# ORM Case Study

## The Problem Statement

Our client, a visionary founder of a well-reputed arts education institute, aspired to cultivate the next generation of artistic talents by providing exceptional education and opportunities.

The search results page under this client's name was overwhelmingly negative, dominated by extensive and inaccurate media coverage. Journalists and activist organizations relentlessly targeted him with misrepresented information, leading to unfavorable news stories. This intense scrutiny created a significant reputational challenge, hindering our client's progress towards their vision.

Leveraging a comprehensive analysis of the client's online footprint, Blue Ocean Global Technology crafted a targeted reputation management strategy. This strategic campaign focused on an in-depth reputation assessment, followed by developing high-quality digital assets that effectively showcase the client's established record of leadership expertise.

## Case Study Overview

- **Client Bio**: Founder of a well-reputed Arts Education Institute.
- **Objective**: Develop effective campaigns to neutralize negative press in top-tier global publications.
- **Strategies Implemented**: Focus on reputation repair and enhancement, SEO optimization, and content creation to address the negative impact and improve online visibility.
  **Long Version**
  Approach the reputation damage inflicted through the following three measures for reputation and crisis management:
    - **Reputation Risk Assessment**: Quantify the impact on the reputation from identified risks, create a system for measuring the current state and improvement, establish a continuing process for threat detection that runs along with the improvement procedures, and identify potential risks that might escalate during the processes of repair and enhancement.
    - **Reputation Repair and Enhancement Techniques**: Continuous monitor of the perception of the reputation, track negative links and the changing trends of ranking, establish clear communication channels to respond quickly to threats, develop a content creation and distribution plan to counter false publicity, create various assets under the subject's name to establish his correct presence and reputation and track and improve on owned and leveraged assets to achieve higher ranking opportunities.

- ○ **Crisis Management for Future Resolutions**: Assess the campaign's results and major challenges, lay the framework and standard practices for the subject to avoid future threats, develop crisis management indicators to realize potential issues long before they turn into a crisis, and train the subject's team to recognize and address such issues.

**Short Version**

Approach the reputation damage inflicted through the following three measures for reputation and crisis management:
- ○ **Reputation Risk Assessment**: Quantify the impact on the reputation, create a measuring system for results, establish a threat detection process, and identify other potential risks.
- ○ **Reputation Repair and Enhancement Techniques**: Monitor and track negative links and ranking trends, establish communication channels, develop a content creation and distribution plan, create various assets under the subject's name, and track and improve owned and leveraged assets.
- ○ **Crisis Management for Future Resolutions**: Assess the campaign's results and major challenges, lay the framework and standard practices, develop crisis management indicators, and train the subject's team to recognize and address such issues in the future.

- **Outcome**: Negative links were suppressed, significantly reducing their visibility in search results to less than 3% of the total.
- **Duration**: Ongoing (11 months)

# The Challenge

While our client's dedication to arts education has positively impacted countless students, their high-profile status has unfortunately drawn negative media attention.

# The Goals

- Diligently work on suppressing negative links and minimizing their impact on his digital presence and online first impressions. Moreover, we aim to continuously track all negative links.
- Establish strong thought leadership by publishing high-quality, diverse content on multiple platforms.
- Maintain an authentic social media presence.
- Optimize existing websites and develop new digital assets to strengthen the client's message and showcase their work.
- Mitigate future cyber threats and enhance public relations through robust technical and on-site SEO measures.

# The Solution

## Profile Creation

- Within six months of the project, we created at least **400+ anchor reference profiles** and directory listings. These are cornerstones to both realizing and sustaining progress.
- We **targeted 500+ platforms** for references and interlinking of all profiles to reinforce the true background and contributions of our client.

## SEO Strategies

- Conducted sentiment analysis to determine positive and negative sentiments across links on the search engine results pages.
- Assess the quality of links, developing measures to suppress negative links and amplify positive ones on the rankings.
- Keyword research to identify both negative and positive target keyword phrases for negative link suppression.

## Reputation Repair and Enhancement

- Actively working on negative link suppression in various forms of media content including **articles, interviews, social media, and videos.**
- Establishing strong industry thought leadership through editorial submission via interviews, press releases, blog articles, and social media content management.
- Generating landing pages and strategic digital assets that support the campaign objectives.

## Content Distribution

- Enhancing the client's profile and existing assets by creating a new and optimized bio, along with a diverse set of quality images.
- Integrating comprehensive SEO and keyword optimization for all content.

# The Results

Initially, our client's digital presence was marred by seven unfavorable links on Google's search results on page 1, and four on page 2. Within the subsequent first four months, we saw a remarkable turnaround.

The negative links were reduced from 70% to 30% on the first page of SERP results. On page 2, we reduced the number of unfavorable links from 40% to 20%.
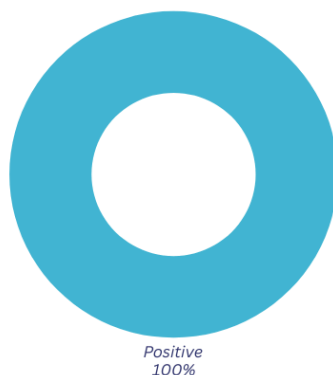
**"Page 1 Sentiment Stats of SERP"**      **"Page 2 Sentiment Stats of SERP"**

Unfavourable
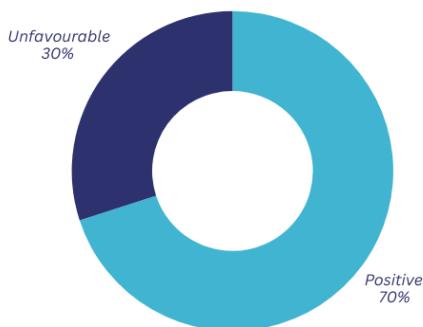30%

Unfavourable
15%
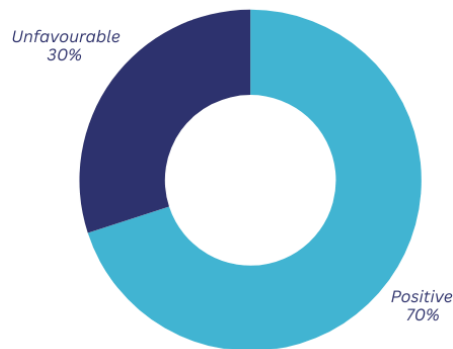
Positive
70%
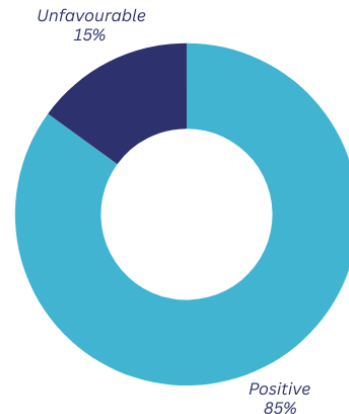
Positive
85%

## Months 4-7

**By the 7th month, we had successfully secured all positive links on Google's search results page on page one** but struggled to suppress negative links on page two, as their rankings tend to fluctuate.

**"Page 1 Sentiment Stats of SERP"**      **"Page 2 Sentiment Stats of SERP"**

Unfavourable
30%

Positive
100%

Positive
70%

## Months 8-10

Starting at the 8-month mark, positive outcomes began to surface for our campaign. We reduced the unfavorable links from 30% to 20% and ultimately **eliminating them in month 10**.

Before

After

# Analytics

The following chart illustrates the numbers for our negative content management efforts and how they evolved throughout the campaign.

**Number of negative links ranking on the first and second page of SERP**
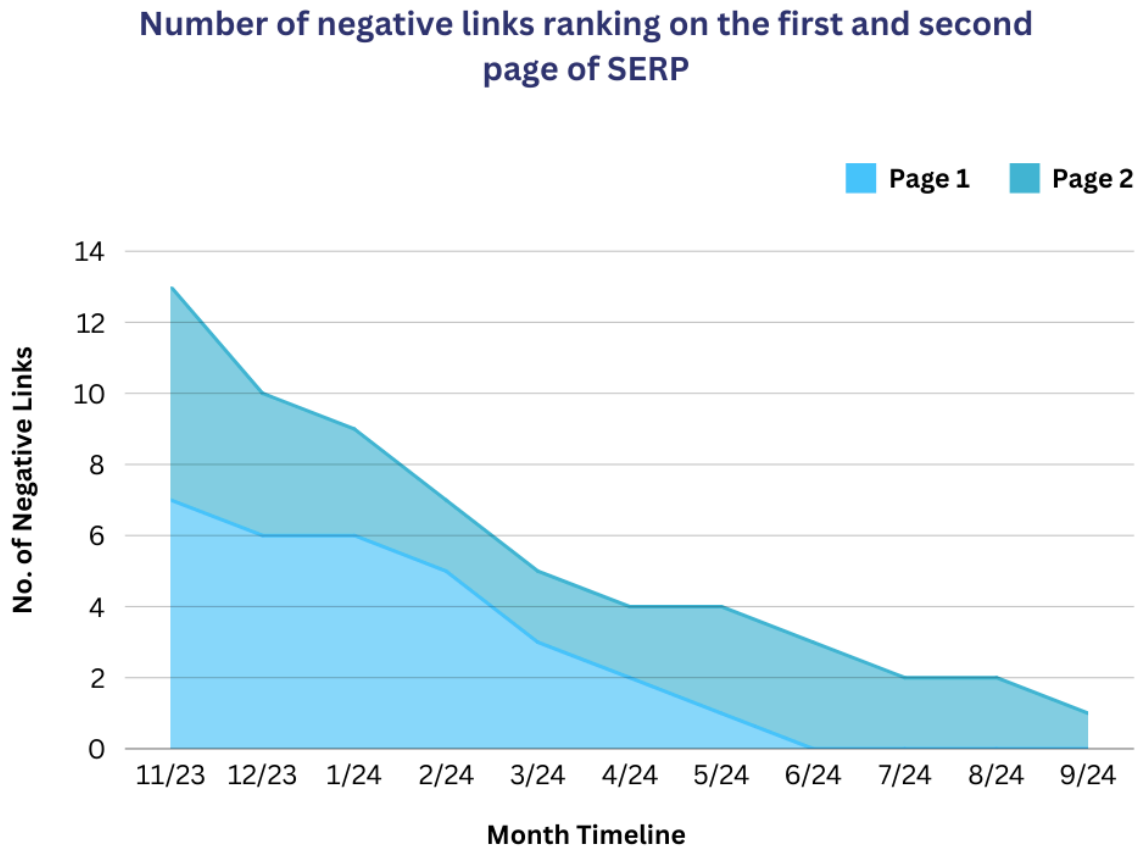


# Conclusion

Blue Ocean Global Technology's initiatives successfully reshaped our client's online image, moving from a predominantly negative representation to a more balanced and managed digital footprint. The achievements of the campaign highlight the effectiveness of a comprehensive reputation management strategy when addressing difficult digital challenges.

# Quick Summary

Initial gains in **4** months      Full resolution in **11** months

| Months | Months | Months |
|---|---|---|
| **4** | **7** | **10** |
| **70%** | **100%** | **100%** |
| positive or neutral links on page 2 of the main search term's results | Of 1st-page positive for the main search terma's results cleared | positive or neutral on both pages of the main search terms results cleared |