

Someone is controlling your online reputation. Is it you?

Your search reputation is a huge facet of your "offline" reputation. Managing both is extremely important in today's online society. Don't let angry, hostile, unjustified comments on the Web damage your corporate brand or personal reputation. Protect, promote and manage it with truREPUTATION.

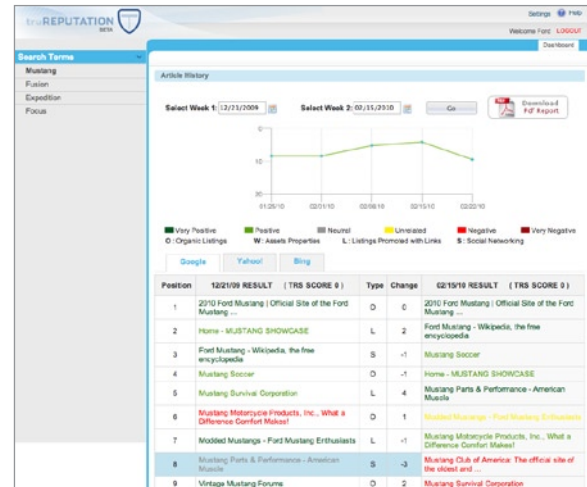
truREPUTATION, is a full-service offering, combining best-in-class technology and service to provide discreet and effective search result management through immediate and actionable insights within a single dashboard.

By promoting more favorable, accurate, and unbiased information into the top result positions across major International and U.S. search engines (Google, Yahoo!, and Bing) truREPUTATION enables brands and individuals to get ahead of crisis situations and proactively manage search results that influence public perceptions about them.

How Your Online Reputation Affects You

- 93% of people never go beyond the first page of search engine results
- 91% of online consumers use search engines as their primary source of research and information
- 87% of people believe a CEO's reputation reflects the company's reputation
- 90% of consumers trust reviews and recommendations of other consumers
- 58% of searchers will visit a competing website after seeing negative search results
- 78% of executive recruiters search on candidates' names
- 35% of executive recruiters have rejected candidates because of search results

TAKE CONTROL OF YOUR ONLINE REPUTATION TODAY!



Identify each article by location within each search engine. Track the movement of articles and compare baseline to current results (i.e. negative article moved down 3 positions, positive article moved up 5 positions).



Aggregate reporting documents overall progress and type of sentiment for all articles in all search engines. Compare current results to baseline results, or select any date range or any keyword for more granular reporting.

"We've found truREPUTATION to be a valuable part of a company's corporate communications and positioning program. If what's coming up in the search engine results isn't consistent with the corporate reputation a client is trying to build or protect, we work with truREPUTATION to improve the results. They are great to work with and our clients have been very pleased."

Jennifer Eidson Senior Vice President, corporate practice, Hill & Knowlton

Protect Your Biggest Investment: *Your Reputation* With truREPUTATION Offerings

The truREPUTATION suite of customizable offerings are the key to safeguarding your personal and corporate brand. By employing the most cutting-edge technology and our vast industry experience, truREPUTATION ensures that Web searchers will find the most accurate, important, and relevant information about you or your business.

truREPUTATION has executed online reputation management campaigns for leading industry professionals, including some of the world's top executives, politicians, lawyers, doctors, entrepreneurs, public figures, charities, and fortune 500 businesses.



Manage truREPUTATION Manager

Domestic/International - A full-service, search reputation management solution that proactively promotes positive, relevant content to the top of the search results and provides full access to the truREPUTATION application, a dedicated account representative, sentiment scoring, weekly reporting, and advanced business intelligence to ensure top search result rankings.

truREPUTATION Manager can be deployed domestically across major U.S. search engines (Google, Yahoo!, and Bing) and/or internationally for clients interested in global coverage.



Monitor truREPUTATION Monitor -

Provides full access to the truREPUTATION application allowing you to monitor your own reputation with weekly oversight, sentiment scoring, tracking, and reporting from the truREPUTATION service team.



Analyze truREPUTATION Viewpoint - A

deep dive report of current search engine content collected and scored for sentiment within the truREPUTATION application paired with actionable recommendations to improve your search result rankings

truREPUTATION Snapshot - A short summary analysis of current search engine content collected and scored for sentiment within the truREPUTATION application to provide a quick insight into reputation's status online.



Identify content types making up your name space (properties you own, social media sites, 3rd party websites). A date range can be selected for more granular reporting.

Our online reputation management solutions are ideal for:

- **Corporate Brands** - Safeguard your company's reputation for the online & social media tsunami
- **Political Leaders** - Modernize your political campaign in the online medium! Reach your constituents online!
- **Professionals** - Create & protect your online visibility for your profession & business!
- **Organizations** - Promote your passion & increase the support of your non-profit organization!
- **Executives** - Safeguard your executive's reputation and protect the company's online reputation & market value!
- **Celebrities** - Battle and win against the digital paparazzi
- **Online Legacies** - Protect your Online Reputation for future generations