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ONLINE REPUTATION PROTECTION PLAN

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Expectations and Purpose

The purpose of a well thought out online reputation strategy, is not simply to hide negative reviews or reports, it is to build assets that compel your prospects to do business with you rather than scare them off.

A stellar online reputation is one of the most powerful conversion tool you can leverage to grow your business. Conversely a poor online reputation will be extremely detrimental to your business.

Here are some critical statistics demonstrating that online reviews matter to 94% of consumers*, only 6% of your prospects ignore online reputation.

Who will do business with you, and how much you will grow, is directly dependent upon your online reputation.

- › 94% of customers read online reviews to judge a local business.*
- › 85% of customers use the Internet to research before making a purchase*
- › 83% of buyers no longer trust advertising, but most trust reviews from online users*
- › 86% of people would pay more for services from a company with higher ratings*
- › 78% of consumers trust peer recommendations while only 14% trust advertising*

More studies show consumer reads on average 10 reviews before making a decision, with RipoffReport we need to overwhelm page 1 of Google with positive reviews, testimonials, and information.

We want to push up to page 1 as many positive items as possible with the clear objective of giving your happy clients a voice to convince your prospects that doing business with you will benefit them.

In this online reputation protection plan you will find three packages, all compiling the best strategies we use for our numerous clients.

Do not hesitate to reach out to me personally if you need further assistance.

Best regards

Jerome Knyszewski

CEO Heavyshift Marketing

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Proposal Outline

REPUTATION MARKETING STRATEGIES

1) Claim Web Properties

Thousands of potential customers make daily searches on local business directories like Google +, Online Yellow Pages, Yelp, and many others. 87% of customers go online to find information about your company, and the grand majority will look at your online reviews before making a decision to do business with you or not.

It is extremely important that your information is accurate in all the websites. These citations are critical in Google's Algorithm. We must comply to Google's strict requirements if we want to rank and out rank anything on page 1.

This tedious work done manually is mandatory. Protecting your name starts by claiming these web properties.

- a) We will identify a list of all profile properties you have not yet properly claimed, those will include:
 - i) Social Media Sites
 - ii) Review Sites
 - iii) Blogs
 - iv) Forums

We will use the client's official name, company or personal depending on each site, as well as exact business addresses on all properties. Where and when possible we add profile pictures or videos.

**We also strongly recommend you reserve your name with the .com .info .net .org as soon as possible.*

2) SEO -Search Engine Optimization

The best way to "remove" negative sites from the 1st page of Google is to rank positive sites that you have control of.

- a) Boost all existing POSITIVE web properties.

This helps to reinforce your existing online presence, so that the negative listings weaken and drop in the rankings. This process needs to be steady so that we don't trigger Google penalties.
- b) Boost newly created citations.

This helps push up newly claimed properties that tend to rank well. At first we push many, shotgun approach, because we can never know in advance which one Google will favor for your specific name or company name. Then we will give specific attention to the ones standing out; sniper mode.

c) Send traffic to the top properties

We will send traffic to the links we want to anchor in Google. Google reads which website receives the visitors and then rewards by ranking it higher.

d) We create high authority social bookmarks and social signals

We "like", "share", "ping", "tweet" on social media your web properties relevant. These social signals are some of the strongest ranking factors as defined by the Google algorithm.

3) Video Marketing

In a poll 96% of customers said videos are helpful when making a buying decision. 71% of customers polled said that videos leave them with a positive impression of the website. Studies have demonstrated internet users tend to click first on videos ranking in the top 10 of the first page of Google. This is great to deflect the attention away from the Rip Off Report.

a) **REVIEW VIDEOS:** Each month we will produce, create and publish on YouTube™ a review video. (1 per Month, additional \$350 each)

This professional video, with a spokesperson will feature one of your best review or recommendation taken from Google, Yelp, LinkedIn. These videos are optimized specifically to rank for your name.

b) **VIDEO INTERVIEW:** (1 per Month, additional \$750 each)

This video is a CNN™ style interview. We prerecord your answers to specific questions during a phone call. We edit the audio content and have a journalist ask the questions. The two are mixed into one video. When you talk, we see your picture.

(WE CANNOT show you videos created for other clients. With all our clients we sign NDAs, however we can show you sample review videos)

c) **SYNDICATION:** Each video will be syndicated (published) on other video websites such as DailyMotion, Vimeo and on social media profiles (FB, Twitter, LinkedIn etc)

a) Part of the consulting calls, if you chose to use a local videographer, we will provide guidance to creating videos for the following purposes:

- i) Corporate Use
- i) Testimonials
- ii) Users
- iii) FAQs

b) We will optimize your YouTube™ channel

- iv) Design and brand the channel
- v) Optimize the description, tags and titles

c) We will help you set up a system to harvest candid testimonials from satisfied clients.

- vi) Each video will be edited
- vii) Each video will be branded with your logos and information.
- viii) Each video will be optimized and boosted to help rank in YouTube and Google.

This will bring your company a LOT of credibility. Third party endorsement are always more powerful.

4) Reviews Strategy

When business get reviews from their customers and they want to post them online on online directories, these reviews are filtered and algorithms delete some of the reviews because they are posted from the same computer IP. It is important to mention that the majority of time posting online reviews on behalf of customers is against directories Terms of Services and in some cases FTC regulations.

- a) Set you up in our system to monitor your reviews on major directories such as Yelp, Google, Trip Advisor, Avvo, YellowPages etc
- b) Use our review boosting strategy to gather new positive reviews from your customers. This is an Automated System.
- c) Bad reviews filter integration. This will ensure that when negative reviews are written the do not become public.
- d) Create a marketing email for your current and past clients to encourage them to post reviews.
- e) Instant review alert System (SMS or/Email) this will allow you and your team to deal with the reviews privately and internally.

5) Monthly 1-on-1 Strategy call

- a) We will provide the client with one monthly consultation on how they can improve their current properties as well as:
 - i) Conversions
 - ix) Reviews
 - x) Content
 - xi) Questions

6) Press Releases

- a) One press release per month. This is designed to give you a strong positive exposure and high quality back linking -for Search Engine Optimization purposes - which helps rank the positive websites we are targeting.
- b) We will syndicate your press releases to 30-150 sites depending on the day's "news." We will also gain exposure via local and national press outlets (CNBC™, CNN™, ABC™, and a myriad of local networks)

This will help in SEO, but mostly will help in CREDIBILITY.

7) Protection

- a) We will take proactive measures to get maximum exposure for the Web properties we are building.
- b) Monitoring will be performed by our proprietary software and tools. This will be part of your monthly progress report.
- c) Actions will be taken as soon as something alerts us in our report, and you will be noticed of our actions.
- d) We will influence the Google auto suggest to replace the negative suggestions. Results rarely appear before 3-6 months after starting this process.

8) LinkedIn Profile

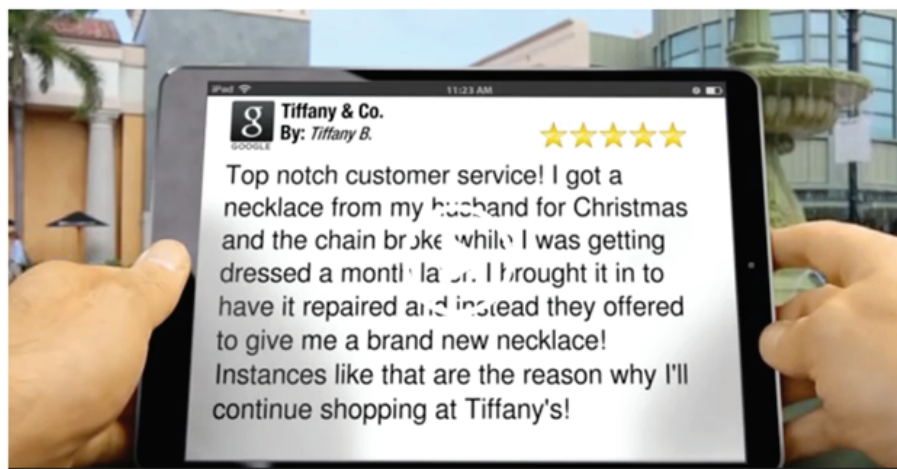
- a) Design and add a custom banner (for Premium LinkedIn Accounts only)
- b) Add 500 contacts (if not already reached 500+ contacts)
- c) Provide examples and samples of profiles to help update.

Google tends to rank LinkedIn on the very top of Google for a personal name, so having a nicely updated profile helps.

9) Monthly Report

- d) We will provide the client with review and reputation reports
- e) Rankings on properties and progress on previous steps
- f) We will communicate via email if we need to share any updates.

Sample Review Videos



Packages Chart in Next Page

To see the features please refer to annotations:

	Marketing Strategies	Basic	Premium	Elite
1-a	Claim Citations	X	X	X
2-a	SEO: Boost Current Content	X	X	X
2-b	SEO: Create New Content and Boost	X	X	X
2-c	TRAFFIC: Boost top properties		X	X
2-d	Social Signals: Likes, shares		X	X
3-a	Review Videos 1/month		X	X
3-b	Interview Videos 1/month			X
3-c	Syndication FB, Twitter, LinkedIn, Video sites.			X
3-d	YT Channel Optimization			X
3-e	Video Review Harvest System			X
4-a	MonitorALL review sites	X	X	X
4-b	Gather reviews system		X	X
4-c	Bad Review Filter Page		X	X
4-d	Email Campaign for Reviews			X
4-e	Instant Review Alert	X	X	X
5	Monthly Strategy call	30 min	1 hour	1 hour
6	Press Releases 1/month			X
7	Protection	X	X	X
7-d	Influence Google Suggest			X
8	LinkedIn Network Expansion	add 500 contacts	add 500 contacts	add 500 contacts
9	Monthly reporting	X	X	X
	Set Up Fee	\$1297	\$1297	\$1297
	Monthly Fee	\$900	\$1500	\$2000

AGREEMENT

This agreement ("Agreement") is between ("Client") and Heavyshift Marketing, LLC, effective as of the date last signed below ("Effective Date"), sets forth the terms and conditions under which Heavyshift Marketing, LLC will provide the services described in the deliverables outline for the package chosen by the Client.

TERMS.

The services of this agreement will commence on the date initial payment is received from the Client, and will end 6 months after the signing date.

An agreement renewal will be sent 30 days prior to the last day of the agreement. You may cancel at any time, however the Client required to give us 30-day written notice. All payments are final, and non refundable.

By signing below you agree to the services described in the deliverables outline of the reputation package you chose. You agree to the services of Reputation Marketing _____ (mark package) package. You are then responsible for all monthly payments for the duration of this agreement.

DISCLAIMER.

No one can GUARANTEE a specific position in search results of any search engine (Google, Yahoo, Bing) but there are tested, tried and documented techniques that can dramatically improve SERPs (Search Engine Result Pages). Implementation of these techniques is referred to as SEO (Search Engine Optimization). The improvement in SERPs takes several months to be noticeable and is TOTALLY dependent on the Search Engine Algorithms updates and changes and how aggressively your competitors are fighting for the same rankings.

Please sign Below.

Heavyshift Marketing:

Name

Signature

Date

Client:

Name

Signature

Date