Personal Reputation Management

A case study focused on medical industry

FIGHTING BAD ONLINE MEDIA COVERAGE

upreports

Contents

Client Introduction

This case study documents online reputation case of Mr. Samson (name changed to protect client identity) active in medicine field and **facing defamation from a disgruntled employee. The threat came from bad media coverage in multiple digital newspapers.**

"Threat came from bad media coverage in multiple digital newspapers

The aforementioned links were 4 years old when Mr. Samson approached us to discuss his online reputation problem.

Project Goals

Mr. Samson entrusted Upreports Infotech with the task of delivering a **negativity-free first page of Google USA.**

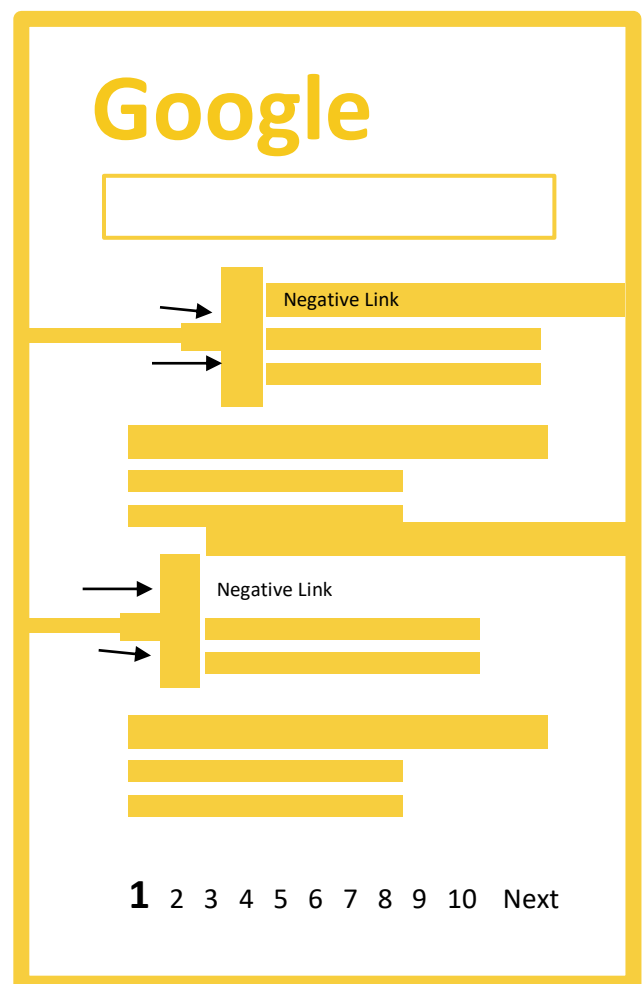Below were the major goals of the personal reputation management campaign:

GOAL 1

Pushing down negative links from Google's first page

GOAL 2

Populating the first page with positive & trustworthy resources

GOAL 3

Establishing Mr. Samson as an authority figure in medical field

Google

Negative Link

Negative Link

1 2 3 4 5 6 7 8 9 10 Next

Project Research & Findings

Our initial findings discovered the news published to be circulated by 3 local news websites which appeared for multiple terms critical for client:

- Samson Smithya USA
- Dr. Samson Smithya
- Samson Smithya Surgeon
- Samson Smithya Harvard
- Samson Smithya Texas

Note: Locations changed to protect client's identity

Work approach

Our team of reputation managers focused on working with client's real identity as a surgeon and making it highly authoritative through:

Assets creation	**Assets optimization**	**Assets authority building**

ASSETS CREATION

Under assets creation, our goal was to work with websites that rank quickly for people and professionals.

These websites fall in following categories:

- Social media websites – Platforms like Facebook
- Business discovery websites - Platforms like Crunchbase
- Aggregation websites
- QA websites
- Skill driven websites
- Personal identity websites
- Video sharing websites – Platforms like Youtube
- Blogging websites – Platforms like Wordpress
- Media contributions – Publications on partner media sites

"Over the span of first 3 months, we built client presence on over 50 profiles so that we are able to push down all the negative links on Google USA."

ASSETS OPTIMIZATION

Just creating assets is not enough. Our team of SEO experts and digital marketers worked on newly created profiles to make them relevant for all the targeted terms.

Below screenshot is an example to show how personal profiles appear when optimized correctly.
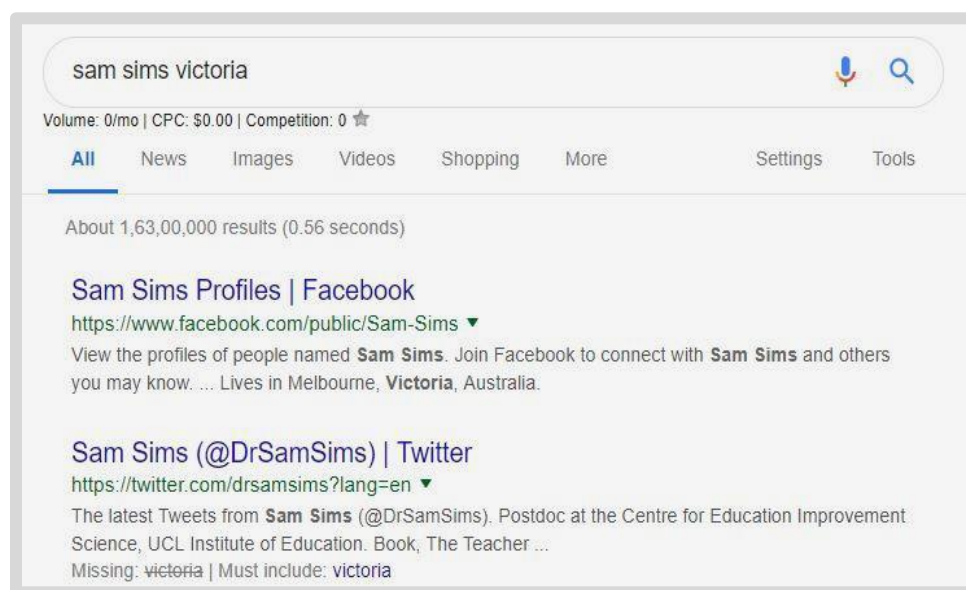
Every asset created by our team was optimized for major SEO aspects to make sure that they become relevant over the passage of time and rank on first, second, and third page of Google in few months.

Under assets optimization, we worked with:

- Link optimization
- Description optimization
- Images optimization
- Tags optimization
- 20 more ranking parameters

After assets creation and optimization, our goal was to build authority of all the assets by working of multiple parameters, namely:

- Content creation
- Content publishing
- Cross channel sharing
- Link building
- Social publishing
- 15 more authority boosting parameters

▰▰ Content type

3 types of content were channelized during the reputation work:

SHORT DESCRIPTIONS

To be developed as Profile bios and social updates. Below is a screenshot for reference:

MEDIUM LENGTH CONTENT

Developed for personal profiles & community threads. Screenshot:

To be developed as blog posts and media contributions. Below are example URLs for reference only:

https://www.washingtonpost.com/technology/2018/12/12/google-ceo-sundar-pichai-fears-about-artificial-intelligence-are-very-legitimate-he-says-post-interview/

Work timeline & team insights

The first month was dedicated to assets creation and making sure that we get 100% right on the new persona of Mr. Samson.

First 10 days were dedicated on finalizing tone, language nuances, content formats, and other parameters that will be used to create profiles and content in future. The remaining month will be used to create cornerstone assets that carry the potential to rank quickly on first page.

In second and third month, we worked on all the three work areas (assets creation, optimization, and authority building) simultaneously.

A team of 4 professionals were deployed to handle the project. The same included:

- 1 ORM Strategist
- 2 SEO Experts
- 1 Senior Content Writer

Work reports & collaboration

Our team shared detailed report every month to share work status and progress in terms of:

- Ranking status of negative resources
- Ranking of newly created resources
- Newly created assets

To promote work transparency and collaboration, we deployed Basecamp, an engaging project management platform that will host all communication threads, files, and insights at one place.

NDA Agreements

Considering the sensitive nature of reputation projects, Upreports Infotech signs Non-Disclosure Agreements with every ORM client. We take every measure to make sure that our clients' identity and privacy is protected.

Conclusion

Our team of ORM managers and SEO experts specialize in pushing down negative results for individuals, working professionals, brands, celebrities, and people from all walks of life. For our reputation clients, Team UpReports uses its vast experience in reverse SEO, brand building, paid campaigns, and reputation tracking to generate value in less than 6 months.

Send an email at hello@upreports.com to discuss your online reputation case with experienced team of ORM experts and reputation strategists.

Discuss your online reputation case with experienced team of ORM strategists.

Get in Touch

Note:

- *All links, images, and screenshots used in this case study have been used only for clarity. None of the names, people, and businesses mentioned in the case study has any reputation damage whatsoever.*
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