Better than SEO.
More effective than PR.
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 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

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.

- **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**

- **Broad Search**
  Person has a problem. Performs a general search

- **Search Refinement**
  General search is refined based on info learned

- **Brand Discovery**
  Non-branded search reveals top brands

- **Brand Comparison**
  Brands are sorted, short-listed

- **Branded Search**
  Specific brand research

- **Decision**
  First contact

**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

## Review Management
- Improve star-ratings and reviews
  - Improve star-ratings
  - Better reviews
  - Review monitoring
  - Intercept bad reviews

## Build Reputation
- Put your best face forward online
  - Engineer search results
  - "Own" your online profile
  - Promote positive content
  - Protect against negatives

## Repair Reputation
- Solve online reputation problems
  - Reduce negative visibility
  - Remove / suppress negative content
  - Promote positives
  - Improve brand story online
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.

Costs decrease over time

- The monthly investment is highest during the first months.
- Costs usually drop in half once primary repair has been accomplished.
- They drop in half a second time for monitoring and as-needed defense.
- You can ramp down or stop any time after 180 days.
## Reputation Management Plans

Improve your overall online profile

<table>
<thead>
<tr>
<th></th>
<th>Light</th>
<th>Standard</th>
<th>Professional</th>
<th>Enterprise</th>
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</thead>
<tbody>
<tr>
<td>Price per Month</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$8,000</td>
<td>$15,000</td>
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<td>Discount</td>
<td>-</td>
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<td>33%</td>
<td>50%</td>
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<tr>
<td>Units per Month</td>
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<td>60</td>
<td>150</td>
<td>300</td>
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<tr>
<td>Competitive Research</td>
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<td>✓</td>
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<td>Reputation Strategy</td>
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<td>Meetings</td>
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<td>Reporting</td>
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<td>Content Promotion</td>
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<td>✓</td>
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</tr>
<tr>
<td>Brand Monitoring</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Review Management</td>
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</tr>
<tr>
<td>On-Page Analysis</td>
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</tr>
<tr>
<td>Level 1 SEO (Good)</td>
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<td>✓</td>
<td>+</td>
<td>–</td>
</tr>
<tr>
<td>Level 2 SEO (Better)</td>
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<td>✓</td>
<td>–</td>
</tr>
<tr>
<td>Level 3 SEO (Best)</td>
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<td>✓</td>
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<tr>
<td>Int’l Reputation Mgmt.</td>
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<td>Custom Best Prac. Guide</td>
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<td>+</td>
<td>✓</td>
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<tr>
<td>Custom Campaign</td>
<td>–</td>
<td>–</td>
<td>Let’s talk</td>
<td>Let’s talk</td>
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Improve your reviews and ratings
## Plans To Improve Online Reviews

Improve your reviews and ratings only

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<thead>
<tr>
<th>Number of Locations</th>
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<th>10-49</th>
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<tbody>
<tr>
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<td>Text &amp; Email Surveys</td>
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<td>Review Site Monitoring</td>
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<td>Reputation Alerts</td>
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<td>✓</td>
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<tr>
<td>Google / FB / Yelp Login</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Analytics &amp; Reports</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Custom Surveys</td>
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<td>Survey Management</td>
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<td>✓</td>
</tr>
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<td>CRM Integration (API)</td>
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<td>✓</td>
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<td>✓</td>
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<tr>
<td>Show Reviews on Site</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Yelp, Google + more</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Local Area Code Texts</td>
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<td>Onboarding Fee</td>
<td>$500</td>
<td>Waived</td>
<td>Waived</td>
<td>Waived</td>
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</tbody>
</table>
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
Getting Started.

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

CMO | Major Beverage Company
Take the next step.
Set a meeting.