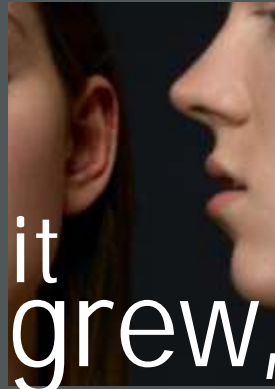
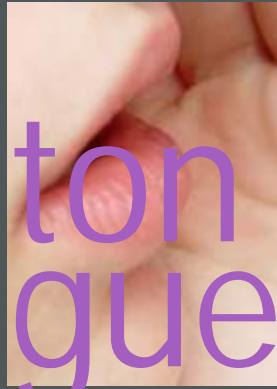
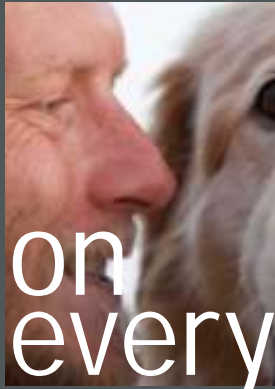


In every ear it spread,



on every tongue it grew, and then the whole



world knew, there was nothing



you could do.

Online Reputation Management

NEXSEO Technology. Innovation. Design.

The **best** part of working in this **company** the people and the **growth** prospects

It **probably** has one of the **best** customer service

I have **never** ever had any **complaints** about the **product**

**Invest** in this **company.** The **future** looks very **bright**

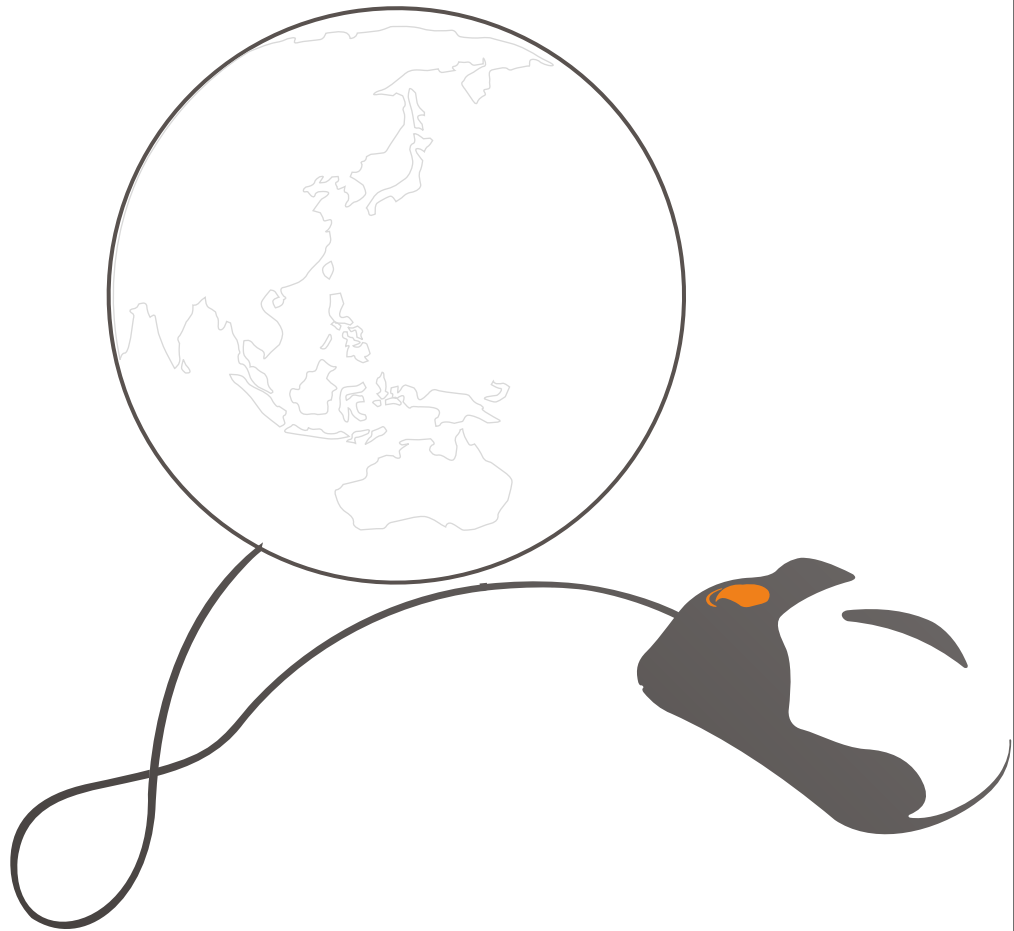
I think it's a total **value** for **money** product

It's the **best** **company** to work with.



Are you aware of what your customers are saying about you? What about your ex-employees? What about your competitors? Information travels quickly across the internet. Are you listening to the online conversations about your brand? How are these conversations affecting how people view your organization?

## The World is Online



Majority of informed consumers use the web to make buying decisions. A vast majority buys offline, but goes online to research, read reviews and get opinions from other consumers.

With the growth of consumer-generated media (CGM) such as blogs, forums, message boards, social networking sites, information can be quickly generated and indexed by search engines. At [NexSeo](#), we strongly believe, for business leaders, it is vitally important to actively listen to what is being said online, even if messages are negative. Listening creates the opportunity to take action and resolve internal problems or deal with malicious information, both of which can negatively influence your brand image and your corporate reputation.

## Organizational Reputation - Overview

Successful organizations are aware of the importance of reputation. A positive reputation brings trust, confidence, and sales, which are ultimately reflected in revenue growth and profitability. A bad reputation can lead to a decrease in consumer confidence, and, in turn, a reduction in revenue and profits. In this day and age, erroneous rumors, malicious gossip, unfair opinions and other bad news spread fast! The internet has compounded the speed and the geographic distribution of this information. By the time negative news gets out it is often too late and the damage - irrevocable.

## Seeing is Believing

People from all walks of life use search engines to research, and gather information so that they can make informative decisions. If the information they come across during a search relating to your brand is adverse, it can affect the decisions they make. Negative information can ultimately lead to problems in many areas including sales, investor relations, recruitment, financials, image, and reputation. In other words - damage to your brand. At [NexSeo](#), we not only shield your brand from such negative influences but also create a positive aura around it.



"If you can't get the content removed from the original site, you probably won't be able to completely remove it from Google's search results, either. Instead, you can try to reduce its visibility in the search results by proactively publishing useful, positive information about yourself or your business. 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."

Source: The Official Google Blog - <http://googleblog.blogspot.com/>

## Prevention is better than Cure

Online Reputation Management combines marketing and public relations with search engine marketing. Visibility and high rankings for good publicity are the ultimate goals, which will in turn push bad publicity down the search engine listings and out of public view. Statistics show that the general public rarely views more than two pages of search engine results for any search.

We, at [NexSeo](#), with our Online Reputation Management services, ensure high rankings and indexing in the search engines for all positive associated web sites and corporate communications. The result is an increase in your overall positive web presence, which will help you own the top spots of the search engine rankings for your brand. Online Reputation Management enables you to protect and manage your reputation by becoming actively involved in the outcome of search engine results by creating online assets - assets that are owned and controlled by you. Some of the online assets that we can help you create are:

### Corporate Site(s)

You must ensure that your corporate site is fully search engine optimized and appears at the top of results lists for your name and your brand. If your organization has more than one brand site, the same attention should be given to all of your sites.

### Sister Sites and Micro Sites

If there are other sites within your organization, such as micro sites and individual product sites, they should include an optimized page about the corporate site.

### Employee Blogs

Encourage employee blogging. These blogs can be a medium to spread the positive word, which in turn, helps in recruitment.

### Corporate Blogs

Consider the benefits of developing corporate blogs if you do not already have them. Blogs can be aimed at supporting specific business functions such as marketing or customer service. Being a forward thinker within your industry will help your reputation to grow.

### Corporate Communications

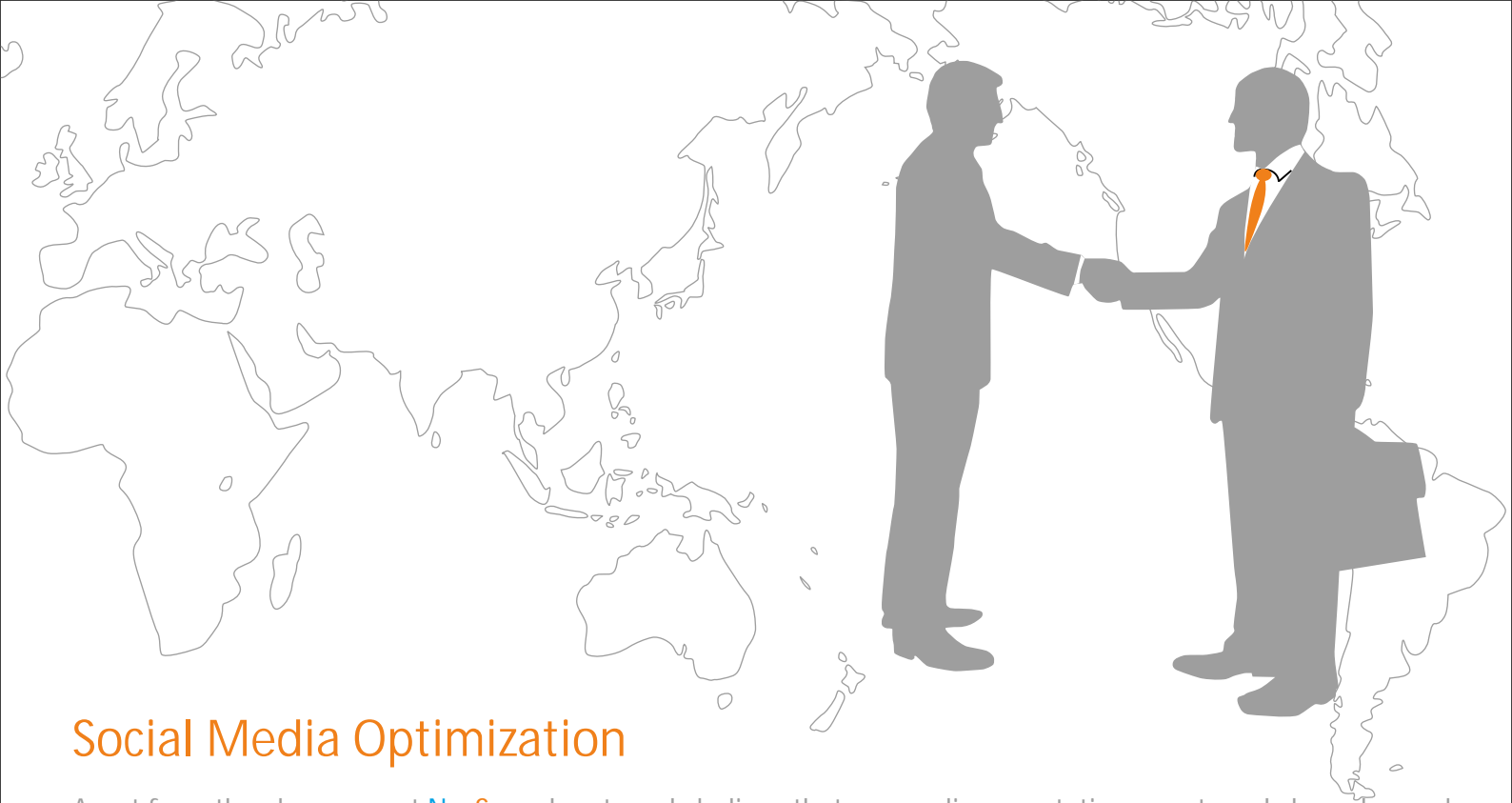
Publish all corporate communications on your website and also submit them to online wire services and other online industry publications. This may include press releases, articles, testimonials, case studies, white papers, etc., and be sure these pages are optimized. If this information is not optimized in a search friendly way—it is not indexed or listed by the search engines.

### Social Networking Sites

Create an optimized presence on the biggest influencers of current times – *Social Networking Sites*. Sites like Facebook, Twitter, Orkut, Digg, etc., provide a perfect opportunity to spread and enhance the goodwill of the brand.

### Partner Sites

Look for 3rd party opportunities to include information about your company. These could include the websites of your product retailers, parts suppliers, distributors, etc. Develop relationships with the various types of partner organizations and aim to get the latest information about your business on their site and optimize the same.



## Social Media Optimization

Apart from the above, we at [NexSeo](#), also strongly believe that your online reputation can strongly be enhanced by Social Media Optimization. Here, we optimize all the online resources (Social Media) available in such a comprehensive way that your target audience will read what you want them to read and, see what you want them to see!

The Social Media Optimization plan includes the following:

Social Media	Role of NexSeo	Prime Sites
Corporate Blog Management	Manage blogs to spread positive words	Blogger, Wordpress, Typepad
Social Networking	Create profiles in social networking sites and be active on it	LinkedIn, Facebook, Orkut
Micro-blogging	Share Updates on famous microblogging platforms by tweeting	Twitter, Plurk, Tumblr, Posterous
Social Bookmarking	Bookmark URL on famous social bookmarking sites	StumbleUpon, Delicious
Social News	Submit website to the famous social news sites	Digg, Mixx, Reddit, Newsvine
Video-sharing	Share and publish videos on famous video sharing sites	Youtube, Metacafe, Vimeo
Photo-sharing	Share and publish photos on famous photo sharing sites	Flickr, Photo bucket, Picassa
Wikis	Include company/brand information on various wiki sites	Wikipedia, MediaWiki, PbWiki
Document-sharing	Share presentations on famous presentation sharing sites	Slide Share, Scribd, Google Docs
Events	Post event dates to invite people and spread goodwill	Facebook Events, EventBright, Upcoming.org, Meetup.com
Community Q&A	Post Q&A's about some leading questions with desired answers	Yahoo Ans., Wiki Ans., LinkedIn, Amazon's, Askville, Google Answers



"Proactivity is your friend, and even though your early efforts may not get you the results you desire, a continued proactive approach to your reputation management will benefit your company in the long run."

## Trust the Experts

**NexSeo** will successfully execute the above ideas directed at dealing with potential problems and getting as many listings as possible related to your company or brand at the top of the search engine results pages. This is, of course, not an overnight task, but should rather be viewed as a sustained campaign. However, once you begin to see results, you are effectively managing your search engine space. This gives you the control over how people perceive your company or brand.

From a public relations viewpoint, this helps develop favorable publicity for your company. From a business viewpoint, it helps give consumers confidence in your company and brand. The end result is an increase in the overall web presence for your company and its products and services.

## Maintaining and Monitoring Results

Once we have put your Online Reputation Management plan into operation, we will maintain your work and continue to monitor results. Areas that will be monitored include:

- Organic positions
- News about your competitor's brands
- Consumer generated media
- Snapshots of the top 10 search engine results
- News about your brand

**NexSeo** will consistently analyze this information and based on this, execute proactive and sometimes, reactive Online Reputation Management Solutions to ensure that your image is continuously protected and enhanced in your consumers' minds.



## FAQs

### What is the right time to go for Online Reputation Management (ORM)?

Though, ideally it should have started the moment you had an online presence, it is never too late to start an ORM campaign. It may take anywhere between 3 to 6 months to create online assets and optimize them to bring them on the top results. So, if in future, if you are hit by a crisis, you are very well-equipped to deal with it.

### Is there a guarantee for Online Reputation Management Service?

Yes, we, at [NexSeo](#), offer you 100% money refund guarantee for each plan and customized reputation management solution.

### Will I be forever insulated once I've built our online assets?

Yes, provided you maintain and update it regularly. It's like a car: it'll run till it has gas and stop once the gas is over. We, at [NexSeo](#), with our annual maintenance contract, ensure that the car of your business runs smoothly overcoming all unforeseen obstacles that you come across in the journey towards success.

## Why choose [NexSeo](#)?

[NexSeo](#) provides integrated web-based solutions that add tremendous value to a client's online presence and business. Thanks to the internet, geographical boundaries have dissolved and it has helped us to make significant and positive difference to businesses not only in US but around the world. With a veritable team of skilled professionals, where each member strives to manage a beautiful balance between creativity and client's expectations, we deliver customized web-solutions that catapult the online businesses to the next level.

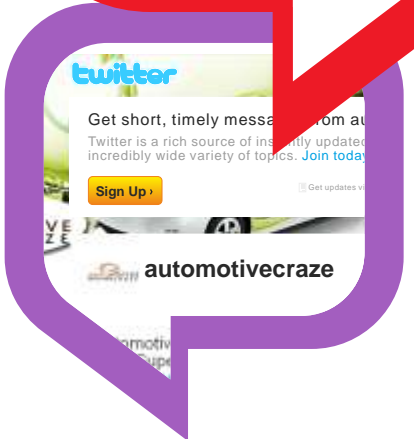
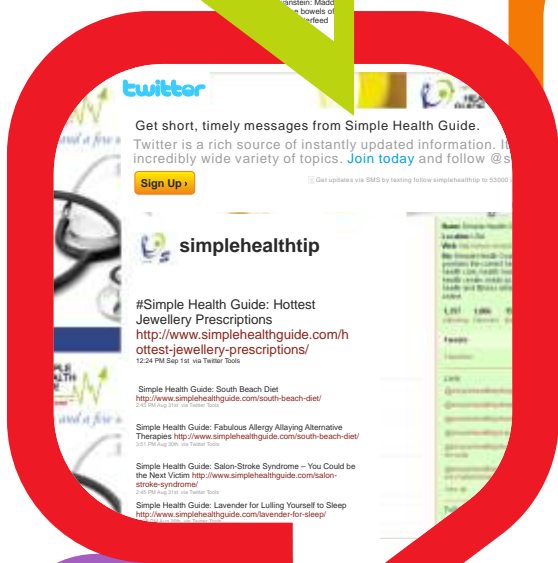
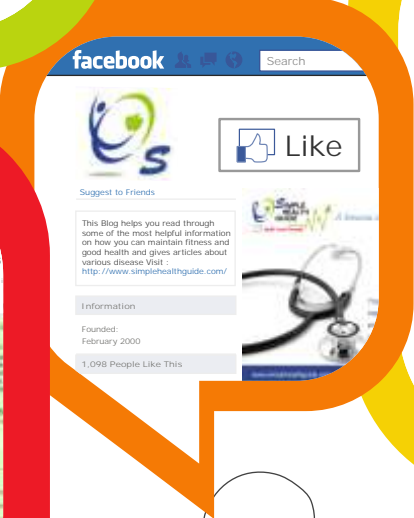
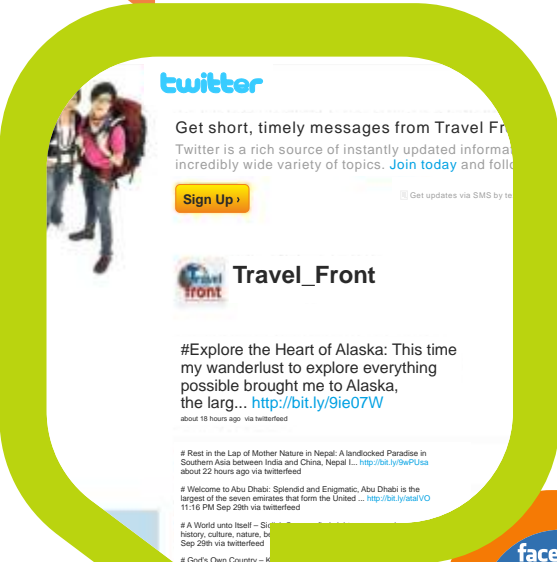
[NexSeo](#) offers comprehensive and customized web-based solutions under one roof. Our services include: Web Design, Web Development, Search Engine Optimization, Online Reputation Management/SMO, E-commerce, Video Production & Distribution, Pay Per Click Management, Website Conversion and iPhone & iPad Apps Development. Our expertise in various facets of web-based services helps us immensely to provide integrated solutions that perfectly complement each other and eventually, your business.

## Online Reputation Management Expertise

Over the last 2 years, we've been successfully managing the online reputation of many international clients. Our unparalleled Search Engine Optimization skills coupled with our exceptional Social Media Optimization team has catapulted us to become one of the most preferred agencies for Online Reputation Management.

To know more on how we can create and maintain a positive online reputation for your company, please email us on [info@nexseo.com](mailto:info@nexseo.com).

# Our International Clients



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