



What is Online Reputation Management

What is Reputation Management?

Whether or not you want it, you and your business have a reputation online. From prospective investors to members of the media, most people's first step in research or due diligence begins with *Googling* your name or firm name. What will they see when they do?

Perhaps all the results for your name reflect well on you or your firm is honest, successful, reliable, and professional. That positive online reputation is something you need to protect as it's surprisingly easy to destroy and far more difficult to repair after the fact.

More often than not, firms that have attracted significant investment and some media attention will find one or more negative results, or results that don't put the firm in the best light. The sooner you address the negative Google results, the easier they are to remove.

Why Does It Matter?

If a prospective client sees negative results when they search for your name, it has an immediate effect on your bottom line. Whether or not the results are accurate and true, or false and even libelous, the damage is already done; if you're perceived as untrustworthy then your investors will look elsewhere.

How Is It Done?

Five Blocks analyzes the websites that appear when your name is searched, and work with you to identify those that portray you appropriately. We'll then boost the popularity of those pages using various methods to indicate to Google that the good articles are more relevant than the bad ones.

In addition to strengthening your existing results, we can create new articles, blog posts, web pages or websites that showcase you and/or your firm's achievements, work, etc.

Is It Legitimate? Will Google Approve?

The service we offer is 100% legitimate, and we stand by our work. We know of a number of tactics that can be used to quickly change Google results, but which can later cause trouble – as well as the return of the bad results. We employ tactics which may take somewhat longer but which are not suspicious or dangerous in any way. We treat our client's sites as we treat our own. We employ no tactics that work to defeat the search engines or are considered "spammy" or unethical.

As for Google's position, they've been very clear about their approval of work like ours. In a post on the Official Google Blog in late 2009, a Google search analyst stated:

If you can get stuff that you want people to see to outperform the stuff you don't want them to see, you'll be able to reduce the amount of harm that that negative or embarrassing content



can do to your reputation.

[Managing your reputation through search results](#)

What Are The Costs?

We don't offer an off-the-rack price because every client's needs are different. Three factors play the major role in our pricing:

1. *How many negative results appear in the search results?* How high are they appearing in Google?
2. *How strong are those results?* We'll look at *why* the results are there – is it primarily because the website is authoritative or is it because the result is highly relevant, or both. For example if major media sites have published negative articles about your company they are likely to be harder to move than a rogue blog posting by a disgruntled ex-employee.
3. *How many search terms are we working on?* Just a name, or variations also? (Susan Jones Associates, Susan Jones, Susie Jones, Dr. Susan Jones, etc.)

How Long Does It Take?

Like pricing, this depends on the specific situation you are facing. In general, it can take us a number of months of intensive work to clear your top ten or twenty results, followed by an ongoing period of monitoring and maintenance to ensure those results remain clear.

What is unique about the Five Blocks Approach to Reputation Management?

- We do not take advantage of loopholes or tricks – we do *what Google wants you to do* – promote the positive results, create compelling content, etc.
- Our approach is about *understanding why Google* is showing specific negative results and working to convince Google's algorithm that there are better results to display instead.
- We are not working against Google but rather we are working to *harness what Google and other search engines offer*
- We see reputation as a *long-term asset*. Our clients need a positive reputation long-term so our solutions can't be temporary 'hit and run'.
- *Our dedicated in-house team is successful* in taking control of your online reputation – Negative results will no longer negatively impact your business.