

# Online Reputation Management Story





# Meet John !!

*"John is the founder and Owner Of XYZ travel agency in Canada.* 

He offers better travel ticketing Services to individuals and businesses Which makes his travel agency

**Earn** better than his competitors"



# Meet John's Competitor !!

*"Steve* also offer travel ticketing service in Canada and due to bad service delivery and lack of customer care losing business to John's XYZ travel agency.

This made Steve frustrated and he decided to demolish John's travel agency business with posting fake complaints and reviews online.









Steve Hired a freelance internet marketer to post negative feedbacks and reviews for John's travel agency on Internet





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× .

XYZ Travel Agency	×	Search
About 1,410,000 results (0.19 seconds)	Adv	anced searcl
XYZ Travel Agency   Rip-off Report: 78650 XYZ agency in Canada run by John is a fraud company Beware ripoffreport.com/traveltravel/XYZ-travel-5f78a.htm - Cached		
John's XYZ Travel Fraud Copyright ♀ XYZ Travel Inc. No Refund after ticket cancellation www.yelp.com/topic/XYZ-travel-canada - <u>Cached</u> - <u>Similar</u>		
■ Show more results from 74.86.240		

# As a result, Google starts showing fake negative comments and reviews for John's XYZ travel Agency on first Search Page

www.travelblog.com/XYZ-travel-Review - Cached



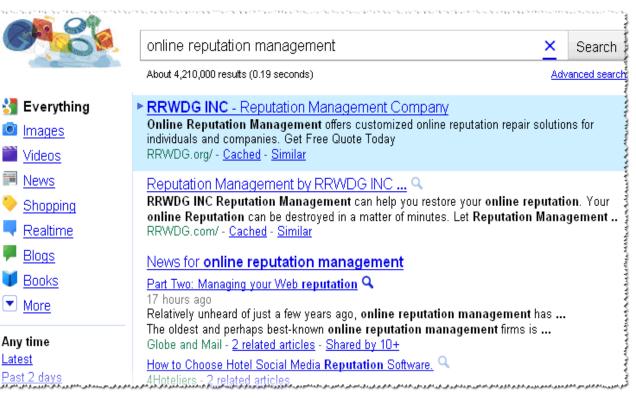


Online Bad Reviews on Search Result Page immediately started delivering negative impact on John's travel business and his travel agency's sales and customer retention rate dropped dramatically.

#### RRW/DG REPUTATION MANAGEMENT FOR INDIVIALS, SMEs & CORPORATES

# DOWN RANK BAD REVIEWS IN 90 DAYS OR MONEY BACK





#### John Search on Google and Find RRWDG INC. as the most suitable company for recovering his online reputation damages.





**RRWDG INC.** analyzed potential negative web links on Google first page and developed counter attack content network with social profiles, blogs, sub domains and other content distribution networks.

The Goal of this online reputation management campaign was to out rank negative reviews and establish an enhanced online brand presence for XYZ TRAVEL AGENCY





# **AS A RESULT**

# Within a short period of time all bad reviews out ranked to lower search pages and Now XYZ Travel agency got their new and improved online reputation !!





🛃 Everything

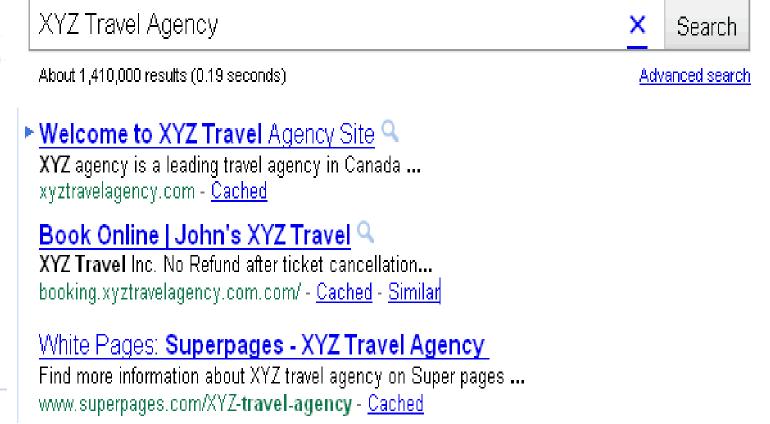
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# **NEW** Improved Result Page for XYZ Travel Agency

#### RRWDG REPUTATION MANAGEMENT FOR INDIVIALS, SMEs & CORPORATES

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# **XYZ TRAVEL AGENCY**

"Now John's XYZ Travel Agency earns 5 folds more revenue than before with having improved online branding and no traces of negative reviews and feedback on search result pages.

#### RRWDG REPUTATION MANAGEMENT FOR INDIVIALS, SMEs & CORPORATES

DOWN RANK BAD REVIEWS IN 90 DAYS OR MONEY BACK

# **XYZ TRAVEL AGENCY**

"This is the most perfect example of where a competitor tried to demolish online reputation of his competitor and online reputation management saved him"





**RRWDG INC.** Is one of the fastest growing online reputation management and branding solutions provider with 7 years of experience of handling more than 1000 clients in countries like USA, Canada, Australia, Norway, Italy and India.

Their list of clients includes Moving Companies, Hotels, IT firms, Doctors, Financial organizations, Law firms, Health care manufactures and many others



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