



THEY SAID WHAT?

Phoebe Yerian Ezell

bizvisioneers



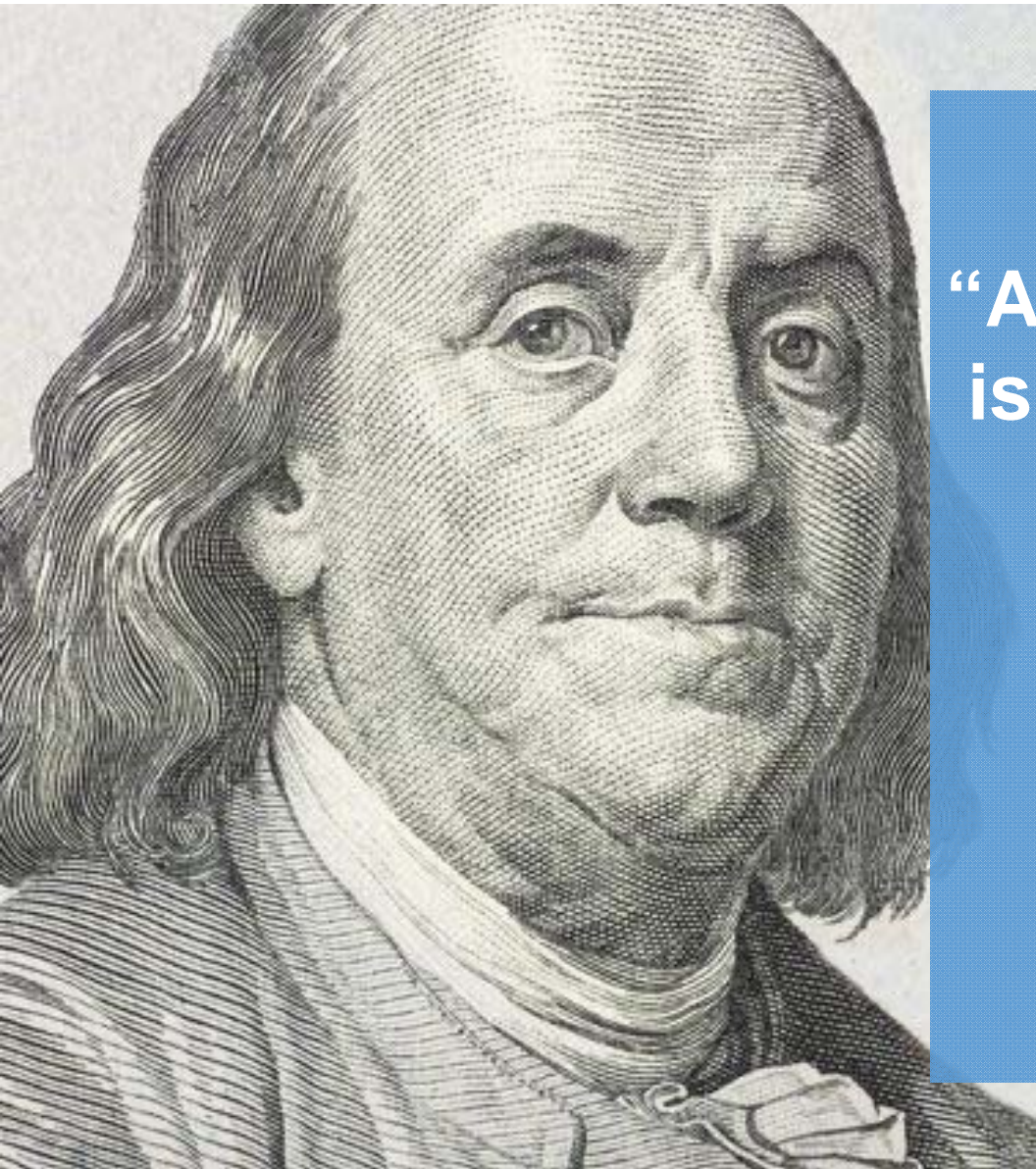
A photograph of four business professionals (three women and one man) peering over a glass partition in an office setting. They are all smiling and looking towards the camera. The image is positioned on the left side of the slide, partially overlapping the title and text areas.

Introduction

Research shows that 58% of business executives think they need to manage their reputation online.

Just 15% of these people actually do something about it.

41% of brands that experienced an event that damaged their reputation said their revenue decreased as a result.



**“An ounce of prevention
is worth a pound of cure.”**

**B enjamin
Franklin**

01

Personal Branding





The Brand is YOU!

How you are perceived online and off.

Not everyone is going to agree with you. You might be polarizing.

By putting yourself out there, you can connect with your community.



Reputation Trendmaster

“For as many people that like a
there are an equal amount that won’t!”

Robyn Waters

VIP of Trend, Design and Product Development for Target

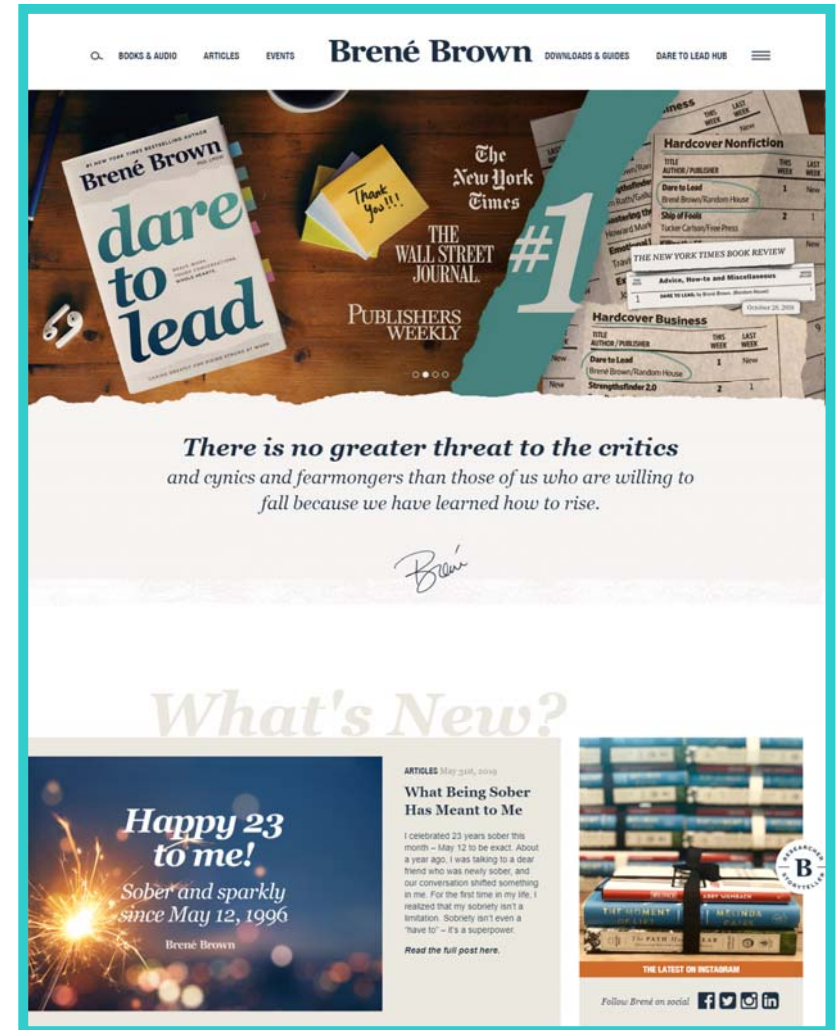


What to Do?

Domain Names

Purchase <your name> as a domain name!

If it's not available, add a qualifier to it, like "Author" or "Musician."





Purchase Your Name

Use a reputable company to
purchase and register your
personal name.
Or come close to it.



ICANN oversees the internet – ICANN is the acronym for **Internet Corporation for Assigned Names and Numbers**, which is a non-profit organization that is in charge of maintaining and coordinating the Internet, namely the Internet Protocol (IP) addresses and the Domain Name System (DNS).



Bad News

- <YourName>Sucks.com
- IHate<YourName>.com
- <YourName>Lies.com

Purchase as many names around your name, as possible. Including the “bad” ones. This is the harsh reality of the internet and today’s world.

02

S ocial Listening

Monitor the internet to see what others write about you and your organization.

Social listening is a two-step process. Monitor channels for mentions, analyze & take action.



What to Do?

Online - Baseline Assessment

Do a name search on the major search engines, Google, Bing and Yahoo .
Make a baseline list of the search results showing on the first pages.

Identify each result as it refers to you. Mark it if it's positive or negative.

Do this periodically. Date the lists so you can track improvement over time.

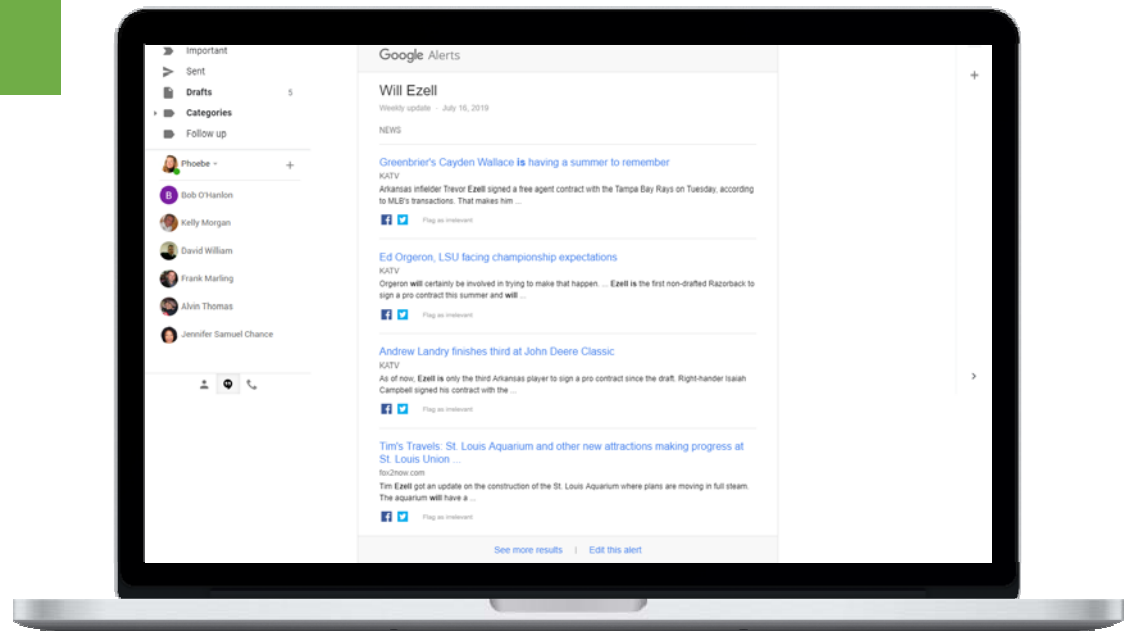


What to Do?

Google Alerts

Create a Google Alert for both you and your organization.

Try refining your searches.





“New York Times”

Improve your search criteria to improve your alert results. Don't just search for keywords. Instead, refine your Alert results by:

Adding quotes to search for a specific phrase. For example, "New York Times" finds mentions of the newspaper. Without quotes, pages that include any combination of the three words, new, times, and York, display.



-“New York Times”

Site:NewYorkTimes.com

Placing a hyphen in front of a term to exclude results with that term. For example, -"New York Times" excludes results that include the phrase.

Limiting your search to a single domain with the site: term.

For example: site:nytimes.com will monitor results only from the New York Times' site.

*Building Philanthropy for a
Better Florida*



[HOME](#) | [CONTACT US](#) | [REGISTER](#) | [LOGIN](#)

Search site



[ABOUT](#)

[MEMBERS](#)

[PROGRAMS](#)

[POLICY](#)

[RESOURCES](#)

[AFFINITY GROUPS](#)

[JOIN](#)

[FIND IT FAST](#)

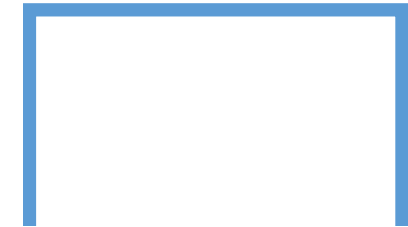
Site:FPNetwork.org

Create one for your organization in this manner to monitor your postings on your site. Is the work getting done?

Google Alerts come in handy in a variety of situations, and they're easy to set. The instructions are in a separate document for this program.



Hootsuite™



Other Online Tools

Checking your online presence:

ThriveHive - good habit to check on this regularly; have an easy-to-use, free Grader tool that will check you out online, give you a score, and guide you on how you can improve your presence.

Mention – Also has a brand grader

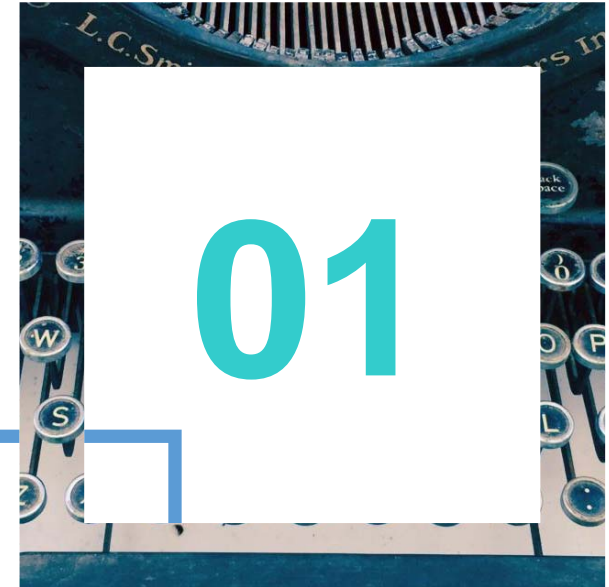


ThriveHive™



I found out there is negative information about me.
What Do I Do NOW?

Strategy One



They Said What?

There are two main strategies you can take to deal with negative search results.

Strategy 1: Ask that it be removed by the source.

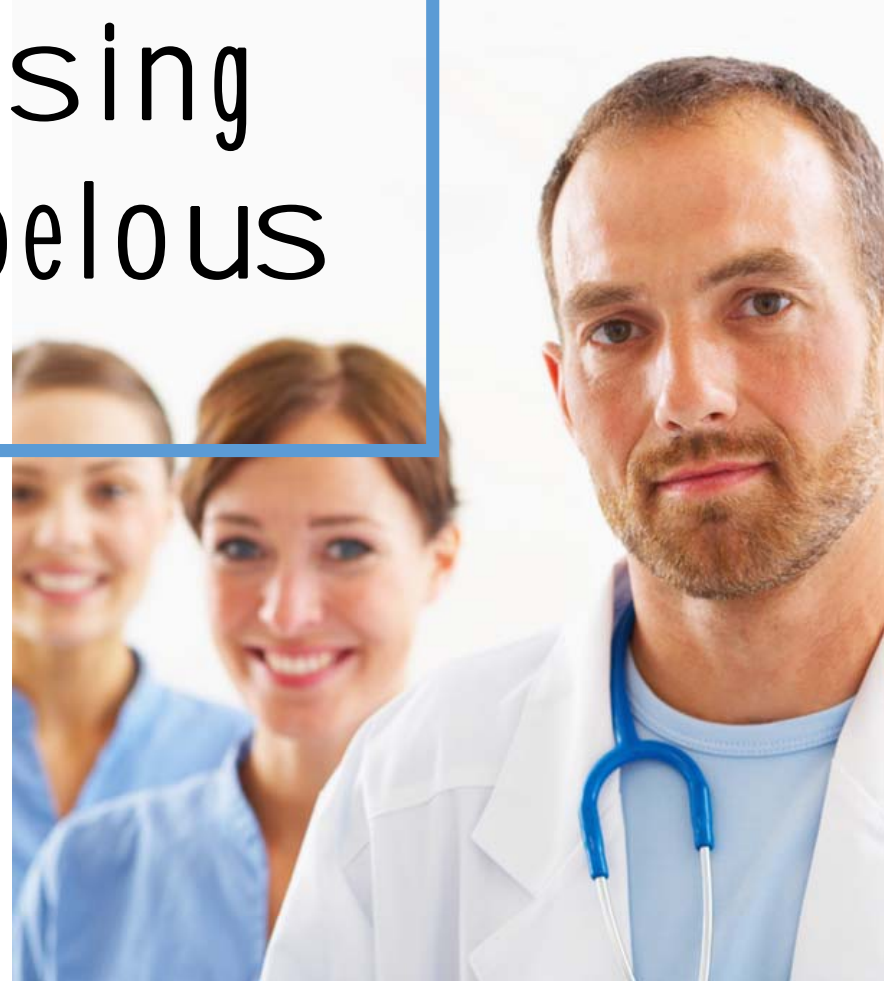


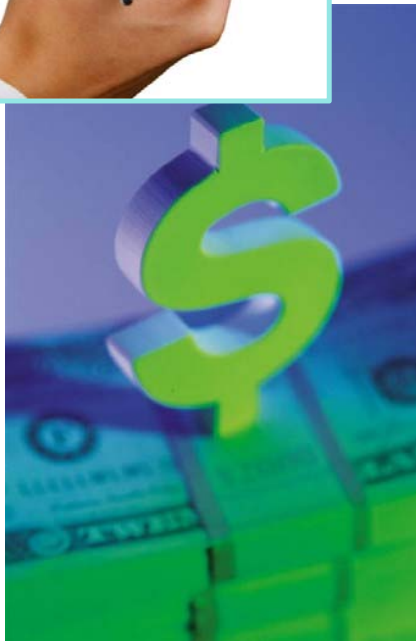
Embarrassing vs. Libelous

A Doctor was named in a lawsuit. Humans being humans “What do you think people kept selecting in the search results for his name?”

This is an example of **Embarrassing vs. Libelous**

Just because you don't like information that someone has posted about you online, if it is true you have no basis to have it removed. The Doctor was in the lawsuit. That was true. It takes a lot of positive info to overcome that listing, and move it to another page.





False Claims

Now, when someone makes a false claim about you in writing in public, it falls under the legal definition of libel which gives you grounds to have it removed. And, the publisher of that false information may be subject to legal ramifications.

You may have seen the mug shots of people who have been arrested appear online. These mug shots are embarrassing but – they're not unlawful.

If you find yourself in this predicament, you can pay the company posting them to have them removed. This may feel like a type of blackmail, but that's not unlawful either.

Let's examine a way to remove inaccurate statements and writing:

Once something wrong or libelous has been published online, on a website or on a social media platform, it is out there and the best you can do is go to the owner of the site where it was published and ask that it be removed.

If the webmaster does not respond, the hosting company has the authority to remove libelous information from a site that they host.



STRATEGY 1

Contact Page

Send a message..

First find the owner of a site. Try and send a message through their website's contact page or find their e-mail address on the site.



Contact

Whois.com

If this does not pan out, search for information by going to: <https://www.whois.com/whois/> and typing in the domain name of the site in question.

This will give you information regarding the owner or admin for the site.

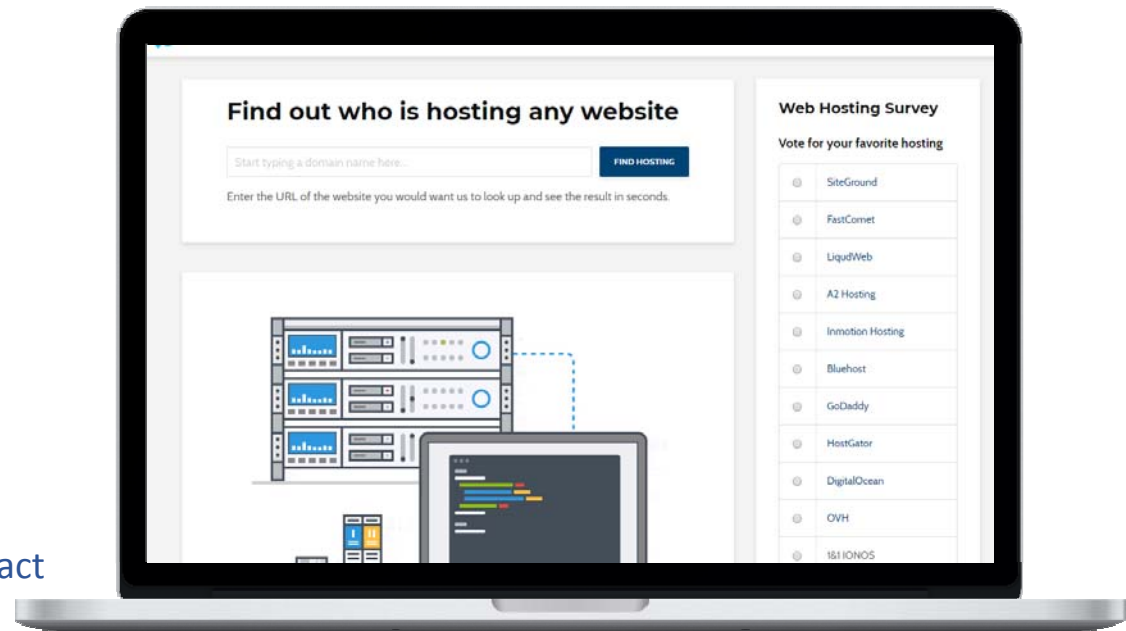


Contact

Privacy Settings

HostingChecker.com

If the owner's name has been blocked by privacy settings or you tried unsuccessfully to get them to respond, get the name of their web host from Host Checker <https://www.hostingchecker.com/> and contact the hosting company.



Submit a Webpage Removal Request

If the site's owner or webmaster makes the changes you requested to a page or post that appears in search results, you can make a request to that search engine to remove the wrong or outdated information by submitting a webpage removal request.



SUCCESS!

REPUTATION TIP



Bad News

- Indexed & cached
- Still show for years
- Even if it no longer exists

02

Adding positive content to suppress the negative search results.



STRATEGY 2

Fighting Negative With Positive

Adding truthful and positive information
that can come up in a search result for
your name is an

Outstanding
Strategy

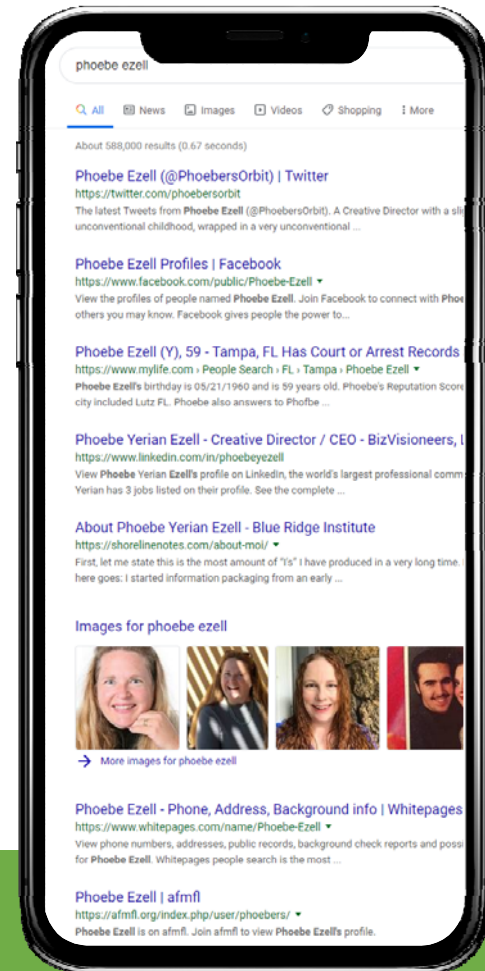


Who goes past the first page?

The act of continuing to add positive information about yourself will help obscure the negative search results by pushing them back to less visited pages of the search results.

It is highly unlikely that people will search past the first page of results so adding positive information can dramatically improve the impression people get when searching you or your organization.

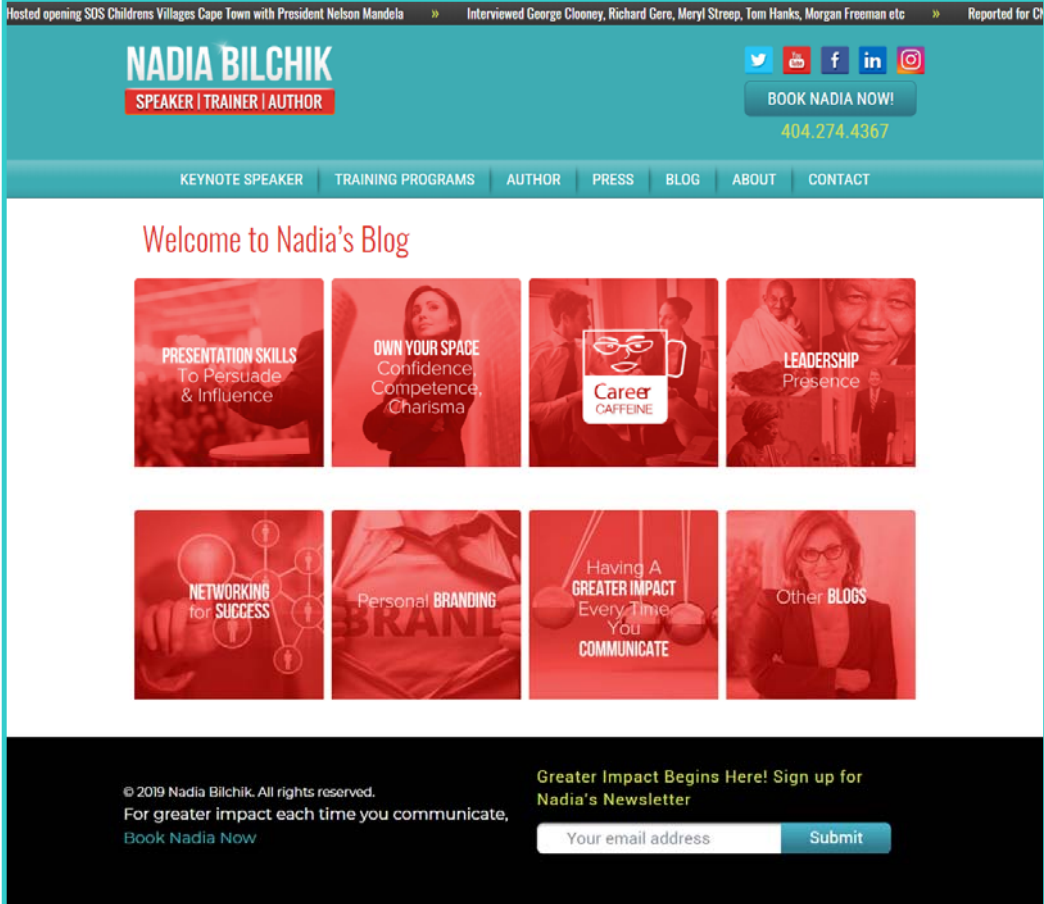
“ *No One...* ”



What to Do?

Blogging

Goal: creating a positive image with your brilliant ideas!



The screenshot shows a professional website for Nadia Bilchik. The header is teal with the name 'NADIA BILCHIK' in white, followed by 'SPEAKER | TRAINER | AUTHOR' in a red box. Social media icons for Twitter, YouTube, Facebook, LinkedIn, and Instagram are on the right, along with a 'BOOK NADIA NOW!' button and the phone number '404.274.4367'. A navigation bar below the header lists: KEYNOTE SPEAKER, TRAINING PROGRAMS, AUTHOR, PRESS, BLOG, ABOUT, and CONTACT. The main content area is white and starts with 'Welcome to Nadia's Blog'. It features eight red-tinted image boxes with white text: 'PRESENTATION SKILLS To Persuade & Influence', 'OWN YOUR SPACE Confidence, Competence, Charisma', 'Career CAFFEINE' (with a mug icon), 'LEADERSHIP Presence' (with a portrait of Gandhi), 'NETWORKING for SUCCESS' (with a network diagram), 'Personal BRANDING' (with a 'BRAIN' graphic), 'Having A GREATER IMPACT Every Time You COMMUNICATE' (with a balance scale), and 'Other BLOGS' (with a portrait of a woman). The footer is black and contains copyright information, a quote about communication impact, a newsletter sign-up form with a 'Submit' button, and a 'Book Nadia Now' link.

Hosted opening SOS Childrens Villages Cape Town with President Nelson Mandela » Interviewed George Clooney, Richard Gere, Meryl Streep, Tom Hanks, Morgan Freeman etc » Reported for C

NADIA BILCHIK

SPEAKER | TRAINER | AUTHOR

BOOK NADIA NOW!
404.274.4367

KEYNOTE SPEAKER | TRAINING PROGRAMS | AUTHOR | PRESS | BLOG | ABOUT | CONTACT

Welcome to Nadia's Blog

PRESENTATION SKILLS
To Persuade
& Influence

OWN YOUR SPACE
Confidence,
Competence,
Charisma

Career
CAFFEINE

LEADERSHIP
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NETWORKING
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Personal BRANDING

Having A
GREATER IMPACT
Every Time
You
COMMUNICATE

Other BLOGS

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For greater impact each time you communicate,
[Book Nadia Now](#)

Greater Impact Begins Here! Sign up for
Nadia's Newsletter

Your email address



Blogging Benefits

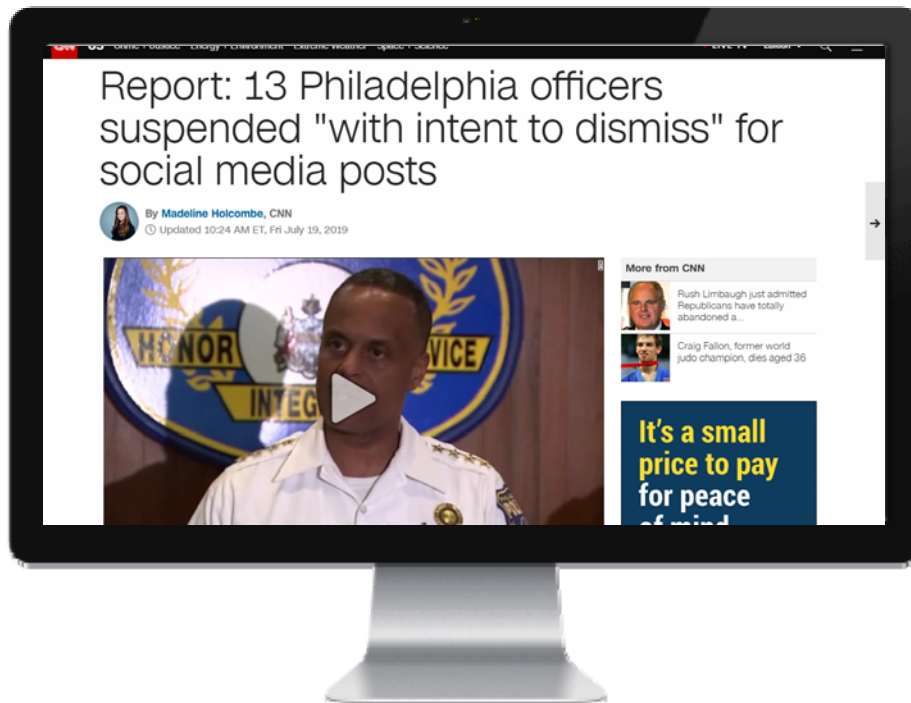
- It's your platform completely
- Professional and Inspirational
- Share Achievements and Awards
- Keep content simple and understandable

03

Social Media Platforms

When used wisely, social media can be
a stage upon which you perform...





Posting Crisis

If used incorrectly, it can damage your image and personal brand in a skinny second.



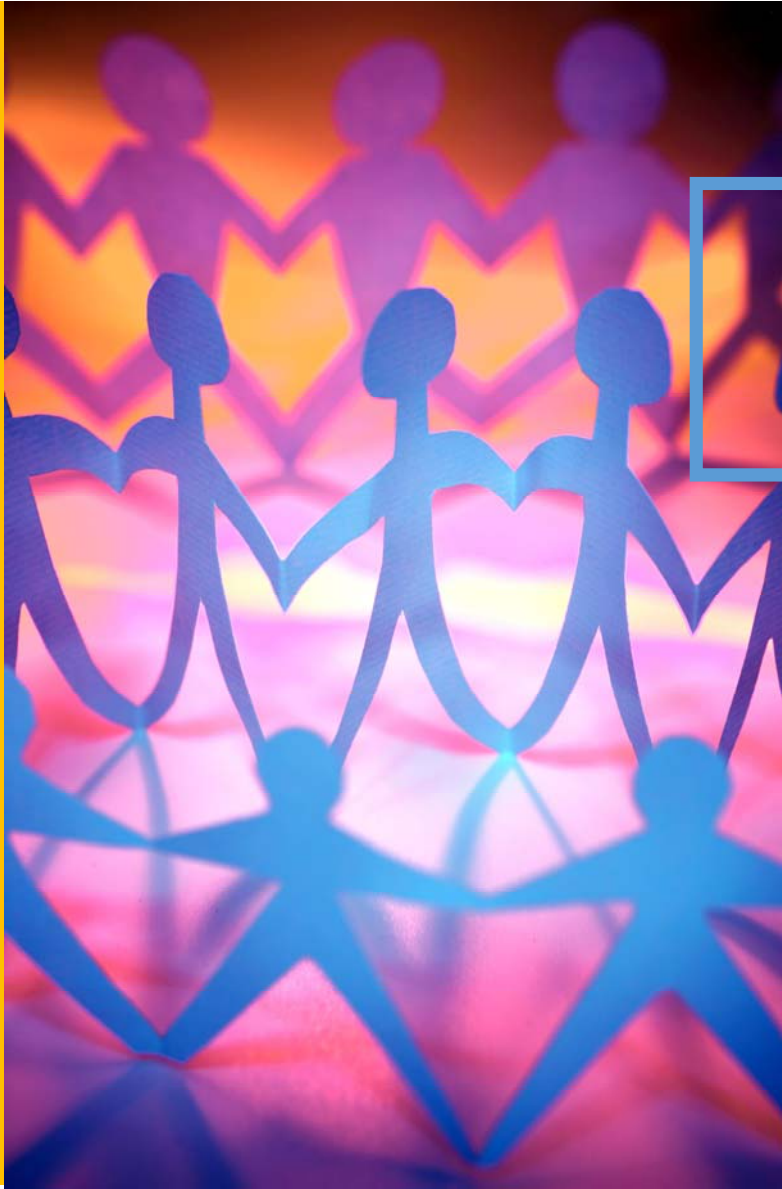
“

I have so much to say...

Be purposeful It's your brand

Be careful about what you post, be cautious about the photos you publish, and be purposeful about who you let into your circle.

Every interaction is your brand, so be consistent with your personal brand positioning and with the followers you have gathered.



Link Your Accounts

- Social Media Profiles
- Website / Blog Site
- Professional Sites

Google gives more power to entries that are linked to, so if you can link one social media profile to another and to your website, this will help you get new positive entries in a search faster.

Respond to Negative Comments

Immediately address negative reviews. Don't sweep them under the rug or wait too long. Listen to what they have to say without defending yourself. Empathize with their feelings and it may even be nice to offer them something for their dissatisfaction.

Everyone loves a comeback story and how you deal with a crisis and negative publicity is as important as what happened to get there in the first place.





DIGITAL LINKING

Hashtags are another digital point. You can build and association with the tags, that will forever be linked.

What to Do?

Hashtag

Registration

Register your unique hashtags with either
Hashtags.org or Twubs.com

hashtags.org
organizing the world's hashtags

 **TWUBS**

04

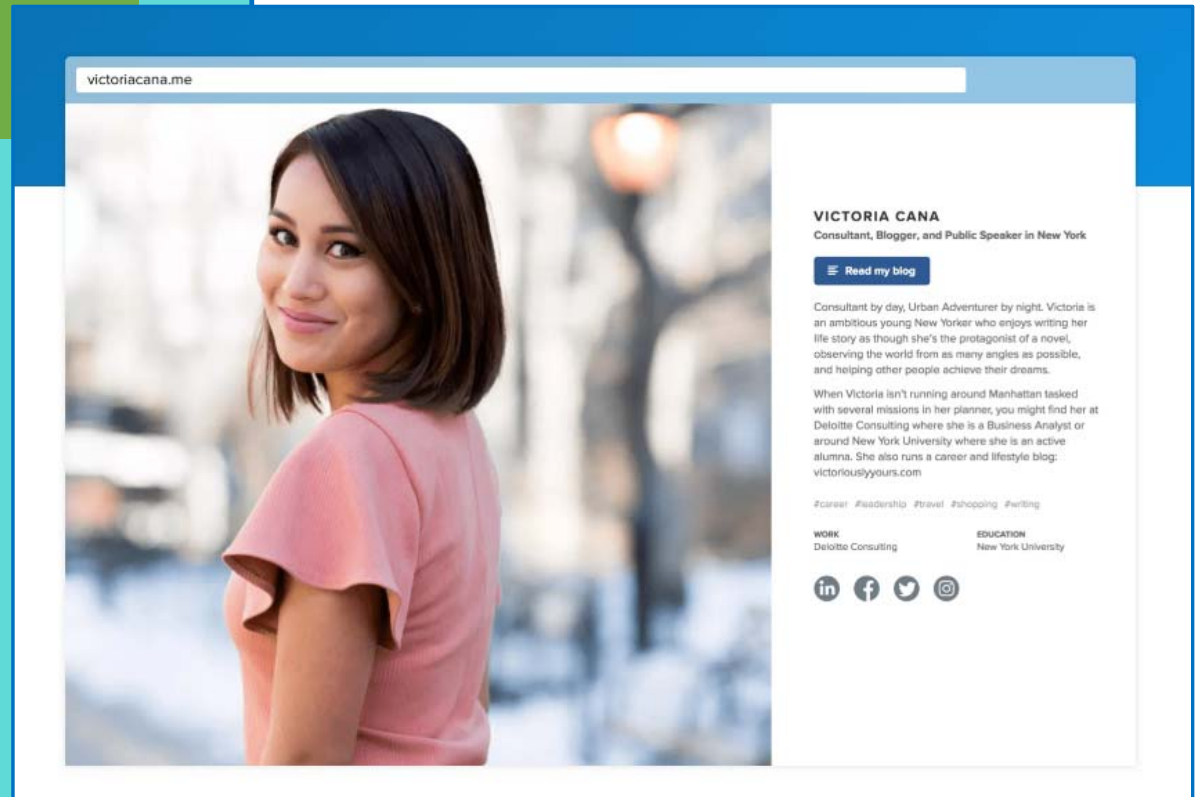
Additional Steps

Here are a couple of ideas on where you can add additional digital points of interest associated with your name.



What to Do?

About.me

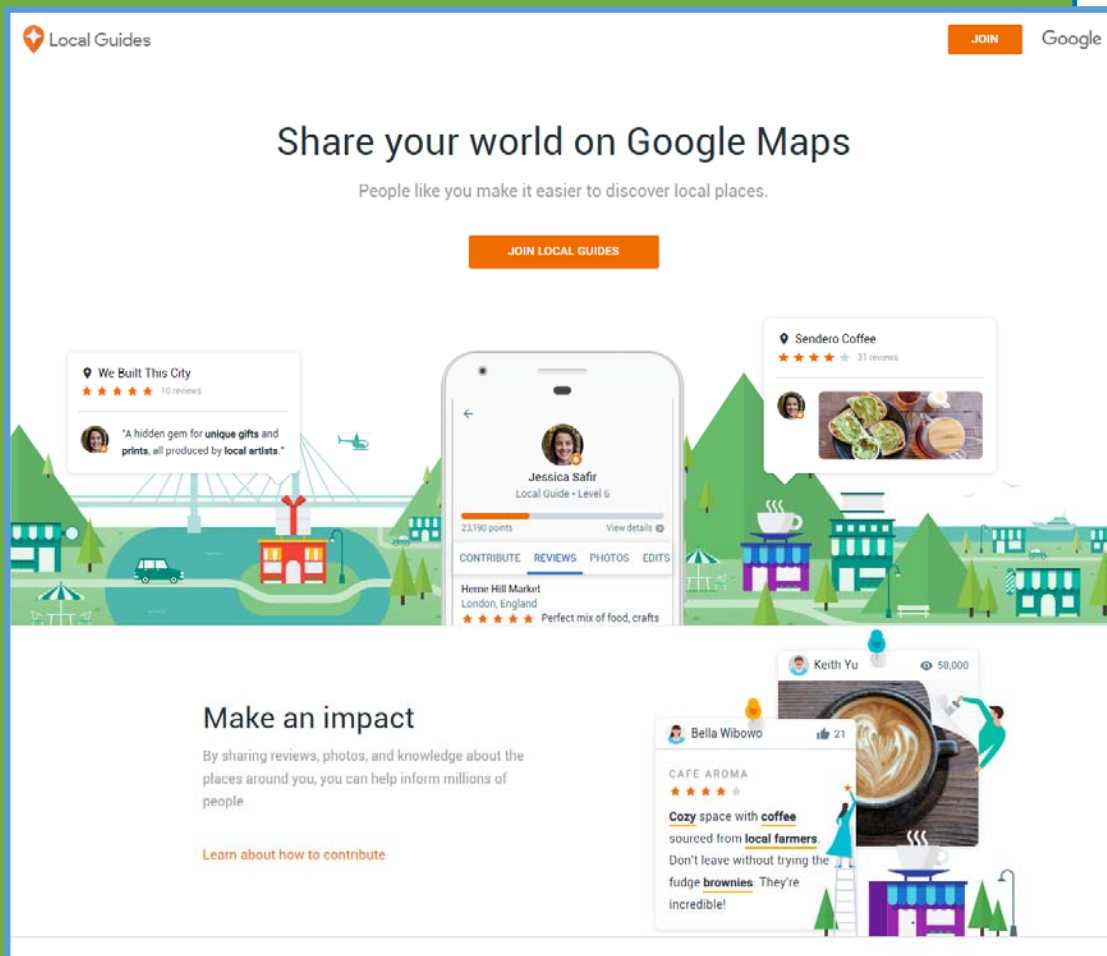


What to Do?

The screenshot displays the Quora homepage. At the top, the navigation bar includes the Quora logo, links for Home, Answer, Spaces, and Notifications (with a red badge showing 1 notification), a search bar labeled 'Search Quora', and a profile picture next to an 'Add Question or Link' button. The left sidebar lists various categories: Feed, Business-to-Business, Thinking, Speech, Creativity (highlighted), Inspiration, Creative Writing, Communication, Barack Obama (politician), Twitter (product), Writing, Philosophy of Everyday Life, and Artwork. The main content area features a 'Creativity' topic header with a colorful brain icon, a 'Follow - 1.5m' button, and a 'Bookmark' button. Below this, an answer is shown for the question 'What are some creative ways you play with your cat?'. The answer is by Marcia Wilson, a California bloodlines; Oregon painter/Art teacher/nut, and is dated May 23. The text of the answer reads: 'Sundance is ten now, and less inclined to play, though he always does at Christmastime when he gets new toys, bats them about for all of five minutes, then abandons them. I think he really just get... (more)'. To the right of the text is a small image of a white cat. At the bottom of the answer, there are icons for upvotes (2), downvotes (0), and comments (0). The right sidebar, titled 'Related Topics', lists several topics with their follower counts: Artists and Creative Professions (929.6k Followers), Creative Ideas (280.5k Followers), Imagination (490.2k Followers), Creative Writing (2.9m Followers), Learning About Creative Writing (1k Followers), Innovation (5.1m Followers), The Arts (1.7m Followers), Ideas (1.2m Followers), and Thinking Outside of.

Quora.com

Quora is a writer's platform. It is questions and answers on a huge variety of subjects.



What to Do?

Google Local Guides

People like you make it easier to discover local places. By sharing reviews, photos, and knowledge about the places around you, you can help inform millions of people.

What to Do?

MyLife.com

There are services that will do online background checks. They're searching for public information, and charging for it.

Just note, anyone can put in your name, not just you.

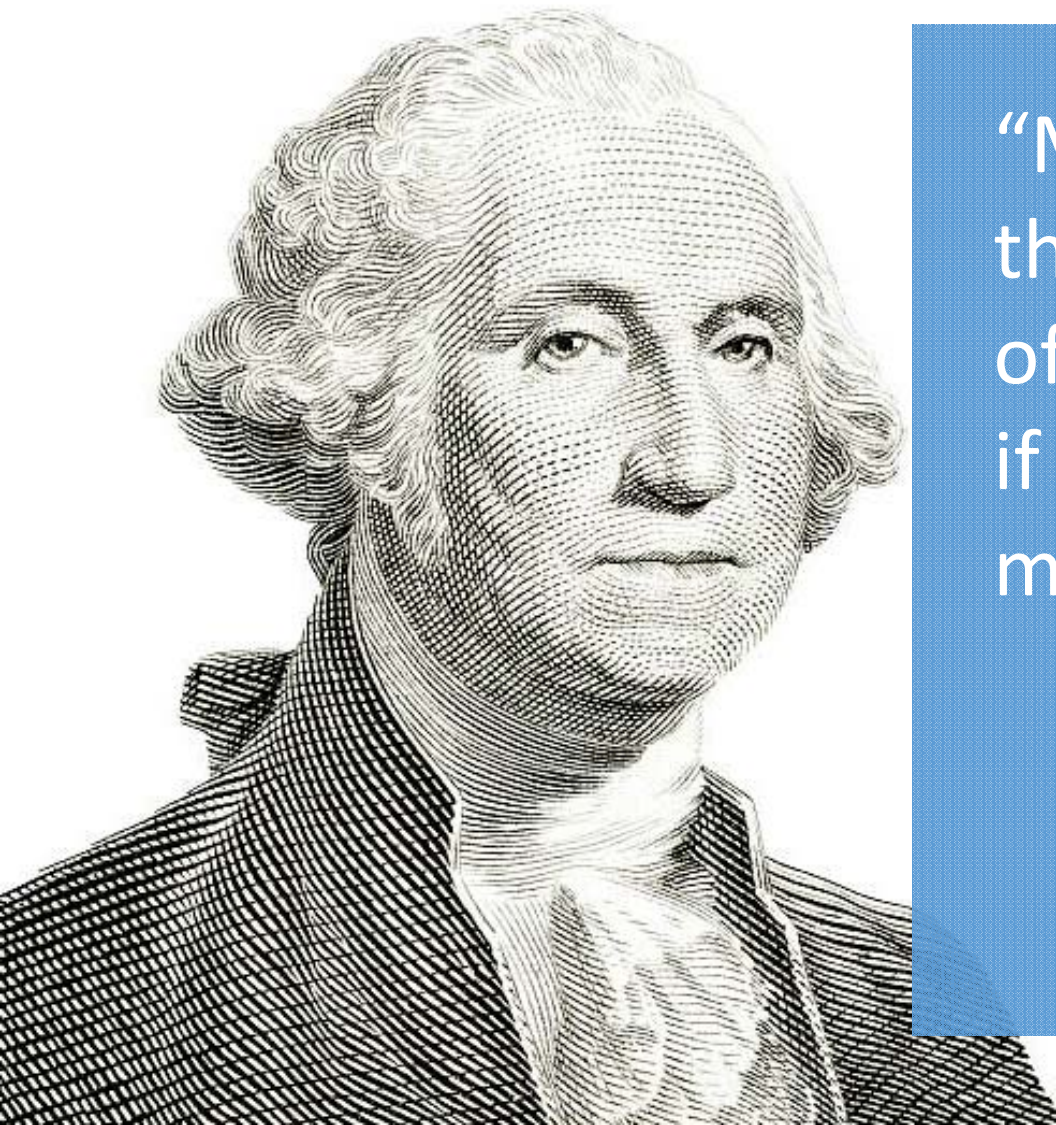
The screenshot displays the MyLife.com website interface. At the top, there is a green header with the MyLife logo, a "100% SATISFACTION GUARANTEE" badge, and a "Search Again" link. A red banner below the header states: "⚠ We Found Negative Items On Phoebe's Public Background Profile." The main heading reads "See Phoebe's Contact Information & Full Background Report +". Below this, a list of features is provided: "See Available Court, Arrest or Criminal Records", "See All Personal Reviews & Photos Found", and "See Address, Phone, Email & Social Profiles for Anyone".

The central section features a profile for "Phoebe Ezell", including a photo, age (59 Years Old), location (Tampa, FL), and the latest report date (07/19/2019). It also lists "May Be Related To: William Ezell". A red banner below this says "⚠ Get Instant Information On Phoebe Ezell Now!".

Under the heading "Your Report Information Includes:", there are three boxes: "Phone Numbers" with "CURRENT RECORDS", "Addresses" with "4 FOUND", and "Email Address" with "1 FOUND". Below this, it says "Results may also include:" followed by partially visible categories: "Incarceration and", "Lawsuits and", and "Licenses and".

On the right side, a section titled "1. Select Your Plan" lists five options with a "BEST VALUE" badge on the 12-month plan:

Plan	Price
12 Months (BEST VALUE SAVE 63%)	\$6.95/mo.
6 Months	\$8.95/mo.
3 Months	\$10.95/mo.
1 Month	\$18.95/mo.
7 Day Trial (Limited Time Offer)	\$1.00



“Make them believe,
that offensive operations,
often times, is the surest,
if not the only ...
means of defense.”

George
Washington

Years to build, Seconds to tarnish!

Your online reputation is like a
relationship.

Except it's a relationship you have with hundreds and thousands of people.

It's definitely trickier to manage than a normal human relationship, but the principles remain the same.





**It may not
be easy,
but it is simple.**

Be conscious of what people think of you,
reflect on their feedback to improve,
observe what the others are doing,
stay with good company, and
be honest and reliable.

It may not be easy, but it's simple.



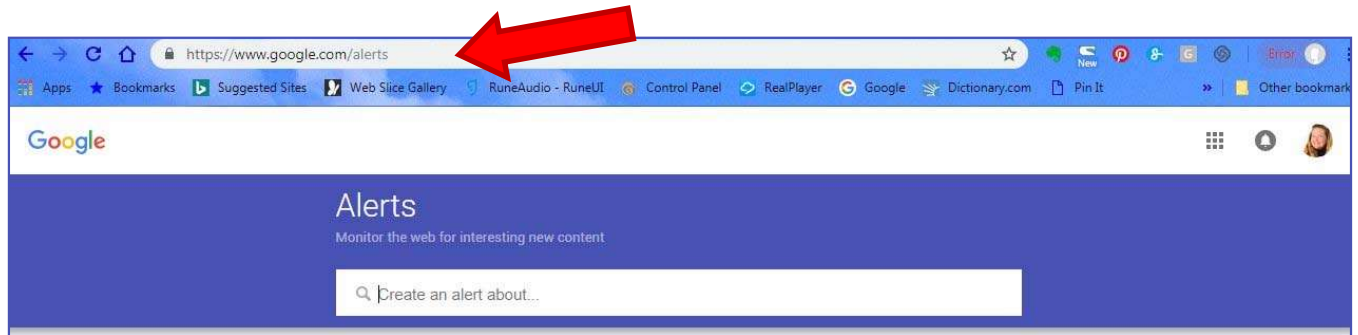
Phoebe Yerian Ezell

bizvisioneers

808 W Waters Avenue, Tampa, Florida 33604 – 813-930-8442 – Phoebe@WillEzell.com

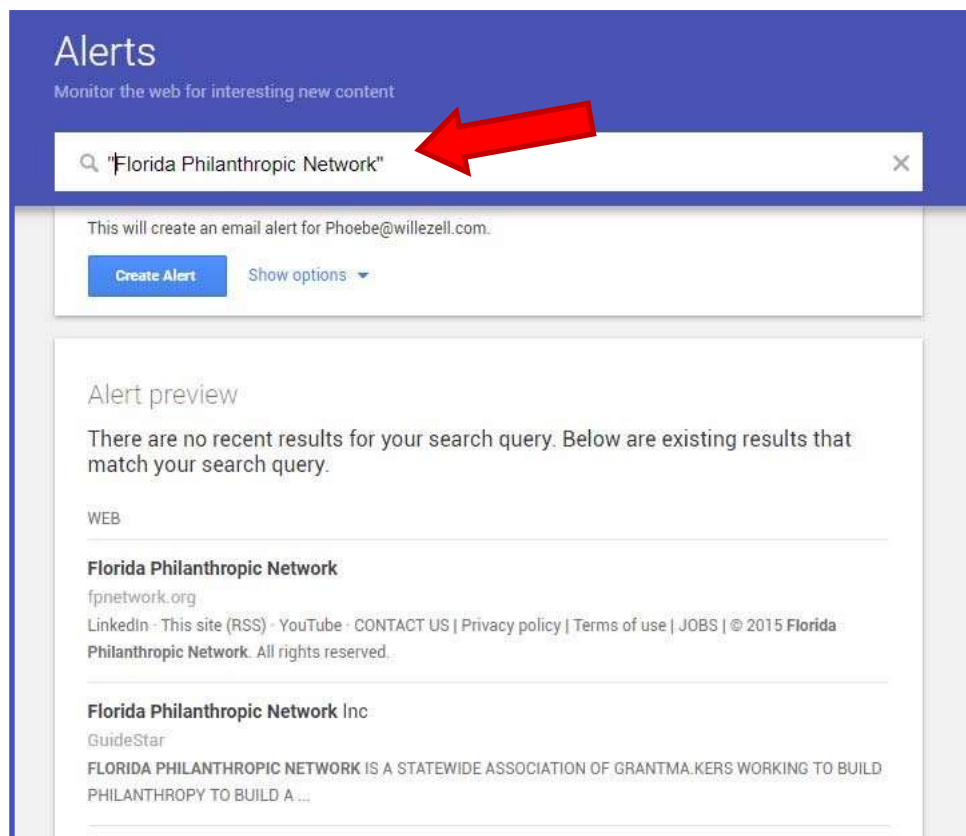
How to Set Up Google Alerts

Go to [google.com/alerts](https://www.google.com/alerts) in your browser.



Enter a search term for the topic you want to track. As you enter your terms, view a preview of the results below.

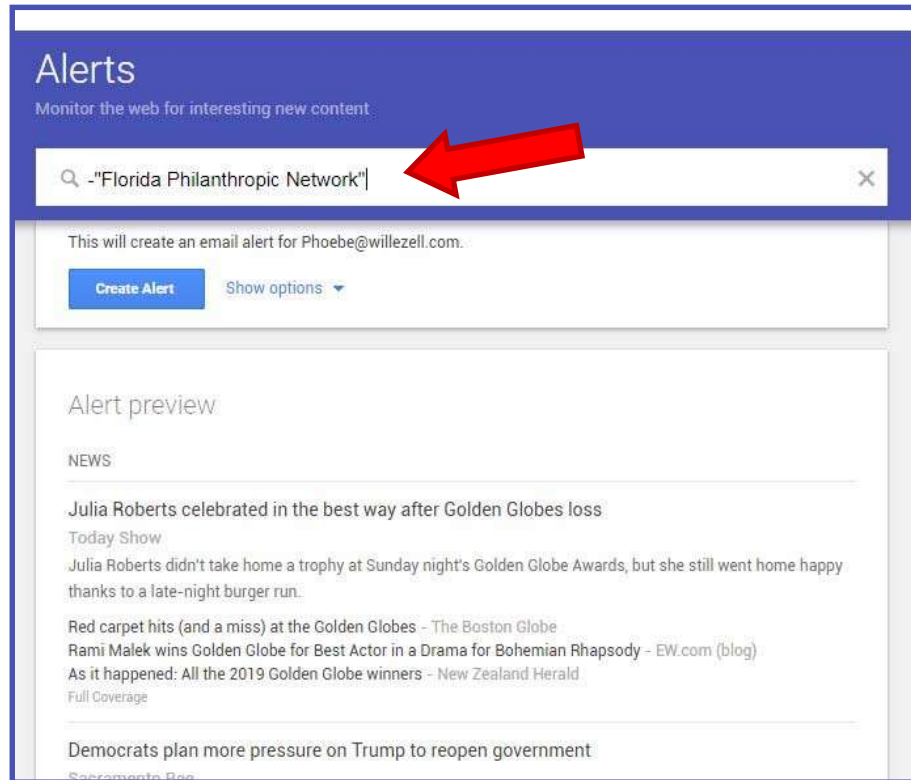
Adding quotes to search for a specific phrase. For example, "Florida Philanthropic Network" finds mentions of the organization.



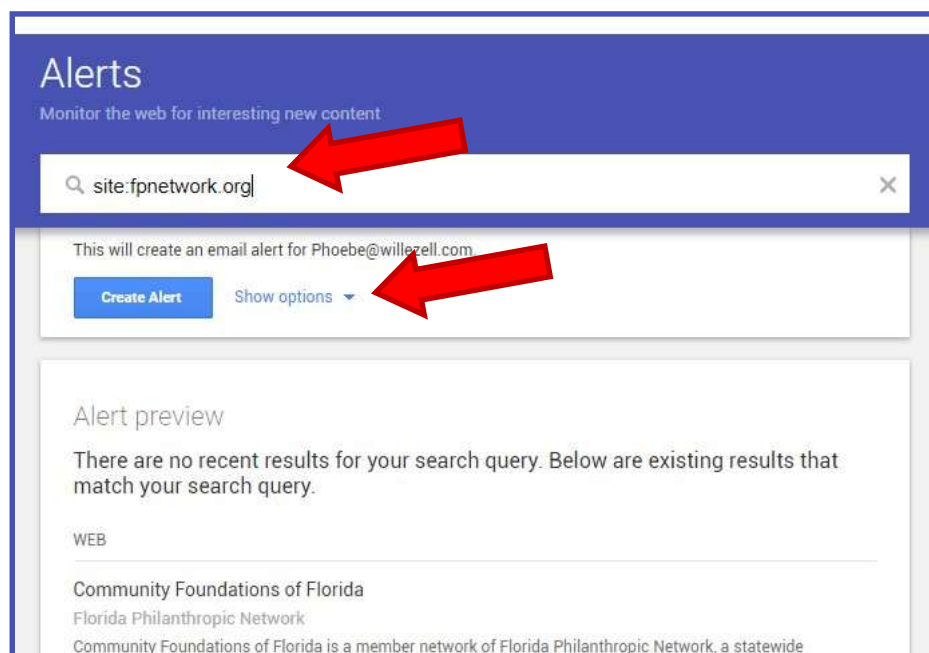
Without quotes, pages that include any combination of the three words, Florida, Philanthropic

How to Set Up Google Alerts (cont.)

Placing a hyphen in front of a term to exclude results with that term. For example, `-"Florida Philanthropic Network"` excludes results that include the phrase.



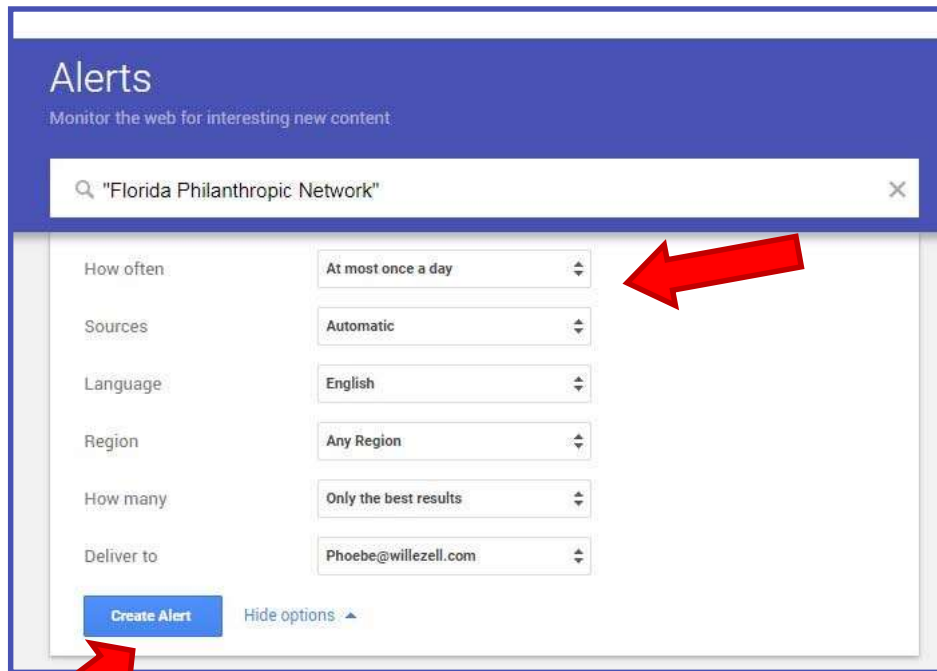
Limiting your search to a single domain with the `site:` term. For example: `site:fpnetwork.com` will monitor results only from the Florida Philanthropic Networks' site.



Choose Show Options to narrow the alert.

How to Set Up Google Alerts (cont.)

The alert can be set to a specific source, language, and/or region. Specify how often, how many, and how to receive alerts.



Alerts

Monitor the web for interesting new content

Search: "Florida Philanthropic Network" X

How often: At most once a day

Sources: Automatic

Language: English

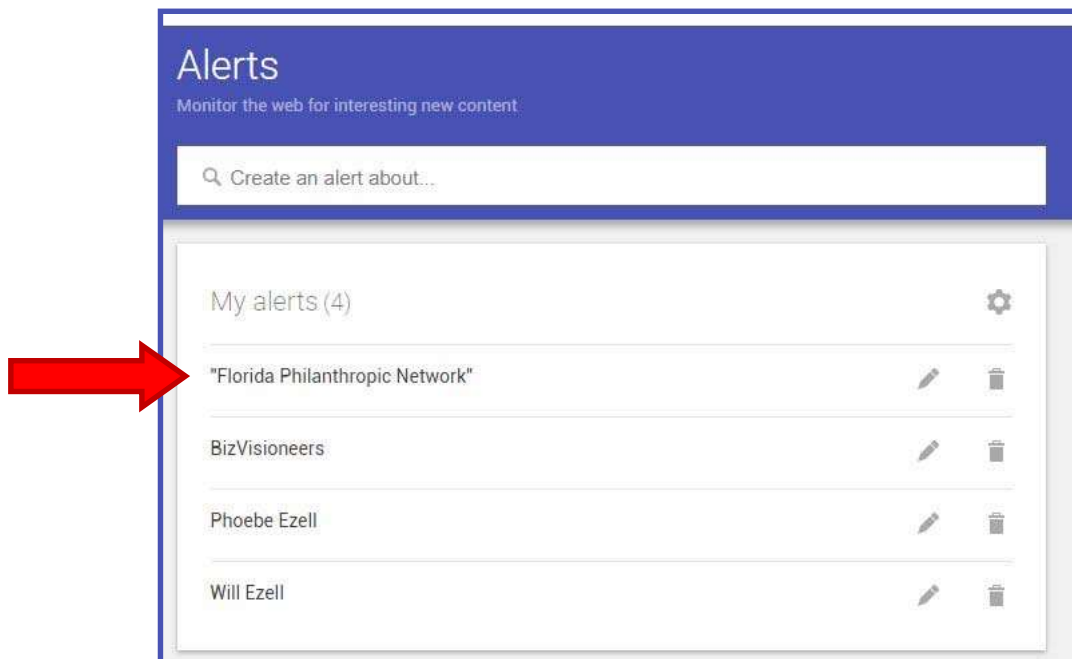
Region: Any Region

How many: Only the best results

Deliver to: Phoebe@willezell.com

Create Alert Hide options ▲

Select Create Alert.



Alerts

Monitor the web for interesting new content

Create an alert about...

My alerts (4) ⚙

"Florida Philanthropic Network"	✎	🗑
BizVisioneers	✎	🗑
Phoebe Ezell	✎	🗑
Will Ezell	✎	🗑

Google notifies you when the search engine indexes a page that matches terms you choose. Select the "pencil" to edit your alert options. Select the "trashcan" to delete the alert.