

	TYPE OF SERVICE	FOCUS AREAS	TIMING
POSITIONING	<b>Digital Reputation - Brand Positioning</b>  We position your brand's online reputation optimally for your stakeholders. We ensure that searchers find a variety of relevant, updated, and favorable content when searching your brand keywords.	<ul style="list-style-type: none"> <li>• Brand notability</li> <li>• Inclusion in Wikidata</li> <li>• Brand Wikipedia</li> <li>• Increasing prominence of corporate assets</li> <li>• Brand description optimization</li> <li>• Social and business profiles</li> <li>• Promotion of optimal 3rd Party articles</li> <li>• Peer analysis and context</li> </ul>	Minimum 6 months
	<b>Digital Reputation - Executive Positioning</b>  We work with executives to ensure that their online reputation serves their needs. For many executives, the goal is to deemphasize personal or unfavorable content while focusing on their business accomplishments or philanthropic endeavors.  Often, an executive's own reputation may be linked closely to that of their brand, necessitating a program that encompasses both the individual and the brand.	<ul style="list-style-type: none"> <li>• Executive notability</li> <li>• Inclusion in Wikidata</li> <li>• Individual Wikipedia</li> <li>• Increasing prominence of corporate assets</li> <li>• Brand description optimization</li> <li>• Social and business profiles</li> <li>• Promotion of optimal third party articles</li> <li>• Peer analysis and context</li> </ul>	Minimum 6 months
CRISIS	<b>Digital Reputation - Brand Crisis</b>  We restore positive online reputation and demote unfavorable content. Our work ensures that the company's own sites and ideal content appears most prominently online. Often a successful crisis management program will set the course toward the brand having more control going forward.	<ul style="list-style-type: none"> <li>• Analysis of threats and opportunities</li> <li>• Ensuring all PR efforts are reflected online</li> <li>• Optimization of owned properties</li> <li>• Wikipedia monitoring and response</li> <li>• Promotion of neutral and favorable content</li> <li>• Identifying third-party opportunities</li> <li>• IMPACT™ monitoring of search results</li> </ul>	3-4 weeks to see results  4-6 months continued monitoring
	<b>Digital Reputation - Executive Crisis</b>  When unfavorable content appears prominently, our team works to restore positive online reputation and demote unfavorable content. Optimizing business and social profiles is key to our success as is utilizing the executive's bios on corporate and philanthropy sites. Our work accentuates their positive attributes and achievements while minimizing the impact of negative content.	<ul style="list-style-type: none"> <li>• Analysis of threats and opportunities</li> <li>• Ensuring all PR efforts are reflected online</li> <li>• Optimization of bio pages</li> <li>• Social and business profile promotion</li> <li>• Wikipedia/Wikidata content optimization</li> <li>• Promotion of existing favorable content</li> <li>• Identifying thought leadership opportunities</li> <li>• IMPACT™ monitoring of search results</li> </ul>	3-4 weeks to see results  4-6 months continued monitoring

<b>Search Engine Advocacy</b>  We ensure that searches for the client's topic return websites and articles that reflect the client's position. This service is typically coupled with a full public affairs campaign aimed at influencing public sentiment. A typical client might be an organization seeking public approval for a new transportation initiative.	<ul style="list-style-type: none"> <li>• Ensuring all PR efforts are reflected online</li> <li>• Wikipedia/Wikidata content optimization</li> <li>• Promotion of existing favorable content</li> <li>• Identifying thought leadership opportunities</li> </ul>	Minimum 6 months
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### ADDITIONAL SERVICES

TYPE OF SERVICE	FOCUS AREAS	TIMING
<b>Wikipedia Page Creation and Editing</b>  As a community- curated encyclopedia that is updated in real time, Google often presents Wikipedia at the top of page one. We work with Wikipedia editors as well as our own tracking and analysis tools to ensure your Wikipedia page represents you fairly and accurately.	<ul style="list-style-type: none"> <li>• Identifying ideal content and sources</li> <li>• Establishing notability if necessary – inclusion of the subject in related pages</li> <li>• Working to get unfavorable notations and page warnings removed.</li> <li>• Wikidata content to support Wikipedia</li> <li>• Image sourcing inclusion in Wikimedia</li> <li>• Working with community editors to submit new content and edits</li> <li>• Responding to any editor edits and inquiries</li> </ul>	3 months monitoring and adjustments
<b>Executive/Brand Reputation Audit</b>  Our one-time audit identifies specific opportunities and threats to your online reputation. Using peer/competitor analysis enables us to create a strategic plan of action to achieve your online reputation goals.	<ul style="list-style-type: none"> <li>• Evaluating optimization opportunities for owned online assets</li> <li>• Analyzing status and opportunities for business and social profiles</li> <li>• Identifying news and other third-party content that can be ranking higher</li> <li>• Utilizing peer analysis to discover strategies being used successfully in the industry</li> </ul>	2-3 weeks