



“I quickly realized how crucial it is to have active and comprehensive reputation protection for professionals like myself.”

### Dr. Frank’s story at a glance

Dr. Frank retired from his private medical practice, but stayed involved in the field, now working as the Clinical Medical Director for a drug manufacturing company. His work involves leading teams of researchers, organizing seminars and conducting speaking engagements. Like his doctor colleagues, Dr. Frank quickly realized that he was susceptible to an online attack. In fact, Dr. Frank felt he was at greater risk in his current role since he was more of a public figure. He knew the damage could extend beyond just his professional reputation but also to his employer or the drugs he was developing. Doing a Google search for his name, Dr. Frank found an “off the wall” blog where someone was attacking him personally. At that moment, Dr. Frank knew he needed comprehensive and proactive protection to defend his name and maintain a positive online reputation. Dr. Frank wanted to make sure that if someone searched for him, they’d find positive and truthful content.

When I started working with Reputation.com, I quickly realized how crucial it is to have active and comprehensive reputation protection for professionals like myself. I’m so pleased with the results that I’ve recommended you to all my friends and colleagues.

## Results

This was no easy task since Dr. Frank has such a common name, with many doppelnamers, including a very popular reality TV personality. In LinkedIn alone, there were 173 people with the same name, some of them were also MD's. With no online presence, it would take a lot of work to create content that would supersede his doppelnamers.

Reputation.com designed a package to augment Dr. Frank's online footprint and suppress the negative and untruthful blog. Multiple professional biographies were written about his early medical career and about his transition to his current position as Clinical Medical Director. Branded websites with Dr. Frank's name in the URL were also created on his behalf. Once the content was published online, Dr. Frank saw immediate results. His online profiles and bios were quickly picked up by the search engines. After the first round of content creation, Dr. Frank's online profiles occupied 5 spots within the first 4 pages of his Google search. Most importantly, the negative blog was buried in his search results. Dr. Frank was so impressed with the speed and effectiveness of his results that he has recommended Reputation.com to all his friends and colleagues.

\* All names have been changed to protect the privacy and identity of those involved.

I have had nothing but excellence and professionalism from the staff at Reputation.com as my phone conversations have been respectful, information quenching and very "on-target." You all do a remarkably erudite and efficacious service, especially in the viral and "globally-intrusive" panoramas we all are subject to. Thank you and thank the Reputation.com team.

**Reputation.com** is the pioneer and global leader of online reputation and privacy management solutions. Since 2006, the company has empowered businesses and individuals to control their online image through advanced technology, unique business processes and high-touch customer service. World-class engineers and scientists employ statistics, quantum mechanics, sentiment analysis and more, plus a continuous feedback loop, to develop highly efficient systems. Customers in more than 100 countries now rely on the company's products to manage their online image and privacy needs.

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