

reputationdefender

reputationdefender
for business

Every day,
people search
for your business
online.

More than 86% of consumers use search engines to find information about companies before making purchases, and more than 90% of web searchers trust the results they see. The results they find can make or break your business: at a glance, web searchers will decide whether to buy from you, partner with you, trust your expertise, or give you media attention.

Most consumers will make up their minds after looking at only the first page of search results—or even just the first three results! The same holds true for anybody else searching for you, including current clients and customers, potential clients and customers, potential partners and employees, journalists, government staffers, and more. Clearly, if you control the top Web search results for your business, then you control the way it is perceived.

No matter how carefully you have built your business, you probably don't have complete control over your online reputation. The content that appears at the top of a Google search for the name of your company, its products and services, or its management team

could change at any moment. Your reputation is at risk every day, due to changes in search engine algorithms, exaggerated or misleading customer reviews, attacks by jealous competitors, bitter ex-employees, and bloggers with an axe to grind. Search results that are fine one day can quickly be filled with spam, information about a competitor, gossip, urban legends, or other unwelcome content.

It's time for you to take control of your brand, success, and reputation on the Internet. It's time to make sure that people searching for your business find relevant, truthful, positive information. By engaging the ReputationDefender service, you can make sure that people see positive and truthful content when they search for your business online.

Thousands of other business owners have already discovered the benefits of ReputationDefender online reputation management. Join them and protect your online image today.

Eye-tracking map of Web search results



Web searchers pay the most attention to the items at the top of the search results page.

More than 75% of web searchers look only in the orange areas of this chart.

reputationdefender
see the power

Reputation.com's ReputationDefender service is the solution for your online image.

ReputationDefender empowers you to take control of your brand, your reputation, and your image online. In most cases, the recommended ReputationDefender package can put positive and truthful information you approve at the top of a Web search for your name or business name.

When you subscribe to the ReputationDefender service, we work with you to identify your priorities and goals. Based on these objectives, we increase the visibility of existing positive and neutral content relevant to you. As necessary, our professional writers and editors can also create a variety of truthful, new content that positively describes you and is optimized to match your brand and image.

Our proprietary mix of cutting-edge online reputation management strategies allows us to push this positive content to the top of a Web search. We use our in-house technologies, developed exclusively for ReputationDefender, to increase the visibility of the positive and neutral content that has been selected. Our techniques are unmatched and our proprietary reputation optimization methods are based on years

of development, including research performed by two full-time PhD engineers with prestigious pedigrees in the tech and scientific industries. We know exactly what does and doesn't work, and we can put this expertise into action for you, combining it with our proprietary strategies.

The results are powerful: more control over your image when people search for your name, better and more positive exposure when people search for your business, and comprehensive brand control online.

How we do it

First, we take the time to understand your existing brand and image, as well as the brand and image that you would like to cultivate, both through conversations with you and our own research.

Then, if applicable, we identify existing positive and neutral content about you that you want to push toward the top of your search results. As necessary, our elite team of experienced writers and editors also create professional, truthful Internet content that is consistent with your brand and image.

Before publication, we give you a chance to review the content we have created, to make sure that it fits your unique image and voice. Once you have given your approval, we promote this new content and any pre-existing positive content to the top of search results through proprietary online reputation management technologies. We carefully implement our content promotion strategy over a period of days or weeks to make sure that you receive optimal results in search engines. You may see initial improvement in your search results in as soon as two weeks after you approve new content, but the full extent of our work will take several weeks or months to become apparent.

Our exact methods are secret, but we have honed them through years of research, development, and

experience. We can tell you that we publish your content on a variety of sites representing the full breadth of the Internet, selecting those most appropriate to your professional or business activities. We then use our proprietary technologies to build connections between new and old content. We optimize across thousands of websites and use this network of resources to scientifically promote accurate, positive content.

The result is an improvement in search results that looks and feels natural. Your new search results will reflect truthfully on you and your business in an organic fashion. Searchers will simply see natural, positive results. There will be no indication that you have any affiliation with Reputation.com—and that's the way we like it.

BENEFITS OF REPUTATIONDEFENDER

Control your brand and image online

The ReputationDefender service will help to make sure that positive and truthful information you control appears at the top of search engine results for your name or your business name.

Improve your search positioning

By making sure that websites you control appear at the top of a search for your name or business name, you can ensure that people interested in your services get the information they need. As a side benefit, many of our clients also experience a boost in their search position for generic keywords related to them or their businesses.

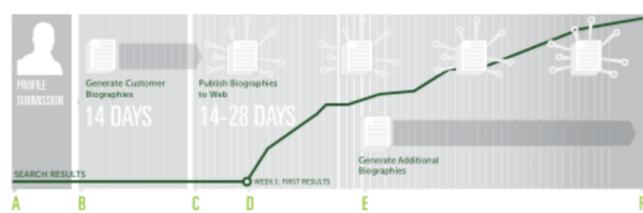
Mitigate false or misleading search results

Just one false negative review can severely damage you or your business if it appears on the first page of a Web search. So can one out-of-context quote, urban legend, or other falsehood. The ReputationDefender service builds powerful links at the top of your search results to prevent damaging results from reaching searchers.

Defend against future attacks

It is easier to build defenses now than to fight falsehoods later. If you control the top search results for your name, you can stop false and misleading information from breaking into the top search results. Take control and stop the cycle of negative content before it starts.

Average Timeline



A) At sign up, you will be assigned a team of dedicated Reputation Advisors (RAs), with access via a direct e-mail address and telephone number. Your RAs are always happy to answer questions or provide status updates. An RA will also assist you as you fill out your career profile or business information for our publications team.

B) Approximately 14 business days after you have finished providing us with your profile, our professional writers will craft an initial set of biographical Web content on your behalf.

C) You will then have an opportunity to review the content we have created. Our interface allows you to suggest revisions to our publications team or make edits yourself.

D) Within approximately 10 business days of receiving your approval, we will begin to publish this new content to the Internet. Based on our analysis of your unique situation, we will spread the delivery of the content out over several days or weeks to maximize its impact. You may see initial results within a couple of weeks, but the biggest impact usually takes a few weeks or months.

E) As we are publishing the first round of content, we will start creating subsequent sets of material, either biographical in nature or on other themes related to you or your business.

F) For the duration of your subscription, we will continually update and optimize our system to provide ideal results, furnishing you with periodic status reports.

The World Leader in Reputation

Reputation.com has been providing comprehensive online reputation management services since 2006. We are the first and largest comprehensive online reputation management company in the world, and we are proud to offer the most powerful online reputation management tools available anywhere. We have tens of thousands of clients across all 50 U.S. states and in more than 100 countries around the world. We are headquartered in Redwood City, California, in the heart of Silicon Valley.

Reputation.com has been featured in news outlets as diverse as CNN, Forbes, 60 Minutes, Good Morning America, Fox News, The Dr. Phil Show, Glamour, Das Spiegel (German), the Washington Post, the New York Times, and WIRED, among others.

Thanks to years of R&D diligence, our enthusiastic and satisfied customers, and a solid track record of success, Reputation.com remains the undisputed world leader in online reputation management.



SUPPORT FROM TOP VENTURE FIRMS

TechCrunch "The line between online security and reputation is blurring. Reputation is a new kind of online security startup that helps you monitor your reputation on the Web and take actions to make sure that when someone Googles you they see you in the best possible light. Last year, Reputation raised \$8.65 million from Bessemer Venture Partners and Kleiner Perkins, which it is announcing today. The round came in two tranches, with \$4 million from Bessemer in May, 2009 and another \$4.65 million from Kleiner in August, 2009, with Bessemer participating again. David Cowan of Bessemer and Ted Schlein of Kleiner now have board seats, along with angel investor Mike Maples who led the Series A in 2008."

"Kleiner And Bessemer Put \$8.65 Million Into Reputation" (January 12, 2010)

Management team highlights

Michael Fertik CEO and Founder

Michael Fertik founded Reputation.com in 2006 with the belief that people have the right to control and protect their online reputation and privacy. In addition to his work with Reputation.com, Michael holds a position on the advisory board of The Internet Keepsafe Coalition (KeepSafe), a nonprofit that works to protect the health and safety of youth online. Michael is regarded as one of the earliest pioneers of online reputation management and a leading expert on issues of online privacy. He co-authored the book *Wild West 2.0* and lectures internationally, appearing before professional and academic audiences. Michael also advises school administrators and parent groups. Prior to founding Reputation.com, Michael clerked for Chief Judge Danny J. Boggs of the Sixth Circuit Court of Appeals of the United States. He is a graduate of Harvard College and Harvard Law School, speaks several languages, and enjoys sailing, reading, and running.



Michael Fertik, CEO and Founder of Reputation.com, Inc.

Owen Tripp Chief Operating Officer

Fluent in internet search technologies, data mining, and analytical marketing, Owen Tripp co-founded Reputation.com in 2006 and now serves as its COO. Responsible for the breadth of the company's revenue platform, his duties span sales, business development and partnerships, corporate development, and company operations. Prior to joining Reputation.com, Owen created the user intelligence team at eBay, breaking new ground in systems for identity management, next-generation product finding, and keyword search optimization. An alumnus of Accenture, Owen architected large-scale operations centers in the U.S. and the Philippines during his time with the consultancy. Owen holds a B.A. with Honors in Spanish Literature from Trinity College and an M.B.A. from Stanford Graduate School of Business. Outside of the office, he enjoys the culinary arts, wine collecting, and reading.

Brent Franson Senior Director, Advanced Client Solutions

Brent Franson is a recognized search engine marketing authority with a proven track record of creating powerful online strategies to address a range of marketing, business, and reputation management needs. Before joining Reputation.com, he founded and built a successful full-service search engine marketing firm, with offices in Mountain View, Denver, Philadelphia, and Bangalore, India. In his current role as Senior Director of Reputation.com's Advanced Client Solutions, Brent uses his many years of experience in search marketing strategy and deep-search algorithm applications to manage and maintain client reputations online.

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available packages

		King Kong \$3,000	Nova \$5,000	Supernova \$7,500	
CREATE	Professional, Relevant Content	300- to 400-word pieces of biographical or other relevant content, created by a team of professional writers and editors, approved by you, and published strategically online.	25	38	62
	Properties	Highly visible third-party sites used for content publication, such as Twitter or LinkedIn. Selected for ranking strength and relevance to your niche.	50	60	90
	Direct Sites	One-page microsites or landing pages with a personalized URL, like www.doctorjohndoe.com. Often the strongest Web properties we maintain.	4	8	14
PROMOTE	Link Reinforcement	Powerful visibility optimization techniques, designed to promote networks of similar content such as the content and properties we create.	✓	✓	✓
	Third-Party Promotion	Visibility optimization of pre-existing content of your choice, such as your company website or a favorable news article.	✓	✓	✓
	Profile Optimizer	Customization of properties to maximize ranking effectiveness and enhance their relevance to your niche.	✓	✓	✓
	Portal Access	Direct access to Web reports, tools, all content we create, and usernames and passwords for your properties.	✓	✓	✓
UNDERSTAND	Sentiment Analysis	Access to current and historical Web rankings, showing which of your results have gone up or down since the start of our work.	✓	✓	✓
	Reputation Advisor Team	A Reputation Advisor team will monitor your account and the progress being made. You may contact a Reputation Advisor by phone or e-mail with your questions or for reputation advice.	✓	✓	✓
	Progress Reports	Monthly progress reports showing the improvement in your reputation, starting after the beginning of new content publication.	10	10	10

These are the packages recommended for your unique situation. Need something different? Contact your Reputation Advisor and discuss whether a custom service level would be right for you. Expedited services are often available for an additional fee. We can be reached by phone at [REDACTED]