

## Online Reputation Management for Small and Midsized Businesses



**Todd William - CEO**

### **About Reputation Rhino**

Reputation Rhino is a top-rated online reputation management company in New York City serving small- and midsize businesses and individuals with a complete range of brand management and internet marketing services, including website design and development, search engine optimization (SEO), social media management and PPC management services.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

### **CEOCFO: Mr. William, what is the concept for Reputation Rhino?**

**Mr. William:** Reputation Rhino is an online reputation management company and a full service digital agency based in New York City. We provide individuals and small and midsize businesses the services of a public relations firm, with specialization in the online and digital space. In addition to reputation management services, we are also provide affordable website design and development, SEO, PPC and other online marketing services.

### **CEOCFO: When you say individuals, do you mean professionals?**

**Mr. William:** Professionals, including business owners, doctors, lawyers and service professionals, who are dependent on their online reputations for generating business, attracting clients or customers or furthering their professional careers.

### **CEOCFO: Would you tell us how people are using some of your other services and a bit more about your online reputation management services?**

**Mr. William:** Search Engine Optimization or SEO involves promoting a company's website to appear on page one of Google and other search engines when people are searching for the products or services that the company offers. What we help do is develop a content marketing and link building strategy and ensure that the business website is fully optimized, so that Google, Bing and the other search engines that matter are able to effectively rank that website higher than competitors or peers for those same products or services. For Pay Per Click, we manage a Pay Per Click or PPC campaign for a business and make sure that we are targeting the most cost effective key words and help ensure a high click through rate so the business is getting the maximum value from their advertising spend. We produce regular reporting for the business so that our website design and development services is fairly straightforward. What we try to achieve is a high performing SEO-optimized website that is both affordable and effective for that business. On the public relations side of our business, we have a very talented team of experience PR professionals who are able to maintain excellent relationships in the media and help with placements in high profile news and online sources to help get the business's message out there to the world.

### **CEOCFO: There are many people working in SEO. What might you understand fundamentally about the process that perhaps others do not?**

**Mr. William:** What distinguishes our services from some of our competitors and peers is that we are a boutique. That allows us to attain a deeper understanding and knowledge of our clients' business. We do not offer Gold, Silver or Platinum packages. Our services are highly customized to the particular needs of our clients. We work with, at any one time, only thirty to forty clients. That allows us to develop stronger relationships, whether it is the business owner or a marketing executive and collaborate on strategy. We really see ourselves as an extension of the marketing department for the business. We are frequently consulted beyond the campaign that we are hired for and extend our relationship beyond SEO and beyond Pay Per Click, to more analytical and strategic approaches.

### **CEOCFO: Where does the reputation part come into play? Are people coming to you for the reputation side and then engaging you to help them in other areas? Would you give us a typical scenario for how you work?**

**Mr. William:** A typical scenario is that a client will seek us out for reputation management services. Then after a successful engagement we will hear the inevitable, "We have been with our SEO company for a couple of years with

mixed results. Is that something you guys do?,” or “Take a look at our website, do you think it is time for an update.” That is how our relationships which begin largely project based, move into more long term projects and our relationships with clients extend from the three to six months to multi-year, which is ultimately our goal.

**CEOFCO: *It sounds like there is quite a variety in the clients that you deal with. However, are there particular areas of focus for you, such types of businesses or professionals?***

**Mr. William:** We enjoy diversity. I think my team is excited about learning and engaging different verticals. In think, on the individual reputation management side of our business, doctors tend to be representing the majority of our clientele. It seems like doctors themselves, of course, do not have the time within their day to effectively manage and monitor their online reputation, but recognize how critically important it is for their business. We are able to write our content in a professional way, which is really reputation enhancing for those professionals that we work with.

**CEOFCO: *Is it getting harder or are there better tools to make it much easier?***

**Mr. William:** It is getting much harder, because Google is getting much more complex. Many of the tools and tactics that defined the online reputation management industry just a few short years ago are obsolete and ineffective now. Just to give a couple of examples; it used to be that if you owned the dot com, dot net, dot org for your first name / last name or for your business name, all three of those sites would rank on page one for a search for your first name / last name or your business name. That is no longer the case. It used to be that publishing a press release would enable that press release to appear and stay on page one for months, if not years. Now we are finding that a newly published press release, even from premium press release distribution sites, have a shelf life of around two or three days at best and then disappear into page three or page four. If your goal is page one and managing positive content and maintaining positive content on page one, we have seen that become much more difficult to manage over the past couple of years.

**“We are living in an era of radical transparency and the first impression for an individual or business is frequently online.” - Todd William**

**CEOFCO: *Not everyone can be on page one, but with so much competition and again so many companies in your industry, what is the key?***

**Mr. William:** I look at page one of Google as real estate. There is somewhere between seven or ten houses on the block and your goal, just like in the game of Monopoly, is to own as many of those properties as possible or to make sure that those properties that are near you or next to you are not competitive or damaging. If you cannot own it, you at least want to have nice looking neighbors. When we are talking about page one for a key word, like the products or services for your business. You are absolutely right. The competition is fierce. If we are talking about page one for your first name and last name, depending on how common or uncommon that first name / last name combination is, it could be highly competitive if you happen to share a name with Justin Bieber or Brittany Spears, or it can be very unique and you could be the only one on page one. So the question is, if you have a unique name or unique brand, how do you make sure that the content that appears when people are searching for that unique name or brand is positive or at least neutral.

**CEOFCO: *How are you able to work so that older obsolete entries and results that are still floating around and somehow available do not show up? How are you able to prioritize timeliness of entries, so that not only is something on page one where it should, but that it is a current and meaningful entry?***

**Mr. William:** It is a great question! One of the great mysteries of Google is why a particular article or interview or item appears on page one and why something else from somewhere else does not. In terms of ensuring that the most current information or item appears, one of the areas where you have a great amount of influence and control is a blog that would appear on your own website. Assuming your website will appear as a first or second result for your name or brand, then a frequently updated blog would typically, at least on your own website, be among the most apparent and first appearing items of content. In terms of why an old post might appear; just like the stories from our grandparents, Google sometimes favors the old verses the new. Content that is clicked through, shared and commented on over a period of months or sometimes even years or is hosted on a website that has longevity might seem to be more authoritative than something that was newly created just a short while ago.

**CEOFCO: *How do you reach out to potential clients? How do people find you?***

**Mr. William:** We are blessed to be well optimized for the key words that matter most for our business. We are also one of the top rated companies in the online reputation management, SEO and PPC management space. Therefore, many clients come to us because they see we were ranked as the number two online brand management company in the world or a top ten ranked reputation management company and top ranked PPC company. We are joined by peers who are much larger and spend much more on advertising and marketing than we do. However, I think that ultimately clients come to appreciate the boutique and specialized nature of our services. When they call or find us on the web and email, they see a level of service and attention that they realize they will not get from a larger company.

**CEOCFO: *What is the key to keeping up with the new technologies and the new trends? How do you know which new, latest, hot thing will take off and needs to be accounted for and what is going to go by the wayside?***

**Mr. William:** We all do a lot of reading. There are some tremendous resources, at least with respect to SEO and changes and updates on Google; for example Moz.com and Search Engine Journal provide the latest updates and analysis about SEO. If you cannot be one step ahead of Google, at least do not fall too far behind. That is important. In much of the work that we do we are strategic and proactive. However, in terms of how Google is making changes, we try to be reactive so that our tactics shift and change as appropriate for the new changes we see Google making. Right now content marketing and writing high quality content is paramount and we focus on quality over quantity. That is where much of our time and attention is being placed; on great writing and seeking out the best possible sites to leverage the content that we help create.

**CEOCFO: *What surprised you as the business has grown and developed?***

**Mr. William:** I think that probably the biggest surprise for us is that in the very beginning we thought we wanted to be a scalable technology firm that delivered monitoring services and analytics, because that was hot and if we ever wanted to seek venture capital or private equity, we thought that was the best route. However, over time our team realized that what we actually liked most is working with people and working in growing businesses, from whatever stage that they happened to be at and help them increase sales, generate customers, leads and clients and that our success would follow. Therefore, we moved away from software and monitoring services to building an online reputation management and digital agency business that is more like a consulting or public relations firm so that we can better serve our clients.

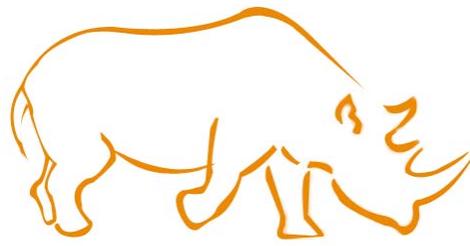
**CEOCFO: *Why should people choose Reputation Rhino?***

**Mr. William:** We are living in an era of radical transparency and the first impression for an individual or business is frequently online. Whether it is reputation management, social media, blog management, SEO, PPC, or Web development, our clients appreciate that one firm can successfully manage each of those dynamic pieces.

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**BIO:** Todd William is the founder and CEO of Reputation Rhino LLC and has over 14 years of experience providing a wide range of legal and strategic advisory services to Fortune 500 companies and leading financial services institutions on a broad variety of regulatory, enforcement, compliance, risk management and transactional matters. Todd advises individuals and companies on online reputation management, public relations and online marketing strategies.

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