Objective:

Improve client's perception on the 1st page of Google's SERPs for branded keywords.

On-Boarding & Technical ORM

1. Technical ORM Audit
    a. Evaluate the 1st page of the SERPs for branded keywords, identify negative or positive websites, & note opportunities to bump up new or existing listings from the 2nd SERPs page, including ideas from competitors.
    b. List options to earn rich results for additional search engine real estate.
    c. Establish goals for conclusion of the ORM campaign.
2. Business & Keyword Research
    a. Create a branded keyword list to evaluate 1st pages of the SERPs, including location-specific differences.
    b. Monitor progress through a keyword tracking platform.
    c. Understand target personas, website/business history, & existing relationships/internal resources to leverage.
3. ORM Analytics, Tools, & Reporting
    a. Set up monitoring on DA/PAs for major 1st page listings.
    b. Set up Google Alerts.
    c. Consider a reviews management platform such as BirdEye, Podium, or Yotpo to monitor & solicit reviews.

On-Page & Off-Page ORM

1. Initiatives (Internal)
   a. Create a Reviews page on client website that can rank for branded phrases.
   b. Add structured data to the website.
   c. Develop a paid search campaign to target branded keywords.
2. Initiatives (External)
   a. Create & update listings on location-specific (Yelp, GMB…), industry-specific (Clutch, UpCity…), & other high domain authority websites.
   b. Enhance Google My Business listing to increase search engine real estate (Q&A, business description, etc.).
   c. Create press release schedule to appear on Google News for branded search results.
   d. Seek positive press for branded keywords within titles.
   e. Maintain a regular social media presence on Twitter.
3. Review Outreach (Begin)
   a. Develop an internal email/reviews management software campaign to solicit reviews internally.
   b. Develop an external email/reviews management software campaign to solicit reviews from clients externally.
   c. Make amends with known offenders to retract or revise their reviews.

Off-Page ORM

1. Review Outreach (Finish)
   a. Finish an internal email/reviews management software campaign to solicit reviews internally.
   b. Finish an external email/reviews management software campaign to solicit reviews from existing & past clients externally.
   c. Establish a process for responding to all reviews.
2. Off-Page SEO
   a. Evaluate opportunities to generate backlinks.
   b. Consider beginning an attractive linkbuilding program.
   c. Initiate a linkbuilding campaign for positive 1$^{st/2nd}$ page rankers.
3. ORM Progress Evaluation
   a. Continue with previous OEM steps as needed.
   b. Create a new ORM plan based on current developments.
   c. Pursue other ideas.
      i. Improve clickthrough rates for current ranking pages through internal crowdsourcing, by entering positive branded keyword phrases to be clicked; educate stakeholders not to click negative results.
      ii. Consider Q&A site participation for branded phrases.
      iii. Create a YouTube branded video campaign to occupy more search engine real estate.
      iv. Send legal notices for any malicious reviews.
      v. Remove content from Google for any illegal review sites.