

# Reputation Management

For:

**Person's Name/Organization**

Prepared By:



Date: <Today>

## Introduction

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The following information in this document covers represents a good faith agreement between PalmettoSoft (PS) and the customer.

## What is Online Reputation Management (ORM)?

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Online Reputation Management is the act of monitoring, addressing or mitigating negative search result mentions in online media and Web content.

## Expectations & Assumptions

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- Deliver a white glove level service
  - 24 or less turnaround times on emails
  - Organized and structured communication style
  - Friendly attitude and demeanor of personnel
  - Workflow is managed through a web based project management tool
    - Maximum efficiency
    - Calendar
    - Scheduling & planning
    - Communication tracking
- Act as a consultant for any other marketing related activities
  - And for 3rd party IT vendors
- Fees are inline with the industry
- We follow the Google Search Console guidelines
- Track and report business leads (email and phone calls) with client
- Oversee campaign
  - Monthly performance report

## Campaign Goals

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- Create positive content and promote online
- Repair and promote brand online

Push down negative content to search engine results page #3 and beyond

## Schedule & Reporting

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Campaign Setup (2 month duration)	Start	End
<b>Keyword selection</b> Based on existing negative content and client's input	<date>	<date>
<b>Micro websites setup</b> Create and setup micro websites based on targeted keywords	<date>	<date>
<b>Blog setup and integration</b> Install and/or optimize an existing blog within the website. This includes, but is not limited to an overview page, detail page and social sharing buttons.	<date>	<date>
<b>Social profile setup</b> Create social media profiles for the campaign	<date>	<date>
<b>Website meta element optimization</b> <ul style="list-style-type: none"> <li>• Title</li> <li>• Meta description</li> <li>• Heading tag</li> <li>• Image alt text</li> <li>• Breadcrumb navigation</li> </ul>	<date>	<date>

<ul style="list-style-type: none"> <li>● Google Webmaster Tools and Analytics setup</li> <li>● Sitemap.xml setup</li> <li>● Robots.txt setup</li> <li>● Creating custom 404 error pages</li> <li>● 301 redirect verification</li> <li>● Internal content linking</li> </ul>		
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Routine Work (6 month duration)	Start
<p><b>Business profile creation</b> Add website details in the top local business directories</p>	<date>
<p><b>Blog posting</b> PalmettoSoft copywriter will interview the client and write monthly blog post(s) matched to their campaign requirements.</p>	<date>
<p><b>Link building work</b> Monthly backlink creation through directory, book sharing, article and blogging</p>	<date>
<p><b>Reporting</b> Monthly campaign performance report (for previous month) sent at the beginning of each month with a phone call.</p>	<date>

## Fees

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### One time fee - Campaign setup

<p>-To be billed upon proposal acceptance -Fee based on size and scope of campaign</p>	<\$\$\$>
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**Monthly fees - Pricing slab**

Keywords	Monthly Fees
2-3	~\$1400 and up
4-7	~\$2814 and up
+8 keyword campaigns are priced accordingly.	

