ILLUSTRATIVE SCENARIO

Reputation planning for defense clients before trial

A coordinated search and privacy plan while counsel directs the legal matter



Illustration

The situation

In this scenario, a defense attorney is preparing for trial while searches for the client's name prominently surface allegations. The client also has professional interests and personal information exposed online. Counsel needs a defined reputation workstream that fits the legal team's priorities.

The approach

1. Document the starting point
Capture agreed name searches, prominent coverage and personal data concerns. Keep a dated record for counsel before proposed online changes.

2. Build accurate professional context
Prepare verified biographical and professional material for the designated reviewer. Case related statements follow counsel's direction.

3. Coordinate the response
Agree on publishing approvals, privacy priorities and monitoring checkpoints around anticipated coverage.

EXAMPLE FOCUS

Before trial

Start planning before renewed scrutiny

Counsel review

Case statements follow legal direction

Dated baseline

Document the starting search presence

PRACTICAL DELIVERABLE

A dated search assessment and an action plan with named reviewers.

How success would be measured

Track approved assets published, eligible privacy requests completed and changes in the agreed searches. A dated report gives counsel a clear view of completed work, remaining exposure and the next decision.

Discuss a client matter

Start with a brief overview and the public links that concern your client.

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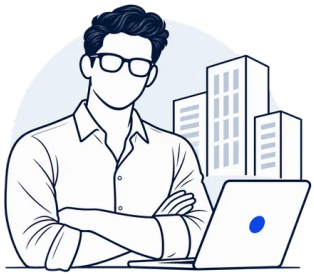
ILLUSTRATIVE SCENARIO

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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ILLUSTRATIVE SCENARIO

Professional visibility after a FINRA matter

Current, verified professional information alongside official disclosures



Illustration

The situation

In this scenario, a financial advisor faces continuing search visibility from a FINRA disciplinary matter. Prospects encounter the issue before current professional information. The advisor needs accurate context and a plan coordinated with the firm's compliance reviewer.

The approach

1. Separate the sources
Distinguish official disclosures from third party reporting, outdated biographies and unrelated results. Verify current professional status.

2. Strengthen accurate information
Prepare current biographical, credential and service information for compliance review, including required links or disclosures.

3. Review and monitor
Assess source specific correction options where justified. Track agreed name searches and the accuracy of the advisor's public profiles.

EXAMPLE FOCUS

Current status

Verify professional information

Compliance review

Use the firm's designated reviewer

Official records

Keep disclosures distinct from search work

PRACTICAL DELIVERABLE

A source assessment and a professional content plan reviewed by the firm's compliance contact.

How success would be measured

Measure the accuracy and visibility of approved professional information against a documented baseline. Official disclosures remain part of the record. Reputation work does not change a regulatory finding or provide expungement.

Review financial advisor search results

Share a general description and public links so we can assess the concern.

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ANONYMIZED RR ENGAGEMENT IN PROGRESS

Managing malpractice visibility across a healthcare group

An ongoing RR engagement involving a physician, practice and parent company



Illustration

The situation

Malpractice related coverage appeared in searches for a physician working within a private equity backed healthcare group. The engagement needed to distinguish the physician's search presence from the practice and parent company, then focus the work where the exposure appeared.

The approach

1. Assess each identity separately
Establish a baseline across six agreed Google searches, reviewing the first 20 organic results for each search.

2. Build verified professional content
Launch a dedicated professional website bringing together the physician's background, research and existing interviews.

3. Keep scope and status clear
Focus production on the physician's presence and monitor the parent company. Track content approval, publication, indexing and search placement separately.

MONITORING SCOPE

6

Agreed searches across three related identities

120

Organic result positions reviewed per snapshot

3

Reputations assessed separately: physician, practice and parent

PRACTICAL DELIVERABLE

A professional website, a documented baseline and a repeatable monitoring process.

Documented progress

A professional website was launched and monitoring established. The November 6 snapshot still showed adverse coverage on page one for the physician. Sustained suppression has not been demonstrated, and the engagement remains in progress.

Discuss a healthcare reputation concern

Start with the physician, practice or portfolio company concern and relevant public links.

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ILLUSTRATIVE SCENARIO

Building a professional brand for a career transition

Making leadership experience easier to understand and verify



Illustration

The situation

In this scenario, an experienced leader is preparing for a new executive role. The person's online presence is tied to a previous employer, with achievements scattered across old biographies and profiles. Recruiters and referrals need a clearer picture of the leader's current direction.

The approach

1. Clarify the next role
Define the intended audience and the experience most relevant to the next opportunity. Gather evidence for achievements and credentials.

2. Build a coherent professional presence
Develop an approved biography and professional website, then align the narrative across the agreed profiles.

3. Publish with a purpose
Create relevant professional content and connect existing interviews or publications. Track launch, indexing and branded search visibility.

EXAMPLE FOCUS

Website

A dedicated professional destination

Biography

An approved account of experience

Aligned profiles

A consistent professional narrative

PRACTICAL DELIVERABLE

An approved biography, professional website and a consistent profile narrative.

How success would be measured

Measure the completion, consistency and visibility of the approved assets. Track relevant inquiries where reliable data is available. The goal is a credible professional record that recruiters and referrals can use during the transition.

Plan your next professional chapter

Tell us about the audience you need to reach and the role you want your online presence to support.

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