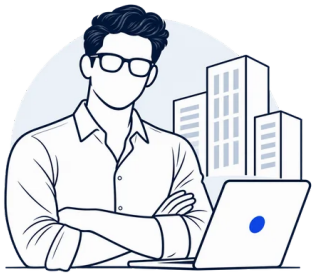
ILLUSTRATIVE SCENARIO

Specialist ORM support for PR firms

A specialist search workstream within an agency communications plan



Illustration

The situation

In this scenario, a PR firm is managing communications for a client whose search results continue to surface damaging coverage. The agency needs specialist online reputation management expertise, a practical delivery plan and reporting it can use in client conversations.

The approach

1. Diagnose the search concern
Review agreed queries, source pages and existing professional assets. Identify which issues involve search visibility, source accuracy or personal data exposure.

2. Agree on the partnership
Define the agency's communications role, RR's search work and the client's approval process. Confirm how each team will be represented.

3. Connect delivery to reporting
Develop accurate, approved assets and assess eligible source requests. Report publication, indexing and search placement separately.

EXAMPLE FOCUS

One plan

Connect search and communications work

Clear roles

Agree on specialist responsibilities

Dated reporting

Separate delivery from observed movement

PRACTICAL DELIVERABLE

A joint work plan with search priorities, approval roles and a reporting cadence.

How success would be measured

Measure completed work and movement in the client's agreed searches. Give the agency a clear view of progress and unresolved exposure. Media placements, indexing and improved rankings are distinct milestones.

Discuss a partnership

Tell us where your client's communications plan needs specialist search support.

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