



Protect Your Reputation Online!

Reputation Management is the process of monitoring, reporting and reacting to opinions, views and comments written about your company online.

How Does Reputation Management Work?

Our software continually monitors and scans the Internet alerting us anytime your company or even your vendors, partners or employees are mentioned online. We scan everything from Facebook posts, Twitter updates, blog comments, review forum websites, and we'll execute strategies to quickly suppress any negative comments or information posted. This includes posting positive reviews, publishing new articles, issuing press releases and promoting content that will remove the damaging pages from the first couple pages of the search engines.

Conversion Pipeline Reputation Management Features

Creation & Optimization of Local Business Listings

- Google
- Yahoo
- Bing

Account Creation and Monitoring

- Yelp
- Merchant Circle
- Google Places Reviews
- Checkbook.org
- Judy's book
- Insider Pages
- Yahoo Local
- Better Business Bureau
- LinkedIn
- Facebook
- Twitter
- Yellow Book and Yellow Pages
- Local.com
- Mapquest
- BizJournals.com
- Industry Specific websites



Monthly Monitoring of Consumer Review Websites

Conversion Pipeline will monitor and report posts from Consumer Review Websites as they happen.

These websites include:

- RipOffReport.com
- Complaints.com
- ConsumerAffairs.com
- TheSqueakyWheel.com
- ConsumerWebWatch.org

Client Outreach

To increase your brand's online reputation, Conversion Pipeline will work directly with your clients to post positive reviews on your behalf.

Quarterly Online Press Releases (Content Suppression)

- 4 online press release submissions
- Online press saturation

Crisis Management

Responding in a timely manner to a negative comments posted online about your company is essential in managing your brand identity. Knowing "what to say" and "how to say it" will shape public opinion and protect your company's reputation. Our Crisis Management team is comprised of seasoned veterans that have over 15 years of experience in responding to negative online posts and comments.

Website Content Management

- Monthly Blogging
- Website Content Refreshes
- Content Advisory Services

Monthly Reports

Along with our weekly monitoring of your brand's reputation online, your team will be armed with monthly reports recording what is being said (good or bad) about your Company and your products & services. A special emphasis will be placed on providing information from Social Media Networks and blogs.



Reputation Management Services starting at \$600 per month

You never want to lose a client or a deal because of what a potential customer reads about your company or employees online. Millions of dollars are lost each day because of false or misleading search engine results; whether the negative information is from a competitor, a news site or a message board, the impact can be financially devastating.

Take a proactive approach and let Conversion Pipeline protect your online reputation...after all on the Internet your reputation is all you have when making a first impression!