Thank you for joining:

*Take Control of Your Online Reputation*

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Take Control of Your Online Reputation

Presented by: Chris Abraham, CCAS BA ‘93

October 11, 2012
12 pm – 1pm EDT
Take Control of Your Reputation Online

Getting to know your presenter

About Chris Abraham

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- www.chris-abraham.com
### About Reputation.com

#### Our Mission

- We believe that people & businesses have the right to control:
  - Their online reputations
  - Their personal information online
  - The impact of the Internet on their lives or businesses

- We provide high-touch solutions for:
  - Executives
  - Public figures
  - High-net-worth individuals
  - Public/private companies
  - Fortune 100 corporations

#### Recent Press Accolades

- USA TODAY
- The New York Times
- Wired
- MSNBC
- CBS News 60 Minutes
- NBC News
- CNN
- Anderson Cooper 360
- Forbes
- Good Morning America
- TIME
- Wall Street Journal
- The Washington Post
- NPR
- Newsweek
- TechCrunch
Intro to ORM
# What Exactly is Online Reputation?

## Your online reputation is:

- What shows up in the search results
- What people say about your company on Facebook, Twitter, and other social media sites
- Any reviews of your company or work environment
- Anything published in the mainstream press
- Any academic or trade publications
- Any photos or videos tagged with your name
- Public records connected to your business

- **You are judged primarily by the first page of search results.**

## Incredibly easy to find and access this information

- No filter: everything is available all the time
- No statute of limitations: the Web is forever
The Importance of Online Reputation

Some key statistics…

- More than 80% of reputation damage risks come from a mismatch between the buzz and the reality. (Digimind)
- Reputation risk is the greatest risk facing companies, with as much as 75% of a company’s value based on reputation. (Economist Intelligence Unit)
- 92% of Internet users read product reviews and 89% of people say that reviews influence their purchasing decisions. (eTailing Group)
How People Search

Key Stats

- 53% of users do not go past the first two results for any given search.
- 89% of users do not go past Page 1 for any given search.
- 99% of users do not go past Page 2 for any given search.
- You are judged primarily by the first page of search results.
How We Search

- People prefer gossip over relevant news
- We click on the most interesting-looking results
- We usually trust what we read, even when we shouldn’t
- Search algorithms can’t fix this problem
The Reputation Economy

Example: Vodafone

- The Web gives powerful tools to consumers to validate corporate communications
- Online reputation often more important than brand.

Consumer Generated Art

Parody Websites/Social Media

“I Hate Vodafone” Forum

Vodafail.com - Looks like Vodafail to me.
www.vodafail.com/
Since its inception Vodafail.com has made a significant contribution towards raising awareness of the problems and issues faced by Vodafone customers.

How To Complain
Since its inception Vodafail.com has made a significant ...
More results from vodafail.com »

Vodafail The Musical / Telephone - A Tribute to 3 & Vodafone ...
www.youtube.com/watch?v=0060sChFw0A
Apr 18, 2011 - 5 min - Uploaded by tvliveonstage
CONTAINS COARSE LANGUAGE. www.tvliveonstage.com or info@tvliveonstage.com. Watch the bloopers ...

More videos for vodafail »

vodafail - home.
twitter.com/search?q=%23vodafail

Vodafail (vodafailure) on Twitter
twitter.com/f/vodafailure
Vodafail (vodafailure) is on Twitter. Sign up for Twitter to follow Vodafail (vodafailure) and get their latest updates.
ORM Threat
Prominent Online Attacks

Example: Grover Norquist

- Blog postings, critical news articles, critical wikis & images
- Negative items stay online for years

Prominent Millionaires To Grover Norquist: 'Move To Somalia'
www.huffingtonpost.com/.../patriotic-millionaires-grover-norquist-to...
Nov 17, 2011 – WASHINGTON – Patriotic Millionaires for Fiscal Strength, millionaires who want the government to tax them more, met with foremost anti-tax ...

Grover Norquist: The Billionaires' Best Friend | Politics News ...
www.rollingstone.com/.../grover-norquist-the-billionaires-best-friend...
Nov 9, 2011 – Grover Norquist has never held elected office. He's not a political appointee or a congressional staffer, and few voters know his name. Yet this ...

Grover Norquist - SourceWatch
Grover Glenn Norquist (born Oct. 19, 1956) is a prominent anti-tax activist and ... 6 Grover Norquist the lobbyist; 7 Abramoff ties—money laundering allegations ...

Google p.1 Results

Grover Norquist - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Grover_Norquist

Grover Glenn Norquist (born October 19, 1956) is an American lobbyist, conservative activist, and founder and president of Americans for Tax Reform. He is best ... Background and education - Americans for Tax Reform - Other political activities

Americans for Tax Reform - Who is Grover Norquist?
www.atr.org/about-grover
3 days ago – Grover G. Norquist, a native of Massachusetts, has been one of most effective issues management strategists in Washington for three decades; ...
**Propagation of Misinformation**

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**Example: Whole Foods**

- A search for “monsanto” brings up the suggestion “whole foods”
- Results strongly suggest Whole Foods was bought by or supports Monsanto
- In fact, Whole Foods has been a vocal critic of Monsanto for many years
Results Reflect Old News

Example: D. E. Shaw Group

- A good reputation requires positive, high-quality validations by third parties.
- The D. E. Shaw Group has good control of the top few results, but the rest are misleading and give a poor impression.

Google p.1 Results

1. The D. E. Shaw Group
   - A good reputation requires positive, high-quality validations by third parties.
   - The D. E. Shaw Group has good control of the top few results, but the rest are misleading and give a poor impression.

Outdated news. No mention of D. E. Shaw’s recent positive performance. 6–8

- No relevant third-party sites in the first page, other than Wikipedia. 9–10
Online Brand Attacks by Consumers

1. Company website

2–7. Attacks on forums and social media

9. Attacks on forums and social media
Search Results are not Chronological
Mark Hurd, former HP CEO, Google p.1
Defamatory Attacks by Former Clients

- Critical blog postings
  - 1–2
  - Even if libel is proven, website likely to remain online

- Negative reviews
  - 3
  - One-star rating in the results is enough to deter most searchers
Mistaken Identity

E.g. Timothy Thurman Lawyer

- Top 8 results are about Timothy D. Thurman, arrested by the FBI for committing mortgage fraud against Korean immigrants in Los Angeles.
- Search results include negative reviews, news articles, and blog attacks.

Timothy B. Thurman practices law in Pittsburg and is unrelated to this issue.

Only about 10% of prospective clients would actually get to the bottom of the page before deciding to try a different lawyer.
Key People Affect Company’s Reputation

- The 2011 murder of Claude Dray still appears prominently in the search results for one of his hotels, l’Hôtel de Paris à St-Tropez.

- Thankfully, the news is usually less tragic, but widespread online interest in an executive spills over into the company’s online reputation.
Key People Affect Company’s Reputation

- Gerard Versteegh has received criticism online for his extravagant tastes
- Top of his search results is an inflammatory post on CrazyBillionaire.org
- This result ranks on a search for his company too

Gerard Versteegh, 47, manages properties for Scandinavian companies in the UK through his London-based property consultancy, Commercial Estates...

The £12m town house that is just a facade - Telegraph

Apr 27, 2007 – But Gerard Vorsteegh, the Swedish property magnate, will not be inviting round his neighbours in Kensington, central London, just yet.
Rumors can have a serious impact on your online reputation

1. Suggestions pop up because many people are curious about the rumor
2. High search volume creates a feedback loop: Google thinks this is relevant
3. New searchers see the inflammatory suggestions, giving criticisms more authority
Judge Amanda Williams sued radio host Ira Glass for libel after his journalistic investigation criticized her approach to drug prosecution.

The scandal is the predominant focus of her online reputation.
Judge Williams Litigation: A Closer Look

Analysis: Page 1, Results 1–6

1. Mainstream news
   - Ethos Panel Scores Judges' Drug Court Judge
   - The Commission on Judicial Qualifications accuses Glynn County Superior Court Chief Judge Amanda Williams of "tyrannical partiality," making false ...

2. Critical blog
   - Impeach Judge Amanda Williams
   - 4 days ago – A notice issued Wednesday says Superior Court Judge Amanda F. Williams, who has been on the bench since 1991, indefinitely jailed ...

3. Further coverage by Ira Glass
   - Judge Amanda Williams Faces Charges | This American Life
   - 5 days ago – Ira writes: Many listeners have written to us since our episode about Georgia Judge Amanda Williams, asking what ever happened to her.

4. Wikipedia write-up
   - Amanda Williams - Wikipedia, the free encyclopedia
   - Jump to Superior court judge: Williams was first elected a Superior Court Judge in 1990, taking the bench in 1991. In November 2010 Williams competed ...

5. Topic on news aggregator
   - Judge Amanda Williams's Very Bad Week | MetaFilter
   - Mar 31, 2011 – The drug courts of Georgia’s Glynn and Camden counties (combined population ~125,097), overseen by Judge Amanda Williams, handle more ...

6. Critical Facebook page
   - Judge Amanda Williams Must Be Stopped | Facebook
   - Judge Amanda Williams Must Be Stopped | Facebook.
Common Mistakes
Mistake: ORM isn’t SEO

Example: Com Hem

- One of Sweden’s largest telecom providers
- No amount of SEO spend can fix an ORM issue

Company website is optimized

Critical websites/forums also optimized

Unrelated travel site
Mistake: ORM isn’t SEO

Company websites are optimized 1–3

So are the problems with the device 4–5

As are several unrelated websites 6–8

Example: MyStar

- MyStar is the set-top box for Australia’s AUSTAR Television
- No amount of SEO spend can fix an ORM issue
Mistake: Relying on Litigation

- Success rates are low (although sometimes litigation is appropriate)
- Weigh the pros and cons: litigation can make the problem worse

Example: British Chiropractic Association

- In 2008, the British Chiropractic Association sued science writer Simon Singh for criticizing them
- Provoked serious backlash
- Even 4 years later, half of the Page 1 results for the BCA are negative portrayals of the case
Mistake: Will-Not-Review Agreements

Why not?

- Ethically questionable
- You may end up on the “Wall of Shame” of healthcare review sites
- Unlikely to hold up in court:
  - Coerced agreement
  - First Amendment violation
  - Alienates patients
  - Encourages patients to go digging for negative reviews
Mistake: Threatening Litigation

- Most attacks by patients fall under the category of opinion, not considered libel
- Negative information may be reposted even if successfully taken down
- Litigation tends to attract a landslide of negative reactions
- Even if you win, your practice’s reputation may have already been irreparably damaged

Search for “gelareh rahbar dds”
- Google p.1 #4, 2 years later
- Seen by >50% of potential patients

Another dentist sues Yelp.com reviewers
www.drbicuspid.com/redirect/redirect.asp?Itemid=303548 +1
Jan 25, 2010 – Following in the virtual tracks of a Foster City, CA, dentist who made headlines last year, San Francisco dentist Gelareh Rahbar, D.D.S., is suing...
Mistake: Threatening Litigation

Why not?

- Most attacks by patients fall under the category of opinion, not considered libel
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Search for “jay pensler md”
- Still in top results 2 years later
- Seen by his prospective patients

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**Doctoring the Web. Jay Pensler MD sues patients. Jay Pensler on ...**
[www.missjfacialplasticsurgery.com/.../yaf_postst5614_Doctoring-the...](http://www.missjfacialplasticsurgery.com/.../yaf_postst5614_Doctoring-the...)
Mistake: Posting Fake Reviews

**Why not?**

- It’s illegal
- Can be detected algorithmically
- Short-term, ineffective solution
- You will get caught up in the review authenticity “arms race”
- Review sites and researchers constantly refining approaches
- You need to keep buying into fake-review services forever to one-up them
- Savvy reviewers can spot fakes and read up to 10 reviews before making a decision
- If people see a lot of fakes, you risk an online backlash

[FTC Guidelines on Fake Reviews](http://www.ftc.gov/opa/2009/10/endortest.shtm)
Mistake: Commenting on Attack Blogs/Forums

Why not?

- Places emphasis on the unwanted content, pushing it higher
- Search engines will think this content is more important than it is
- You probably won’t change the patient’s mind
- Likely to attract additional attacks based on your comments

Stop Edward Dove DDS of California | Facebook
www.facebook.com/StopEdwardDoveDdsOfCalifornia

Stop Edward Dove DDS of California is on Facebook. To connect with Stop Edward Dove DDS of California, sign up for Facebook today. Sign Up Log In...

Angry parent launches Facebook attack on Calif. dentist
www.drbicuspid.com/index.aspx?sec=sup&sub=pmt&pagem seamlessly...

Aug 29, 2011 – Angry parent launches Facebook attack on Calif. dentist ... can mobilize online and the growing impact of such sites on dentists' reputations.
Mistake: Head in the Sand

**E.g. Apia Insurance**

- Apia Insurance rated top Australian provider in 2011
- Yet the #2 search result is a negative review profile

**The Web is Forever**

- The “news” tab brings up results on Apia dating back to 1918
Best Practices
Elements of a Strong Online Reputation: Creative Social Media

Win: Volkswagen Planeta Terra Festival Twitter Campaign

- Tickets hidden across São Paulo, with locations shown on Google Maps
- Locations only shown when people shared the hashtag #foxatplanetaterra
- Became trending topic in Brazil in 2 hours

Fail: ASUS “blogger” competition

- Ended up generating online backlash and negative coverage in mainstream press:

  - [Bloggers outraged at asus](http://www.theinquirer.net/inquirer/news/1433394/bloggers-outraged-asus)
    Jul 14, 2009 – IRATE BLOGGERS are up in arms at Asus after a blogging competition at electricpig.com turned sour. A while back, Asus decided it would save ...

  - [Asus defends blogging competition](http://www.theinquirer.net/inquirer/.../asus-defends-blogging-competition)
    Jul 23, 2009 – FOLLOWING OUR story about Asus’ blogging competition debacle, the firm has explained how flagrant vote-rigging caused the firm to change ...
Elements of a Strong Online Reputation: Diverse Online Presence

Example: Woolworths

- Woolworths is one of Australia’s top consumer brands
- Unified approach across multiple venues

Control 8/10 on Google p.1

Woolworths - Home
www.woolworths.com.au
We are the Fresh Food People, and our mission is to bring you the finest quality fresh food at everyday great value, giving you the best shopping experience ...

Specials Of The Week
View the Woolworths weekly catalogue online. ... View the ...

Store Locator
Online Photos - Woolworths - Financial Services - Credit ...

Prices
Online Photos - Woolworths - Financial Services - Credit ...

More results from woolworths.com.au

Woolworths Careers
www.nowcareers/nowcareers/woolworths/home/
Woolworths is a dynamic, fast-paced, ever-changing, people-intensive environment to work in. Whether you work on the shop floor or in support role, our ...

Woolworths
www.homeshop.com.au
Offers many of the items online that are carried in the supermarket. Browse by category or search. Delivery in Sydney, Canberra and Melbourne areas.

Woolworths Limited - Home
www.woolworthslimited.com.au
5 days ago – Woolworths Limited has published its fourth Corporate Responsibility Report. You can view the report to find an update on our progress in 2011 ...

Active on Social Media

Facebook & Twitter

Customer Tributes on YouTube

chav tribute to woolworths
Elements of a Strong Online Reputation: Diverse Online Presence

**Example: H&M**

- Sweden’s H&M is the 2nd largest global clothing retailer
- Unified approach across multiple venues

**Active on Social Media**

- **Facebook & Twitter**
  - H&M United Kingdom
  - 10,619,362 likes - 144,699 talking about this - 128,149 were here

**Google p.1 all Positive, Control 6/10**

- [H&M](http://www.hm.com)
- [H&M SE](http://www.hm.com/se)
- [H&M Street](http://www.hm.com/se/)
- [H&M Home](http://www.hm.com/se/)
- [Rea](http://www.hm.com/se/)
- [Barn](http://www.hm.com/se/)
- [H&M Fashion](http://www.hm.com/se/)
- [Personliga favoriter](http://www.hm.com/se/)
- [H&M Life Video](http://www.hm.com/se/)
- [Dagens val](http://www.hm.com/se/)
- [Snabbis tips](http://www.hm.com/se/)

**Customers Post Purchases on YouTube**

- [H&M haul](https://www.youtube.com/results?search_query=H&M%20haul)
- About 982,000 results (0.28 seconds)
### General Principles

<table>
<thead>
<tr>
<th></th>
<th>Prevention is more effective and less expensive than treatment</th>
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<tbody>
<tr>
<td>2</td>
<td>Aim to control as many of the search results as possible</td>
</tr>
<tr>
<td></td>
<td>- Diversity is important: choose several types of sites</td>
</tr>
<tr>
<td>3</td>
<td>Empty search results create vulnerability</td>
</tr>
<tr>
<td>4</td>
<td>Avoid clicking on negative/critical websites, which increases their relevance</td>
</tr>
<tr>
<td></td>
<td>- (Almost) never comment on critical blogs or forums</td>
</tr>
<tr>
<td></td>
<td>- Avoid communicating with attackers</td>
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<td></td>
<td>- Avoid discussing the defamation in online channels</td>
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<tr>
<td>5</td>
<td>Be proactive with online reviews</td>
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</tbody>
</table>
Online Reputation: First Steps

1. Claim www.yourcompany.com and as many useful variations as possible.

2. Fill out profiles on industry listing sites, review sites, social media (Facebook, LinkedIn, Twitter).

3. Create new content: start a blog, publish information of relevance to the business, generate positive press, get involved philanthropically.

4. Be a part of the conversation: the Web is going to say something about you whether you like it or not.

5. Engage in social media, communicate regularly with your stakeholders, respond authentically to their concerns, share information of value.

6. Keep tabs on all of the websites connected to your business, especially those you don’t control: forums, review sites, social media.
<table>
<thead>
<tr>
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<th>Building a Good Reputation is Not Easy</th>
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<tbody>
<tr>
<td>1</td>
<td>Actions need to match words</td>
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<td>2</td>
<td>Pay close attention to public sentiment</td>
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<td>3</td>
<td>Proactive online reputation to protect against attacks or misunderstandings</td>
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<tr>
<td>4</td>
<td>Ongoing, high-quality interaction with stakeholders</td>
</tr>
<tr>
<td>5</td>
<td>Reputation Management for key executives or other prominent figures</td>
</tr>
</tbody>
</table>
Best Practices for Online Reputation Management

Set up a practice website

- www.yournamedds.com or similar
- Defensively acquire URLs like www.yournamedddssucks.com

Create new content

- Start a blog
- Generate positive press
- Get involved philanthropically
- Publish research or other information of relevance to your practice
Best Practices for Online Reputation Management

Engage in social media
- YouTube
- Twitter
- Facebook
- Flickr

Be proactive with reviews
- Fill out your profile on review sites
- Check new reviews frequently
- Encourage loyal patients to post new reviews
- Use negative reviews to check for any genuine issues in your practice
- Link to review sites from your practice website
Best Practices for Online Reputation Management

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Do You Have Any Questions?

I would be happy to help.
Another Opportunity to Keep in Touch

Getting to know your presenter

Keep Connected to Chris Abraham

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- Facebook.com/chrisabraham
- YouTube.com/chrisabraham
- www.chrisabraham.com
- www.chris-abraham.com