

Creating a Positive Brand Reputation Online



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GMO MARKETING**

ONLINE REPUTATION MANAGEMENT (ORM)

SOCIAL NETWORKS



SEARCH ENGINES



REVIEW SITES



**Online reputation
management is
becoming so
pervasive,
IMHO, it's time to
drop the word
"online".**



PROPER ORM INVOLVES A MULTITUDE OF TASKS

- ▶ Search your name and your firm name and follow up on your results
- ▶ Get more reviews – simply ask!
- ▶ Engage with negative reviews – address their concerns asap
- ▶ Monitor all platforms where your firm is reviewed
- ▶ Flag inappropriate reviews from your competitors
- ▶ Respond timely to your social media audience
- ▶ Post and promote quality, unique content
- ▶ Be proactive



MORE TACTICS TO BOOST YOUR REPUTATION

PUMP OUT CONTENT TO DROWN OUT BAD PRESS

- **YOU TUBE/VIMEO/FLICKER**
- **PROFILE PAGES**
- **ADD CONTENT TO YOUR WEBSITE**
- **PRESS RELEASES**
- **BLOGGING vs. ARTICLES**
- **SOCIAL MEDIA**



SAMPLES OF GOOGLE RESULTS

- ▶ EDT Software - Business
- ▶ Gayle O'Connor - Individual
- ▶ Tom O'Connor New Orleans – Individual
- ▶ Shawn Holahan – Individual





FIVE EASY STEPS

STEP 1

Follow What's Being Said About You and Your Firm

Monitor online chatter by creating Google alerts for discussions about you and your law firm.



FIVE EASY STEPS

STEP 2

Be Aware of What's Being Said on Online Review Sites

The sites clients use to find lawyers are often the same sites where they later leave feedback about their experience.





FIVE EASY STEPS

STEP 3

Request and Track Feedback

One way to manage online feedback is to encourage positive comments from happy clients.





FIVE EASY STEPS

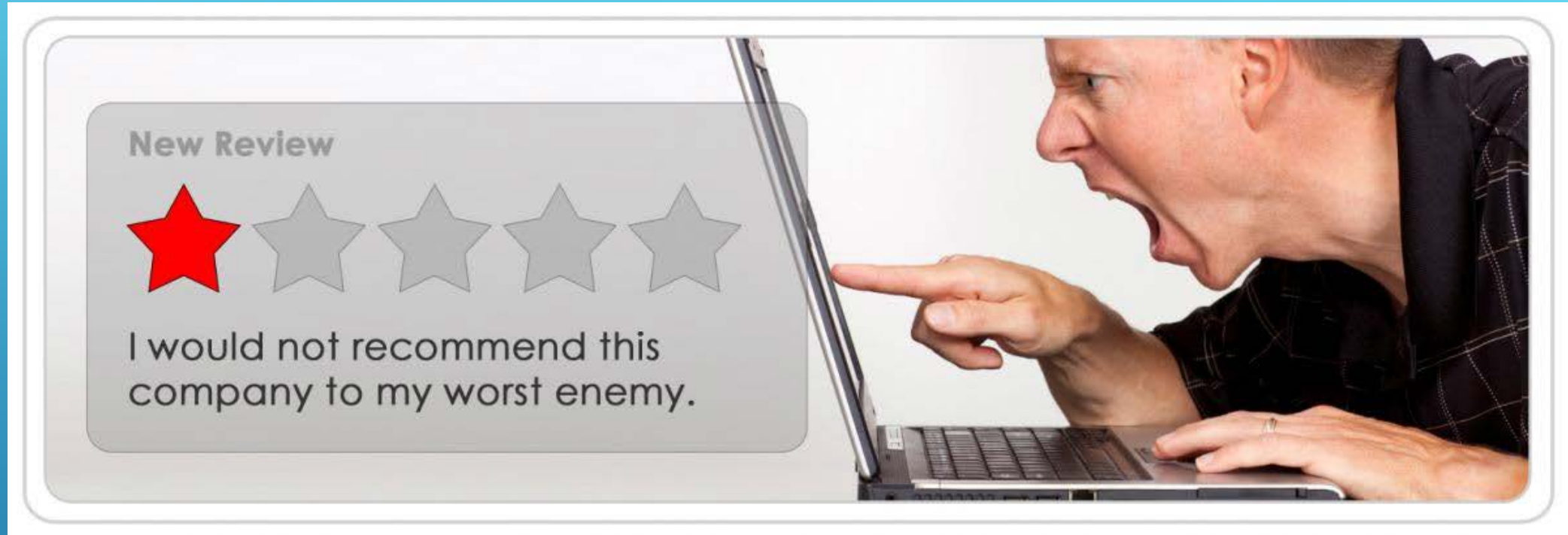
STEP 4

**Augment Positive
Reviews:**

**When your clients leave
positive reviews about
your law firm, make the
most out of them. AND,
THANK YOUR CLIENT
PERSONALLY!**



FIVE EASY STEPS



STEP 5 –

Manage Negative Reviews

Hopefully, you'll never receive a negative review. But if you do, you need to carefully and thoughtfully respond to your client's feedback.



Marketing Strategy, Social Media Account Management, Website
Content, CLE Speaking, Special Events

GMO MARKETING:

**Helping Solo Attorneys, Small to Midsize Law Firms and
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