) We treat any breach of our privacy code very seriously)*

## Appendix 1 - Further Information

### Web2.0: An Overview

The need for ongoing monitoring is essential as the nature of online content spreading on the internet in Web2.0 format is viral. As search engines seek to index and rank content in real time an emphasis is placed on Web2.0 user generated content search results. This leads to news content providers auto generating news content from existing listings on an ad hoc basis determined by keyword phrases using RSS technology.

We provide a real time alert produced by our monitoring system which picks up any reference to any of the agreed keyword terms in the search engines. This is constantly monitored.

Additionally, as the nature of the internet becomes more interactive in its Web2.0 platform, the content published online can be seen more as a form of “conversation”. Different kinds of online publishing now allow users to share and contribute in real time. As you can see with the negative reviews that you have they take place in the context of a forum in one case which can then be part of a larger conversation online which needs to be monitored.

Examples of this kind of interactive problem can be found at:

Social networking sites such as Facebook, Twitter

Blogging with commenting as can be found on all news and current affairs websites

File sharing media such as YouTube

Forums

Review sites

The need to be part of the online conversation so as to shape the dialogue about your brand is essential. Participation allows you to frame and contextualize what is being said online about you, your brand and your actions.

An integral first step in this process is monitoring and elimination of negative listings. A long term objective would be to be more proactive and produce more digital content for online publishing to positively frame the online reputation of your brand.

## Read About Our Work In The Media Below

**Valentine's Mystery Date**  **CLICK HERE FOR YOUR CHANCE TO WIN A 'NO STRINGS ATTACHED' MOVIE DATE** 

**Sport stars pay to clean up online reputations**  
 By Danielle Cahill | Herald Sun | January 19, 2011 12:00AM  
 Recommend Be the first of your friends to recommend this. 0 Tweets Share

**SPORTS agents are paying up to \$10,000 to have dirty secrets about star players removed from the web.**

David Cannell, from Online Reputation Management, said business had boomed since the St Kilda nude photo scandal.

Mr Cannell said people making inquiries on behalf of sports organisations and football clubs had contacted him for prices on his services.

"I've been contacted by intermediaries who just wanted to get a sense of costing, but they didn't give me the details of what sports clubs. I guess they are basically agents," he said.



Nick Riewoldt had nude pictures of him published online. Picture: Norm Oorloff Source: Herald Sun

"They just ring up and just say, 'Look we've got this issue with this individual and we'll sit down, we'll google it, we'll analyse it and then look for some costing'.

"These names mentioned to me, I didn't know who they were because I don't follow AFL or rugby - until I googled them and then I see what they've gone and done.

**Related Coverage**

- Why online reputations matter *Herald Sun, 17 Jan 2011*
- More than names are rubbished *Herald Sun, 28 Dec 2010*
- Bitter Hoges wants \$10m apology *Courier Mail, 4 Dec 2010*
- Hoges wants an apology *The Daily Telegraph, 4 Dec 2010*
- Auction website sells homes online *Perth Now, 23 Nov 2010*

"Some of them feel because of the way they have been handled from quite a young age they're immune to the same kinds of problems that other people have.

"They feel protected. So they don't expect things to go wrong because they expect that people are always going to sort it out for them.

"Once things have gone viral online it's out of the hands of the agents."

Mr Cannell said the average client spent \$3000 to \$5000, but some paid up to \$10,000 to restore their digital reputation.

"Its growing exponentially," he said. "They've just become aware of the fact they can do something about it."

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**Media Links:**

<http://www.heraldsun.com.au/ipad/why-online-reputations-matter/story-fn6bfkm6-1225989811452>

<http://www.dailytelegraph.com.au/news/national/sport-stars-pay-to-clean-up-online-reputations/story-e6freuzr-1225990688047>

<http://www.news.com.au/technology/meet-the-man-who-promises-to-make-you-look-good-in-google-search-results/story-e6frfro0-1225998131677>

Radio Interviews

<http://www.onlinereputationmanagementsydney.com.au/media>

