

Localtestimonials.com

Helping you manage your online
image and reputation

www.localtestimonials.com



Summary

- After building a good web site, one needs to focus on the Search Engine Result Pages (SERP)
- Search Engines can assist in promoting your website and reputation but it can also be a source for damaging your reputation
- Organizations need to focus on monitoring what is being written online about their organizations – good and bad
- A pro-active approach to managing your online reputation is imperative. Localtestimonials.com is a proven tool to achieving this goal.

Search Engine Result Pages are the key to maintaining a positive online image.

- Even before anyone reaches your home page which you have invested so much money and thinking on how best to create a good online image, the user has most probably found you on a Search Engine Results Page (SERP).
- SERP's are the first page searchers turn to, to begin an evaluation. (over 80% of internet users first turn to a search results page to find what they are looking for).
- Where you are found (ie. Page 1 vs. Page 5) on a SERP and what other links relating to your site appear alongside the link to your web page is the first image a consumer has of your organization/company
- The more positive content people submit about you or your organization the better your image on the SERP will be.
- Every page and piece of content is indexed and stored by the major search engines, waiting for users to carry out a search.
- Every page which contains the users search words and which is found by the search engine will appear on the search results pages in an order determined by the search engine's algorithm's (which are trade secrets).

Search Engine Result Page

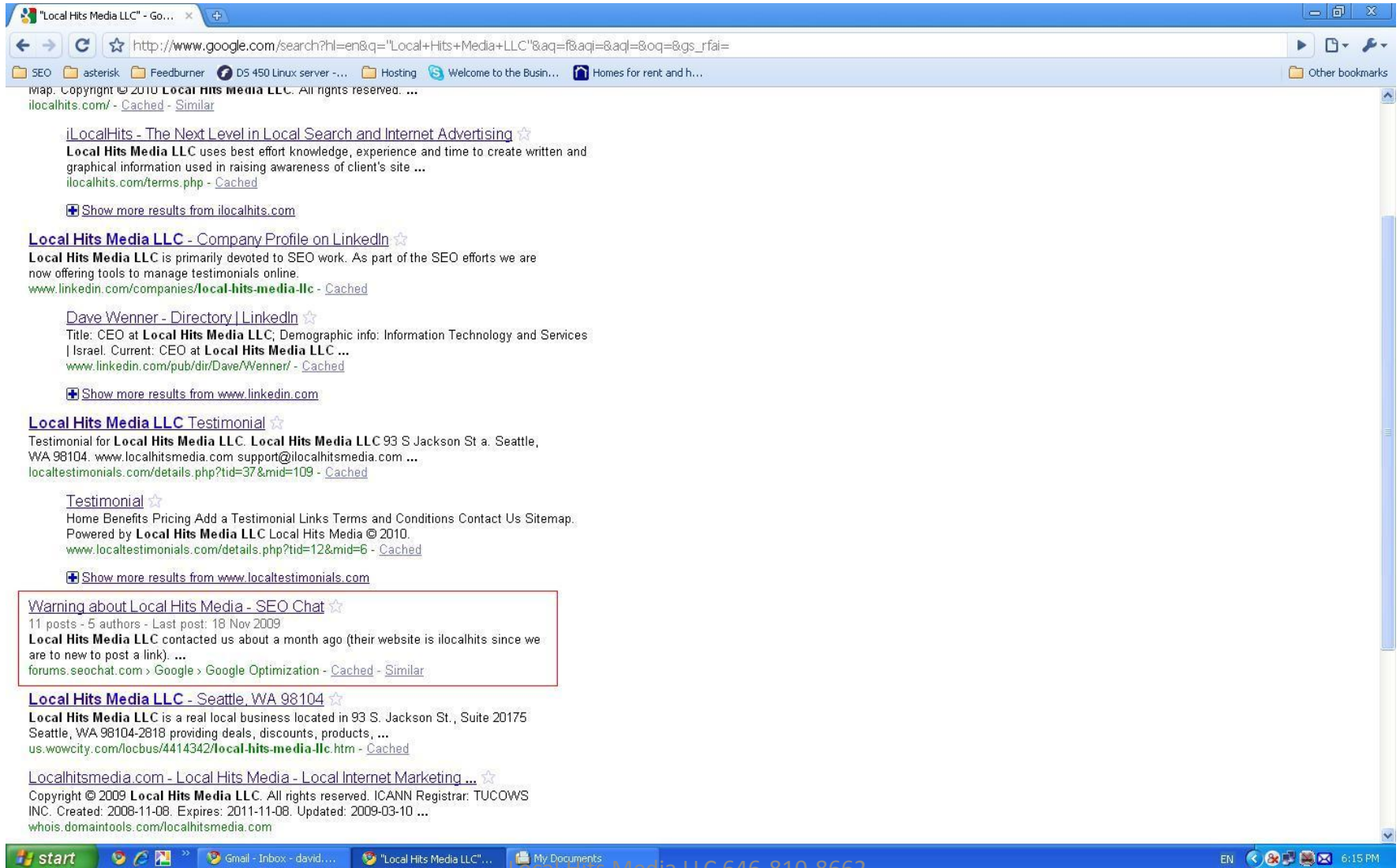
The screenshot shows a Google search engine result page for the query "Local Hits Media LLC". The search results are displayed in a list format, with each result including a title, a brief description, and a URL. The search results are as follows:

- LocalHits - The Next Level in Local Search and Internet Advertising**
Local Internet Marketing for the development of marketing and advertising small business ...
Copyright © 2010 Local Hits Media LLC. All rights reserved. ...
[localhits.com/](#) - [Cached](#) - [Similar](#)
- Local Hits Media LLC - Company Profile on LinkedIn**
Local Hits Media LLC is primarily devoted to SEO work. As part of the SEO efforts we are now offering tools to manage testimonials online.
[www.linkedin.com/companies/local-hits-media-llc](#) - [Cached](#)
- Local Hits Media LLC Testimonial**
Testimonial for Local Hits Media LLC. Local Hits Media LLC 93 S Jackson St a. Seattle, WA 98104. [www.localhitsmedia.com](#) [support@localhitsmedia.com](#) ...
[localtestimonials.com/details.php?tid=37&mid=109](#) - [Cached](#)
- Local Hits Media LLC - Seattle, WA 98104**
Local Hits Media LLC is a real local business located in 93 S. Jackson St., Suite 20175 Seattle, WA 98104-2818 providing deals, discounts, products, ...
[us.wowcity.com/locbus/4414342/local-hits-media-llc.htm](#) - [Cached](#)
- 7DAYS - Breaking News, Dubai, Abu Dhabi, UAE, World, Sports ...**
6 May 2010 ... Greece left reeling. Violence rocks debt-hit nation. media ... News Corp flying high thanks to success of Hollywood hit ... The Big Debate. Big bother over big brother? ...
©2009 Al Sidra Media LLC. All rights reserved.
[www.7days.ae/](#) - 6 hours ago - [Cached](#) - [Similar](#)
- KCCNFM100 All of Today's Hawaiian Hit Music on kccnfm100.com**
From fast food to fine dining, find it all in our Local Business Directory ... All Media Guide, LLC. Portions of content provided by All Music Guide® ...
[kccnfm100.com/](#) - [Cached](#) - [Similar](#)
- Smokey fire hits Elgin restaurant :: The Courier News :: Local News**
The Courier News :: Local News :: Smokey fire hits Elgin restaurant. ...
CourierNewsOnline.com Member of Sun-Times Media ...
[www.suburbanchicagonews.com/.../2217842,Smokey-fire-Elgin-restaurant_EL042910.article](#)
- Big Hit Media - An Interactive Communications Company**
Big Hit Media is a marketing strategy and creative production company. ... Big Hit Media

The Good, the Bad and the Ugly

- Search Engines index all sorts of content on the Internet including: web sites, blogs, comments on blogs, photos, remarks, comments and feedback found on media sites. Unfortunately the Search Engines are not sophisticated enough to weed out the Good, the Bad and the Ugly.
- The **Good** – most (SEO) experts will tell you that the more positive content you publish with your keywords and your company name, the more positive results the search engine will display on the search results pages
- The **Bad** – What the experts don't tell you is that the same mechanism which is used to improve your online image and search results pages can also be used by angry, sick and mean people to publish content that is negative and sometimes, untrue about your company.
- The **Ugly** – Once the bad content is indexed by the search engines, it is very, very difficult to remove it.

The Bad & Ugly



Warning about Local Hits Media - SEO Chat ☆
11 posts - 5 authors - Last post: 18 Nov 2009
Local Hits Media LLC contacted us about a month ago (their website is ilocalhits since we are to new to post a link) ...
forums.seochat.com > Google > Google Optimization - [Cached](#) - [Similar](#)

What can/should you do?

- Start to monitor your brand, product, name on the internet. There are a number of quick and easy ways to do this today.
- If you encounter a negative comment via the search results pages then you should:
 - Write a letter to the owner of the source of the information demanding that they remove the negative information immediately
 - If this doesn't work then you may need to hire a lawyer to take on the battle to defend your image. There are many lawyers who have experience in this arena.
 - In concert with the above, you should immediately start bombarding the internet with positive comments and content. You can do this by creating a blog, commenting on a blog and by signing up with us Localtestimonials.com
- What is more effective than writing positive content is to have other people outside your company write content about you – ie. Testimonials



What we do?

- Set you up with a user account at localtestimonials.com which will give you access to your testimonials via the Control Center
- Set you up with a widget on your website which will scroll recent testimonials & allow your customers to enter a testimonial right from your website.
- Give you access to approve or disapprove incoming testimonials.
- Once a testimonial is approved, we build a web page for the testimonial and “tweak it” for SEO purposes
- We submit the testimonial to the popular Search Engines
- Assist in setting up a web page on your site to display your testimonials.
- For a small additional charge we will “chase-down” your customer testimonials for you, so that you don’t have to worry about

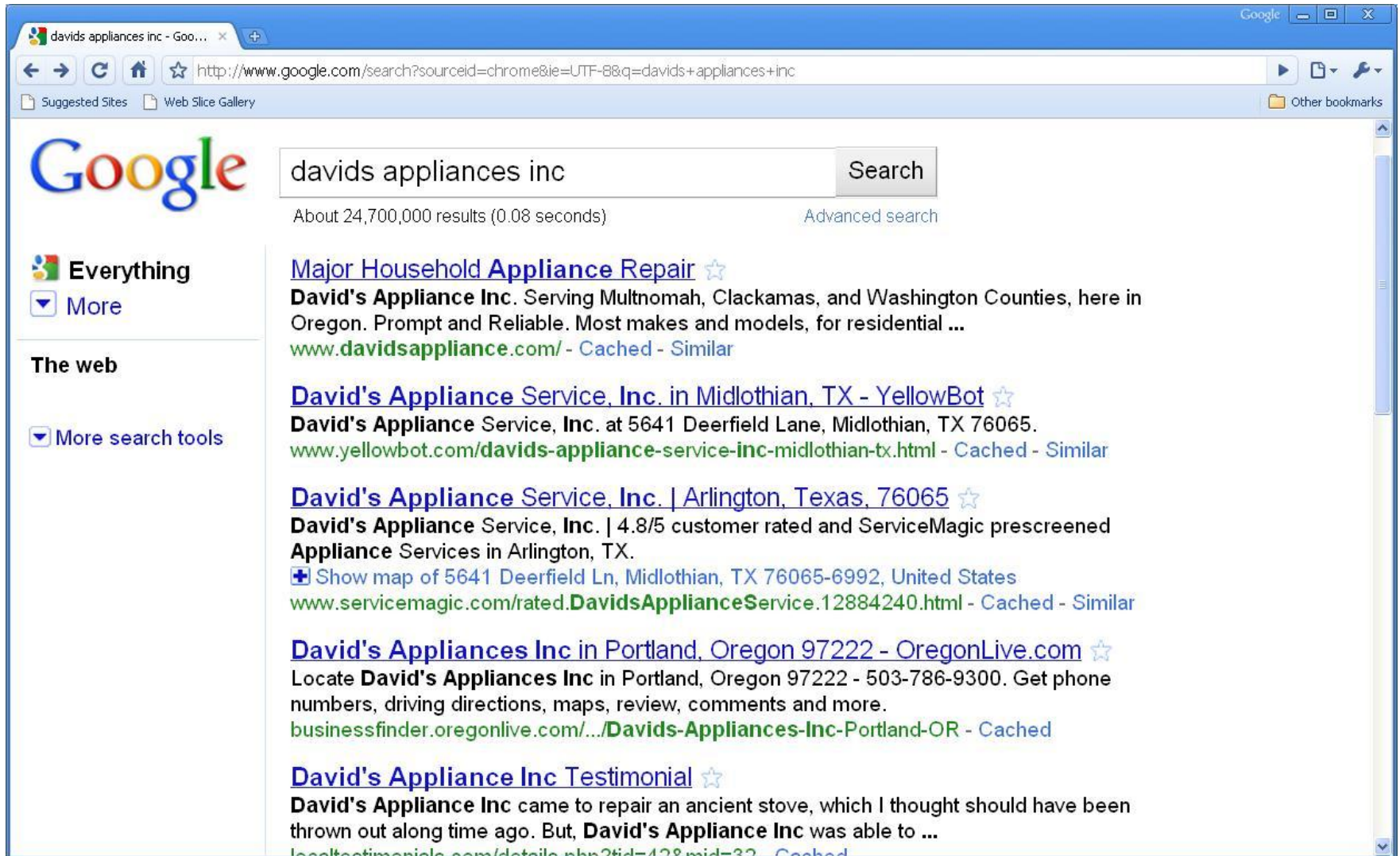
Localtestimonials.com in action 1/3

The screenshot shows a Google search results page for 'Local Hits Media LLC'. The search query is 'Local+Hits+Media+LLC'. The results include several links and snippets:

- Local Hits Media LLC - Company Profile on LinkedIn**: A snippet mentioning that Local Hits Media LLC is primarily devoted to SEO work and offers tools to manage testimonials online. The URL is www.linkedin.com/companies/local-hits-media-llc.
- Dave Wenner - Directory | LinkedIn**: A snippet identifying Dave Wenner as the CEO of Local Hits Media LLC, with demographic information. The URL is www.linkedin.com/pub/dir/Dave/Wenner/.
- Local Hits Media LLC Testimonial**: A snippet for a testimonial for Local Hits Media LLC, located at 93 S Jackson St a, Seattle, WA 98104. The URL is localtestimonials.com/details.php?tid=37&mid=109.
- Warning about Local Hits Media - SEO Chat**: A snippet from a forum post mentioning that Local Hits Media LLC contacted the user about a month ago. The URL is forums.seochat.com.
- Local Hits Media LLC - Seattle, WA 98104**: A snippet stating that Local Hits Media LLC is a real local business located at 93 S. Jackson St., Suite 20175, Seattle, WA 98104-2618. The URL is us.wowcity.com/locbus/4414342/local-hits-media-llc.htm.
- Localhitsmedia.com - Local Hits Media - Local Internet Marketing ...**: A snippet with copyright information for Local Hits Media LLC, ICANN Registrar: TUCOWS INC, created 2008-11-08, expires 2011-11-08, updated 2009-03-10. The URL is whois.domaintools.com/localhitsmedia.com.

The browser's taskbar at the bottom shows the Start button, several open applications (Gmail, Local Hits Media LLC, My Documents), and the system tray with the date and time (6:17 PM).

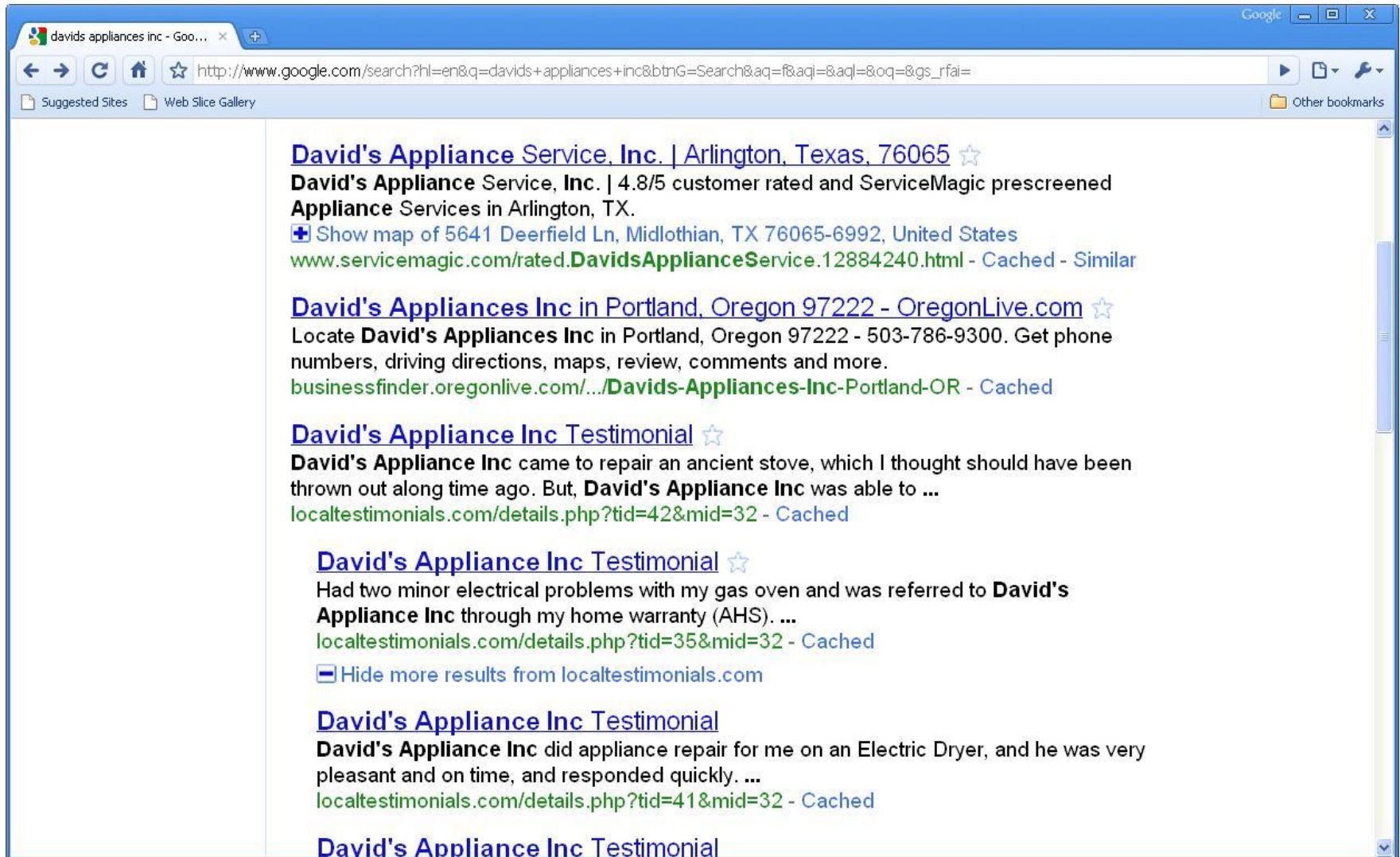
Localtestimonials.com in action 2/3



The screenshot shows a Google search for "davids appliances inc". The search results are as follows:

- Major Household Appliance Repair** ☆
David's Appliance Inc. Serving Multnomah, Clackamas, and Washington Counties, here in Oregon. Prompt and Reliable. Most makes and models, for residential ...
www.davidsappliance.com/ - Cached - Similar
- David's Appliance Service, Inc. in Midlothian, TX - YellowBot** ☆
David's Appliance Service, Inc. at 5641 Deerfield Lane, Midlothian, TX 76065.
www.yellowbot.com/davids-appliance-service-inc-midlothian-tx.html - Cached - Similar
- David's Appliance Service, Inc. | Arlington, Texas, 76065** ☆
David's Appliance Service, Inc. | 4.8/5 customer rated and ServiceMagic prescreened Appliance Services in Arlington, TX.
+ Show map of 5641 Deerfield Ln, Midlothian, TX 76065-6992, United States
www.servicemagic.com/rated.DavidsApplianceService.12884240.html - Cached - Similar
- David's Appliances Inc in Portland, Oregon 97222 - OregonLive.com** ☆
Locate **David's Appliances Inc** in Portland, Oregon 97222 - 503-786-9300. Get phone numbers, driving directions, maps, review, comments and more.
businessfinder.oregonlive.com/.../Davids-Appliances-Inc-Portland-OR - Cached
- David's Appliance Inc Testimonial** ☆
David's Appliance Inc came to repair an ancient stove, which I thought should have been thrown out along time ago. But, **David's Appliance Inc** was able to ...
localtestimonials.com/details.php?id=12&mid=32 - Cached

Localtestimonials.com in action 3/3



The screenshot shows a Google search results page for 'David's Appliance Service, Inc.' in Arlington, Texas. The search results include several entries with titles, descriptions, and links to testimonials or service pages. The browser's address bar shows the search URL, and the page includes navigation icons and a search bar.

[David's Appliance Service, Inc. | Arlington, Texas, 76065](#) ☆
David's Appliance Service, Inc. | 4.8/5 customer rated and ServiceMagic prescreened **Appliance Services** in Arlington, TX.
+ Show map of 5641 Deerfield Ln, Midlothian, TX 76065-6992, United States
[www.servicemagic.com/rated.DavidsApplianceService.12884240.html](#) - Cached - Similar

[David's Appliances Inc in Portland, Oregon 97222 - OregonLive.com](#) ☆
Locate **David's Appliances Inc** in Portland, Oregon 97222 - 503-786-9300. Get phone numbers, driving directions, maps, review, comments and more.
[businessfinder.oregonlive.com/.../Davids-Appliances-Inc-Portland-OR](#) - Cached

[David's Appliance Inc Testimonial](#) ☆
David's Appliance Inc came to repair an ancient stove, which I thought should have been thrown out along time ago. But, **David's Appliance Inc** was able to ...
[localtestimonials.com/details.php?tid=42&mid=32](#) - Cached

[David's Appliance Inc Testimonial](#) ☆
Had two minor electrical problems with my gas oven and was referred to **David's Appliance Inc** through my home warranty (AHS). ...
[localtestimonials.com/details.php?tid=35&mid=32](#) - Cached
[-] Hide more results from localtestimonials.com

[David's Appliance Inc Testimonial](#)
David's Appliance Inc did appliance repair for me on an Electric Dryer, and he was very pleasant and on time, and responded quickly. ...
[localtestimonials.com/details.php?tid=41&mid=32](#) - Cached

[David's Appliance Inc Testimonial](#)

It's not enough to have a testimonial page on your website

- When a search engine indexes your website, they do not create a separate SERP listing for your testimonials page. In order for a user to find your testimonials they need to navigate to your site and then navigate to your testimonials – a two step process. In addition you do not benefit from the initial SERP.
- With our service every single testimonial is treated as a separate site and page so that every testimonial will become a separate search engine result.
- The more testimonials you submit the more positive listings will appear alongside your website listing on the SERP
- We also “tweek” your testimonial pages so that they will appear on the Search Engine Results Page for important keywords.