

PERSONAL REPUTATION RECOVERY CASE STUDY

Client industry: Real estate

upreports



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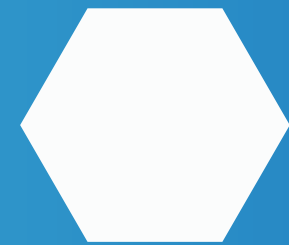
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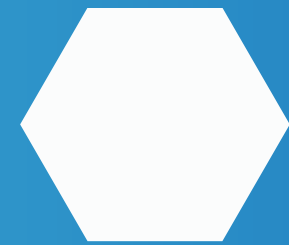
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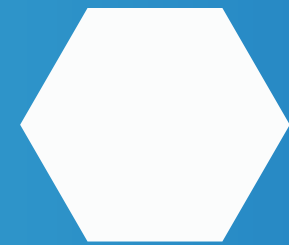
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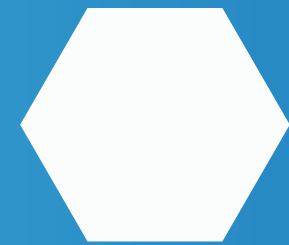
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CLIENT OVERVIEW

This case study documents online reputation case of Mr. Yahir from Uganda (name changed to protect client identity) working in real estate industry. His association with a national politician emerged during a government investigation and several newspapers covered the news, damaging his reputation in the process.

The links were 1 year old when Mr. Yahir discussed his online reputation issue existing in Google Uganda majorly.



PROJECT DELIVERABLES

Mr. Yahir aimed to improve his online reputation by suppressing all the negative links on the first page of Google Uganda for multiple queries. These are the major goals we worked with:

- Removing negative links from the first page of Google Uganda in less than 4 months.
- Populating the first two pages of Google Uganda with positive & trustworthy resources
- Establishing Mr. Yahir as an authority figure in real estate.



INITIAL ANALYSIS

Our team of online reputation managers marked the news published on 5 local news sites as crucial. These news stories appeared for multiple terms crucial for the client. Here are the focus terms:

- Yahir
- Yahir Uganda
- Yahir Properties
- Yahir Real Estate
- Yahir Real Estate Builder



MAJOR FOCUS

Our team focused on working with client's real identity as a realtor with authoritative agency websites and resources. After multiple discussions, our team focused efforts on:

- Exiting assets amplification for critical queries
- PR campaigns
- New assets development and SEO



EXISTING ASSETS AMPLIFICATION

Since client already owned multiple realtor agency websites, we decided to tap them for resolving reputation challenges. This included:

- Founder page setup
- Keywords focused content creation for founder pages
- SEO boost for new pages
- Branding boost for newly launched pages



PR CAMPAIGNS

Since the negative links were part of leading news websites, the first-page of Google Uganda couldn't be cleaned without putting news to work. That's why we focused on pushing press releases. This included:

- Keywords focused press release writing
- Publication from high authority local PR sites
- Relevant linking within the PR to boost specific pages
- Additional SEO boost and link building



NEW ASSETS DEVELOPMENT AND SEO

When negative links on Google's first page are more than 5, existing platforms aren't enough for complete cleanup. That's why we worked with relevant new assets and their SEO. This included:

- Assets creation
- Assets boost through content
- Link building
- Social publishing
- 50+ new assets and 1000+ supporting backlinks



WORK TIMELINE & TEAM INSIGHTS

Since we worked with a short timeline of 4 months, our team went aggressive from the first month itself and spent time on all the major focus areas.

The first week was dedicated on finalizing tone, language nuances, content formats, and other parameters that will be used to create profiles and content in the future. After that, we did the ground work for PR, channeling business assets, and SEO.



A team of 5 professionals was deployed to handle the online reputation recovery project for Mr. Yahir. Most professionals had ORM industry experience of 5+ years. The team included:

- 1 ORM Strategist
- 2 SEO Experts
- 1 Senior Content Writer
- 1 Project Manager



ORM RESULTS

Our team managed to push down all the 7 negative links from the top Google page in 97 days. The project however continued since the client updated the goal to cleanup of page 2 of Google Uganda as well.

Our dynamic online reputation recovery strategy helped achieve reputation project goals in record time.



WORK REPORTS AND COLLABORATION

Our team shared detailed reports of evolving online reputation scenario to share the work status and progress with client. This included:

- Ranking status of negative resources
- Ranking of newly created resources
- Newly created assets and progress



SUMMARY

Our team of ORM managers and SEO experts supported Mr. Yahir in cleaning up top Google search results pages, and restore positive image online.

Team Upreports used its vast experience in reverse SEO, brand building, press releases, paid campaigns, and reputation tracking to generate value in less than 4 months.



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