



ONLINE REPUTATION MANAGEMENT

Online Reputation Management Services

Potential customers change purchase decisions when they see bad reviews, posts and comments online which can spread in various channels such as in search engine results and in social media. In today's world of highly connected and engaged customers, any negative commentary (malicious or not) about your products and services can wreak havoc to your bottom line. You cannot afford not to do ORM!

Here are our Online Reputation Management Services:

Package Name	ORM 1	ORM 2	ORM 3	ORM 4	ORM 5
Recommended Minimum Duration	9 Months	9 Months	9 Months	9 Months	9 Months
Number of Keywords	1	2	3	4	5
MONTH 1 SERVICES					
RESEARCH AND ANALYSIS					
REPUTATION & KEYWORD RESEARCH					
Primary Web Reputation Analysis	Yes	Yes	Yes	Yes	Yes
ORM Keyword Research	Yes	Yes	Yes	Yes	Yes
BLOG SETUP & LINK WHEEL SETUP					
Web 2.0 Blog Setups	1	2	3	4	6

Blog Link-Wheel Setup	4	8	12	16	24
CONTENT GENERATION					
Press Release Writing and Keyword Optimization	2	2	2	2	2
Article Writing and Keyword Optimization	2	4	6	8	12
Blog Article Writing and Keyword Optimization	2	4	6	8	12
REVIEW BUILDING					
Review Publication	5	10	15	20	25
SMO PROFILE CREATION & OPTIMIZATION					
FACEBOOK SETUP					
Facebook Profile Creation & Optimization	Yes	Yes	Yes	Yes	Yes
Facebook Page Creation & Optimization	Yes	Yes	Yes	Yes	Yes
Facebook URL Customization	Yes	Yes	Yes	Yes	Yes
FACEBOOK OPTIMIZATION					
Facebook Profile Update	Yes	Yes	Yes	Yes	Yes
Facebook Fan Page Updates	Yes	Yes	Yes	Yes	Yes
Facebook Groups Joined	2	4	6	8	12
Facebook Discussions	10	20	30	40	60
Facebook Friend Acquisition	10	15	20	25	35
TWITTER SETUP					
Twitter Profile Creation & Optimization	Yes	Yes	Yes	Yes	Yes

TWITTER OPTIMIZATION					
Tweets	10	20	30	40	60
Twitter Follower Acquisition	10	15	20	25	35
MISC SERVICE ITEMS					
Dedicated IP Services	Yes	Yes	Yes	Yes	Yes
ANALYTICS REPORTING					
Social Media Dashboard	Yes	Yes	Yes	Yes	Yes
MONTHLY REPORTING AND AUDITING					
Internal Report Auditing and Analysis	Yes	Yes	Yes	Yes	Yes
Ranking Report Updates	Yes	Yes	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes	Yes	Yes
MONTH 2 & ONGOING MONTHLY SERVICES					
OFF PAGE RESEARCH					
Pages Indexing Analysis - Google & Bing	Yes	Yes	Yes	Yes	Yes
Site Authority Analysis - MozRank, Domain Authority	Yes	Yes	Yes	Yes	Yes
Backlink Count and Referring Domains Overview	Yes	Yes	Yes	Yes	Yes
COMPETITORS BACKLINK ANALYSIS					
Integrative Link Placement Research	Yes	Yes	Yes	Yes	Yes
Competitive Link Finder	Yes	Yes	Yes	Yes	Yes
CONTENT GENERATION					

Press Release Writing and Keyword Optimization	2	2	2	2	2
Article Writing and Keyword Optimization	2	4	6	8	12
Blog Article Writing and Keyword Optimization	2	4	6	8	12
REVIEW BUILDING					
Review Publication	5	10	15	20	25
SOCIAL MEDIA BOOSTING					
FACEBOOK OPTIMIZATION					
Facebook Profile Update	Yes	Yes	Yes	Yes	Yes
Facebook Fan Page Updates	Yes	Yes	Yes	Yes	Yes
Facebook Groups Joined	2	4	6	8	12
Facebook Discussions	10	20	30	40	60
Facebook Friend Acquisition	10	15	20	25	35
TWITTER OPTIMIZATION					
Tweets	10	20	30	40	60
Twitter Follower Acquisition	10	15	20	25	35
OFF PAGE SEO LINK BUILDING					
Press Release Submissions	40	40	40	40	40
Unique Article Submissions	100	200	300	400	600
Social Bookmarking	50	100	150	200	300
Web 2.0 Profile Submissions	300	400	500	600	800

Forum Profile Submissions	300	400	500	600	800
Competitive Link Building Re-Indexing	450	650	850	1050	1050
RSS Feed Creation and Submission	450	650	850	1050	1050
MISC SERVICE ITEMS					
Dedicated IP Services	Yes	Yes	Yes	Yes	Yes
MONTHLY REPORTING AND AUDITING					
Internal Report Auditing and Analysis	Yes	Yes	Yes	Yes	Yes
Ranking Report Updates	Yes	Yes	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes	Yes	Yes