

Reputation Management

For:

Person's Name/Organization

Prepared By:



Date: <Today>

Introduction

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

What is Online Reputation Management (ORM)?

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

Expectations & Assumptions

- 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

- 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

Campaign Setup (2 month duration)	Start	End
Keyword analysis Based on existing negative content and client's input	10/3/22	10/11/22
Micro websites setup Create and setup micro websites based on targeted keywords	10/12/22	10/21/22
Blog setup and integration 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.	10/24/22	11/3/22
Social profile setup Create social media profiles for the campaign	11/4/22	11/16/22
Website meta element optimization	11/17/22	11/30/22

<ul style="list-style-type: none"> ● Title ● Meta description ● Heading tag ● Image alt text ● Breadcrumb navigation ● Google Webmaster Tools and Analytics setup ● Sitemap.xml setup ● Robots.txt setup ● Creating custom 404 error pages ● 301 redirect verification ● Internal content linking 		
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Routine Work (6 month duration)	Start
<p>Link building Monthly backlink creation through business directories, articles and blogging, etc.</p>	12/1/22
<p>Blog posting PalmettoSoft copywriter will interview the client and write monthly blog post(s) matched to their campaign requirements.</p>	12/1/22
<p>Blog commenting Actively work to create natural blog comment conversation. This helps the search engines see the post is engaging and authoritative.</p>	12/1/22
<p>YouTube video optimization Setup a YouTube channel and begin to populate it with quick (2-5 minute) videos provided by the client.</p>	12/1/22
<p>Reporting Monthly campaign performance report (for previous month) sent</p>	1/3/23

at the beginning of each month with a phone call.	
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Fees

One time fee - Campaign setup

-To be billed upon proposal acceptance -Fee based on size and scope of campaign	<\$\$\$>
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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.	