

Better than SEO.  
**More effective than PR.**

Prepared by Lisan Strugar  
l@reputationx.com

Reputation X - Copyright 2019 - Confidential



Capabilities Presentation



Brands, digital agencies, and PR companies use Reputation X to help positive online content perform better for themselves and for their clients. We improve reviews, reduce the visibility of less-flattering content, and cause positive content to rise.

# Reputation X by the Numbers



100%

**Success Rate**

Review management



12

**Languages**

Global localization



15M+

**Words Written**

... and counting



100+

**Specialists**

Expertise on tap

Reputation X improves the online footprint of hundreds of brands. We specialize in SMB and enterprise-level companies by monitoring, improving, and cleaning up how they're seen online. Reputation X has been the trusted leader in business reputation management for over ten years.



# Services We Provide



## Changing search results

We work in the realms of search, content, and development. We do not usually represent our clients publicly as a PR agency might do. Instead, we quietly work behind the scenes to improve the way our clients are portrayed online.



## Reviews and ratings improvement

We work in the realms of search, content, and development. We do not usually represent our clients publicly as a PR agency might do. Instead, we quietly work behind the scenes to improve the way our clients are portrayed online.



## Negative content removal

We work in the realms of search, content, and development. We do not usually represent our clients publicly as a PR agency might do. Instead, we quietly work behind the scenes to improve the way our clients are portrayed online.



## Search profile improvement

We work in the realms of search, content, and development. We do not usually represent our clients publicly as a PR agency might do. Instead, we quietly work behind the scenes to improve the way our clients are portrayed online.



## Search engine promotion

We work in the realms of search, content, and development. We do not usually represent our clients publicly as a PR agency might do. Instead, we quietly work behind the scenes to improve the way our clients are portrayed online.

# Solutions for Every Funnel Stage

## Funnel Position



## Service Provided

### Content Marketing

Expert articles to help guide people to a decision.

### Search Engine Optimization (SEO)

SEO helps main websites show up in these searches for consideration.

### Search Profile Improvement

A handful of companies are researched. Search profiles compared.

### Reputation Management

Individual brands examined. Wikipedia, reviews, branded articles, and more.



# How We Work

We study the issue, create a plan, clean up when possible, build a better online brand, promote it, and evolve the plan with each iteration.

## Methods refined over 10 years

Our methodology has been refined over ten years, but the steps we take within each stage are different for every campaign.





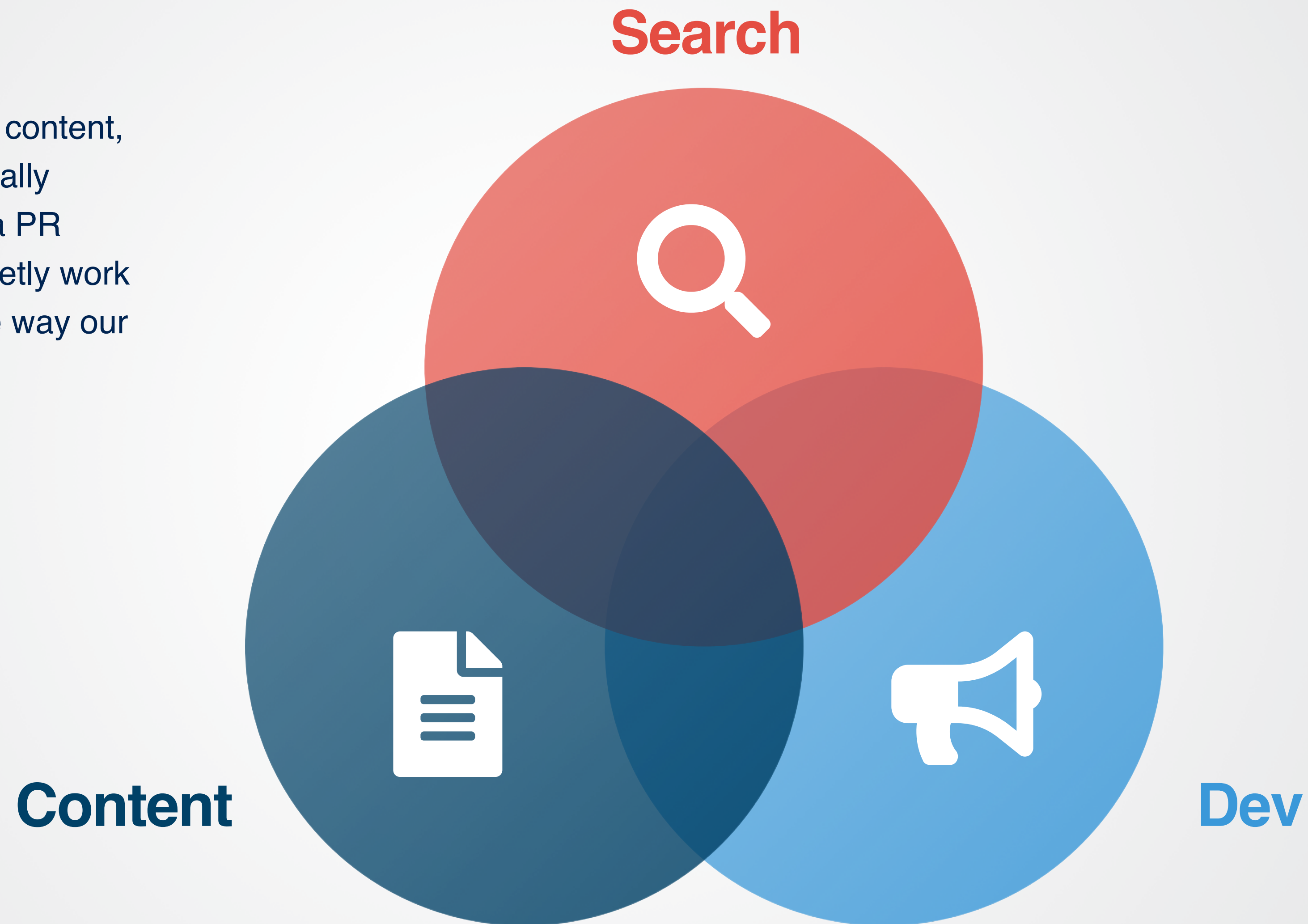
"Really smart people. That's why Reputation X  
is one of our most important partners"

**Pamela Johnston - *President***  
**Cloud 12 Agency**



# Search, Content, Development

We work in the realms of search, content, and development. We do not usually represent our clients publicly as a PR agency might do. Instead, we quietly work behind the scenes to improve the way our clients are portrayed online.



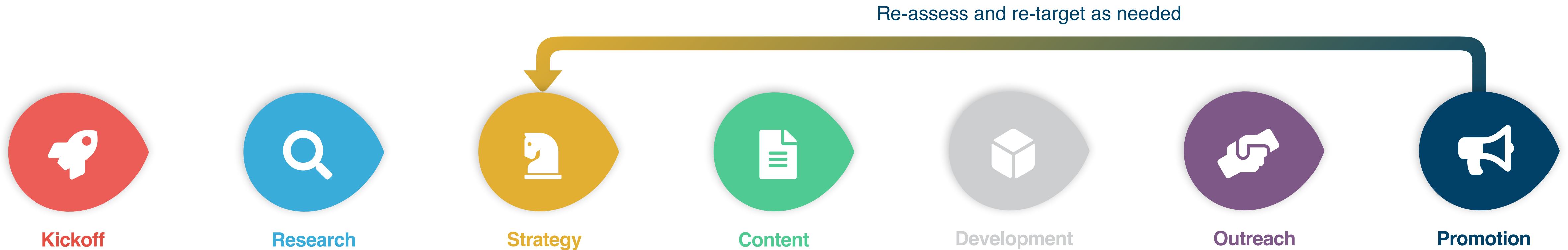


# Team Structure

Your team is led by your dedicated Project Manager. Day to day communications go through them. You'll meet your team during your kickoff call and interact with them as needed throughout your campaign.



# The Reputation Management Process



## What to Expect During a Campaign

We start with a kickoff meeting to get your team on the same page. We then perform research of similar entities to learn what makes their online mythology tick. We create a strategy based on our research. Shortly after, we begin content design and web touch-point development. Content is promoted using real, human-based outreach and SEO. We reassess every month and make changes as needed to remain on course. Reporting is provided on a monthly basis.



# We make it easy for you



A few meetings at the beginning.



You approve your custom strategy.



You approve branded content.

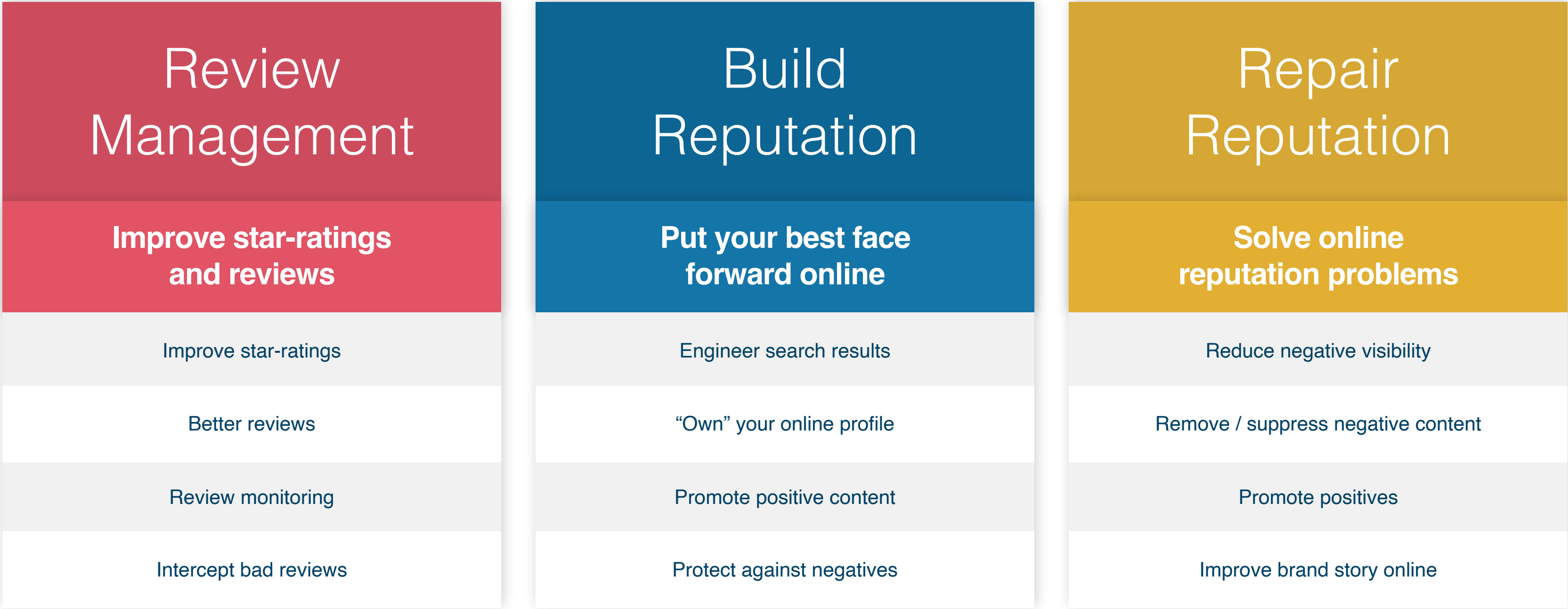


**We do the other 99%.**



You watch your brand profile improve.

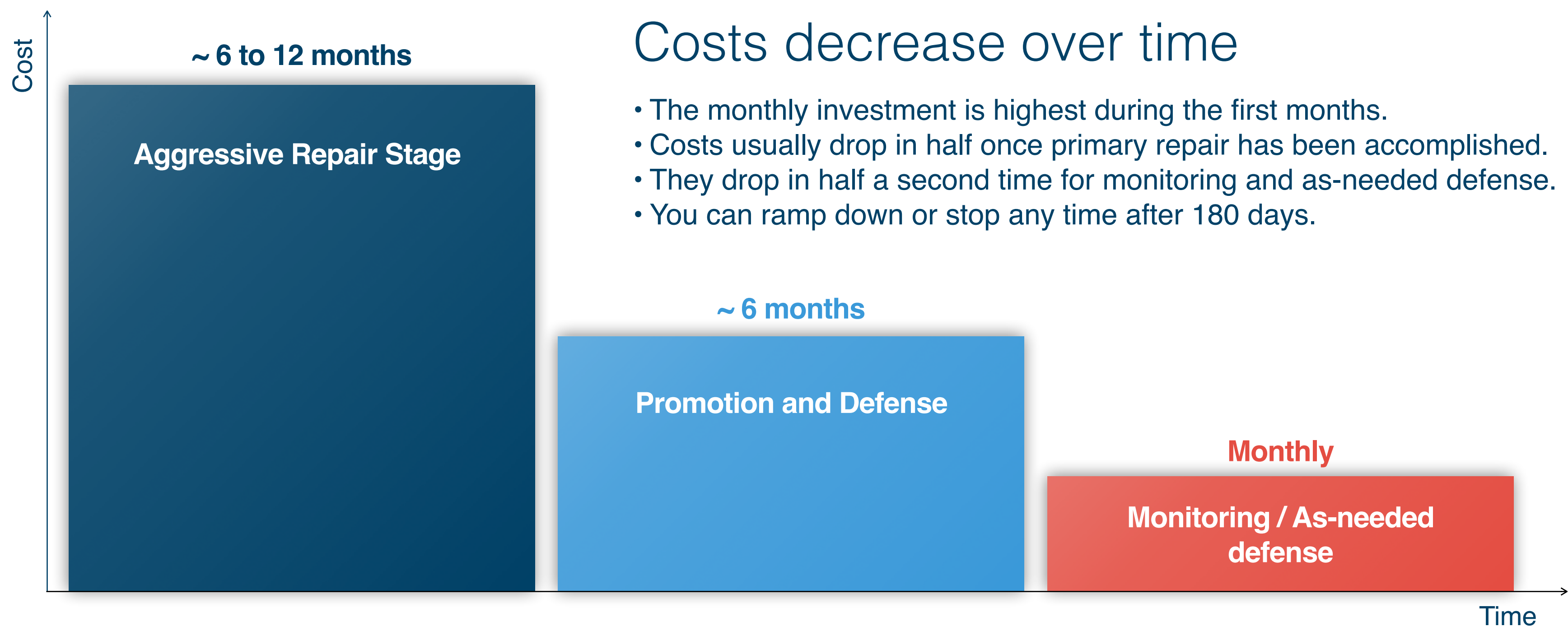
# Reputation & Review Plans





# Investment Decreases Over Time

We will start the project aggressively to generate the fastest results possible. Then decrease over time as less resources are needed. Times are estimates only and will depend on detractor activity levels, response times on your end, and other factors.





# Reputation Management Pricing

Improve your **overall online profile**



# Reputation Management Plans

Improve your overall online profile

	Light	Standard	Professional	Enterprise
Price per Month	\$3,000	\$5,000	\$8,000	\$15,000
Discount	-	17%	33%	50%
Units per Month	30	60	150	300
Competitive Research	✓	✓	✓	✓
Reputation Strategy	✓	✓	✓	✓
Meetings	✓	✓	✓	✓
Reporting	✓	✓	✓	✓
Content Planning	✓	✓	✓	✓
Content Development	✓	✓	✓	✓
Content Promotion	✓	✓	✓	✓
Brand Monitoring	+	✓	✓	✓
Review Management	+	✓	✓	✓
On-Page Analysis	+	✓	✓	✓
Level 1 SEO (Good)	+	✓	+	-
Level 2 SEO (Better)	+	+	✓	-
Level 3 SEO (Best)	+	+	+	✓
Int'l Reputation Mgmt.	+	+	✓	✓
Custom Best Prac. Guide	+	+	+	✓
Custom Campaign	-	-	Let's talk	Let's talk



# Review Management Pricing

Improve your **reviews and ratings**



# Plans To Improve Online Reviews

Improve your reviews and ratings only

Number of Locations	1-4	5-9	10-49	50
Price per Location	\$320/mo.	\$300/mo.	\$210/mo.	\$180/mo.
Text & Email Surveys	Yes	Yes	Yes	Yes
Review Site Monitoring	✓	✓	✓	✓
Reputation Alerts	✓	✓	✓	✓
Google / FB / Yelp Login	✓	✓	✓	✓
Analytics & Reports	✓	✓	✓	✓
Custom Surveys	✓	✓	✓	✓
Survey Management	✓	✓	✓	✓
CRM Integration (API)	✓	✓	✓	✓
Show Reviews on Site	✓	✓	✓	✓
Yelp, Google + more	✓	✓	✓	✓
Local Area Code Texts	✓	✓	✓	✓
Onboarding Fee	\$500	Waived	Waived	Waived



# Working with Us

Get an idea as to how we work



“You will be glad to have Reputation X  
as a strategic partner”

**Rosemary Plorin - *CEO***  
**Lovell Communications**

## Inquire.

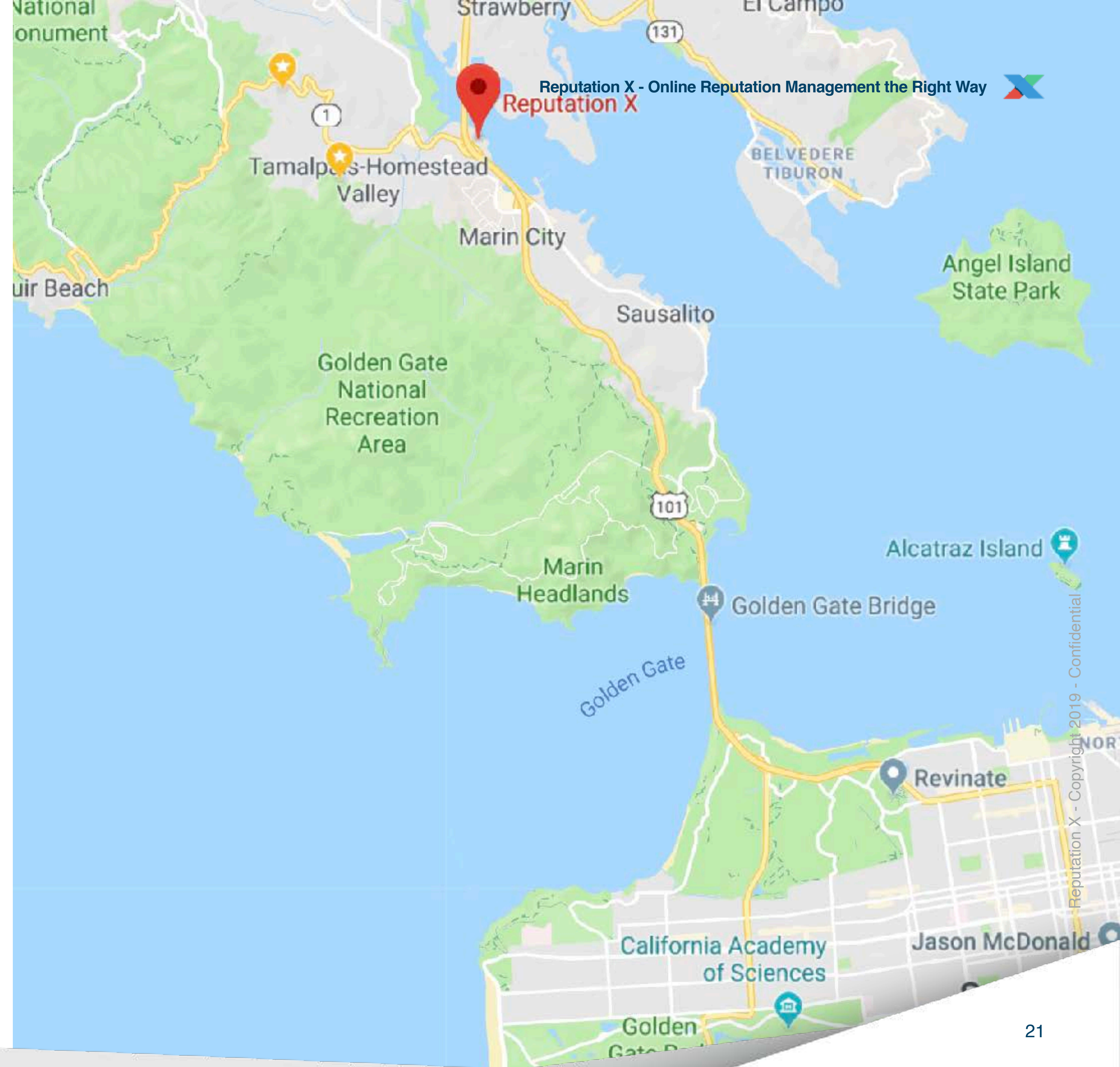




# About Reputation X



- Over ten years of experience
- BBB A+ Rating
- Specializing in Business
- Based in California
- 100+ Experts on Tap
- We help:
  - ✓ SMB and enterprise clients
  - ✓ Executives
  - ✓ PR and SEO teams
  - ✓ Attorneys and their clients
  - ✓ Political entities



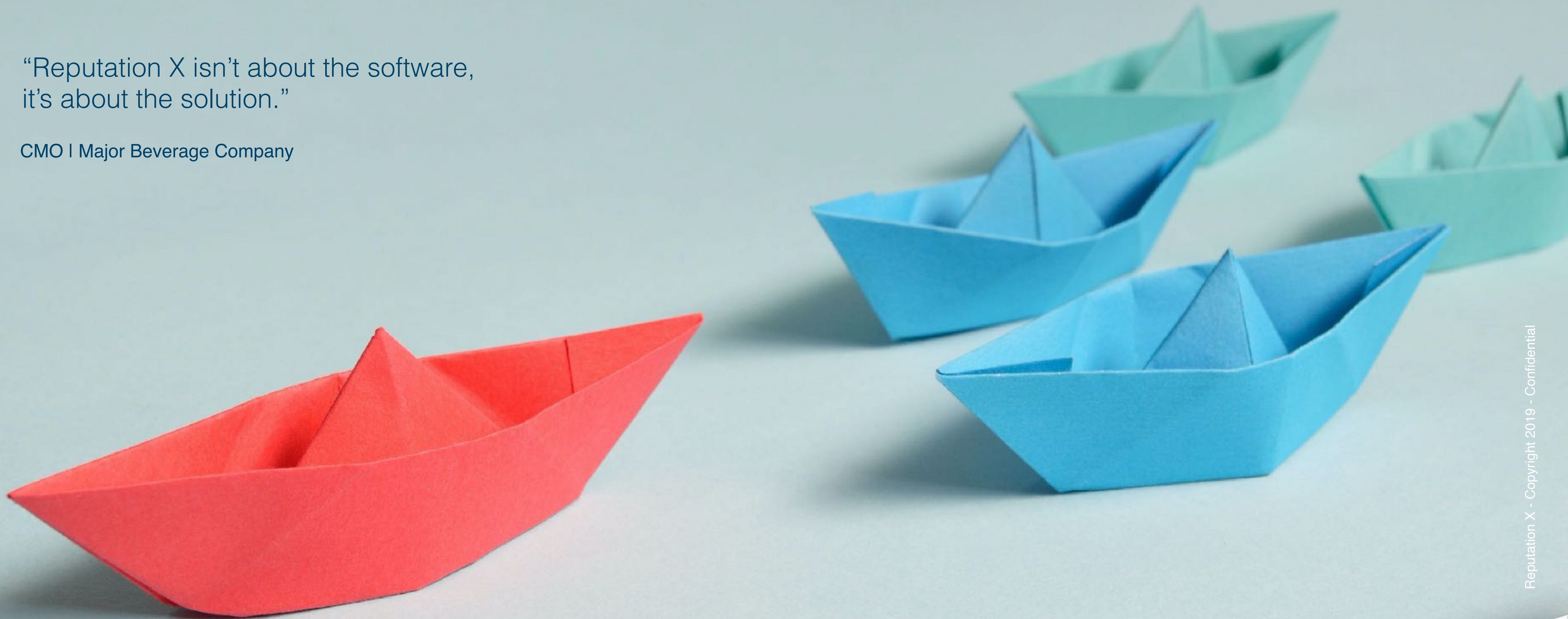


# What our clients say

Reputation X - Online Reputation Management the Right Way 

“Reputation X isn’t about the software,  
it’s about the solution.”

CMO | Major Beverage Company





Take the next step.  
Set a meeting.

**Set a Meeting**

