

Tim Darnell

REPUTATION MANAGEMENT

Business Offense & Defense

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Offense

- SEO - Search Engine Optimization
- Increase Traffic
- Increase Clicks/Views
- Strengthen Page Ranking
- Strengthen Position
- Score Points

Increase Revenues/Profits!

Position Click Percentage

Google shopping Search

about 668,000 results (in 24 seconds)

	% OF CLICKS
Shopping.com - Online Shopping Price comparison product review ... Shopping.com Shop and find the lowest prices on products from online merchants. Price comparison shopping, instant emails, and daily savings - All for ... instant! Clothing Shoes Digital Cameras www.shopping.com - Cached - Similar	42.13%
Cheerluck.com Online Shopping - Bedding Furniture Electronics ... Purchase name brands at discount prices at Cheerluck.com! Buy discounted name brand Bedding, Furniture, Jewelry, Watches, Electronics, Clothing, Books, ... \$! Check stock quote for COTY! Furniture HomeDecor Clothing & Shoes Jewelry www.cheerluck.com - Cached - Similar	11.90%
PriceGrabber.com - Compare and Shopping Reward Coupons Get the lowest prices on computers, electronics, furniture, cameras and more. Compare products and find the best deal with PriceGrabber.com. www.pricegrabber.com - Cached - Similar	8.50%
Welcome to Market Town Center - Columbus Ohio We offers directions, store directory, dining and entertainment. westcentermarket.com - Cached - Similar	6.06%
Columbus Ohio Shopping - Find Stores and Maps in Columbus Ohio Directory of Places to Shop in Columbus Ohio including Local Malls and Stores. columbus.westgate.com - Cached - Similar	4.92%
Shopping Columbus Oh Ohio - Outlet Mall, City Square Shopping Columbus Oh Ohio, Outlet malls, Jewelry, Furniture and Discount Features. www.discountcity.com - Ohio - Cached - Similar	4.05%
Shopping Google YouTube License Flickr Documents Reader Sites Groups - view more » My Shopping List Search settings Sign in: Google Product Search ... www.google.com/gadgets/shopping/related.html - Cached - Similar	3.41%
Vibrono Shopping - Online Shopping with great products, prices and ... Vibrono Shopping is the best place to read user reviews, explore great products and buy online. shopping.vibrono.com - Cached - Similar	3.01%
Amazon.com: Shopping: Soda Pop, Juice, Jay's Bean Paste, Fritos ... Amazon.com: Shopping: Soda Pop, Juice, Jay's Bean Paste, Fritos James, Sean Bean, Marissa Patchell, Jonathan Pryce, David Tennant, Lee Whitehead, ... www.amazon.com - » Product E. Adam Love / Corner - Cached - Similar	2.85%
GVT Official Site - Online Shopping for Jewelry Beauty ... Online Shopping GVT has for Beauty, Jewelry, Electronics, Fashion, Handbags, Kitchen, Home, Food, Sports, Wellness, Crafts, Leisure, Toys, Today's Special ... www.gvt.com - Cached - Similar	2.99%

Where Searchers Click

Position #1: 45.46% of all clicks

Position #2: 15.69%

Position #3: 10.09%

Position #4: 5.49%

Position #5: 5.00%

Position #6: 3.94%

Position #7: 2.51%

Position #8: 2.94%

Position #9: 1.97%

Position #10: 2.71%

Total: **95.91%** of all clicks occur on Page #1

SEO - Search Engine Optimization

Position #1: *45.46% of all clicks*

vs.

Position #7: *2.51%*

- #1 receives ~20X the Traffic / Clicks received by Position #7

SEO = Offense

- Position #7 = \$1,000.00 / mth

X20

- Position #1 = \$20,000.00 / mth

"Offense" Marketing is raising rank for the Business or Individual's Name SERP (Search Engine Results Page)

Defense = Reputation Management

- Protect Revenues
- Defend Against Loss of Revenues
- Single Negative Remark Can Cost Thousands or More
- Like Cancer in that it MUST be treated - sooner the better
- RM entails multiple solutions - each situation unique
- Confidentiality

Reputation Management

- Posters Typically Anonymous
- ISP's rarely cooperative (Internet Service Providers)
- Review Sites rarely cooperative
- Legal Approach sometimes effective, but often expensive, unpredictable outcome
- Technical Solutions predictable
- Technical Solution also Boosts SEO
- Technical Solutions likely to increase Lead Flow
- Tim Darnell highly respected RM Expert - Technical, Legal, Company Response, etc

Defense Keeps Your Company in Business

- Wise to Inspect Often
- Wise to Act Immediately
- Initial Consultation with an RM Expert almost always free
- Find Experienced RM Firm
- You Cannot Afford to be Cavalier about this Issue

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