

Reputation Management:

What in the **world** (**wide web**) are they thinking?

Lori Reed

Director of Marketing

Insure**Me**.com



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Managing *Your* Reputation

Reputation Management

- Commercial Internet 101
- Reputation Management 101
- Whatcha gonna do about it?
- Radical Transparency

Part One:

Commercial Internet 101

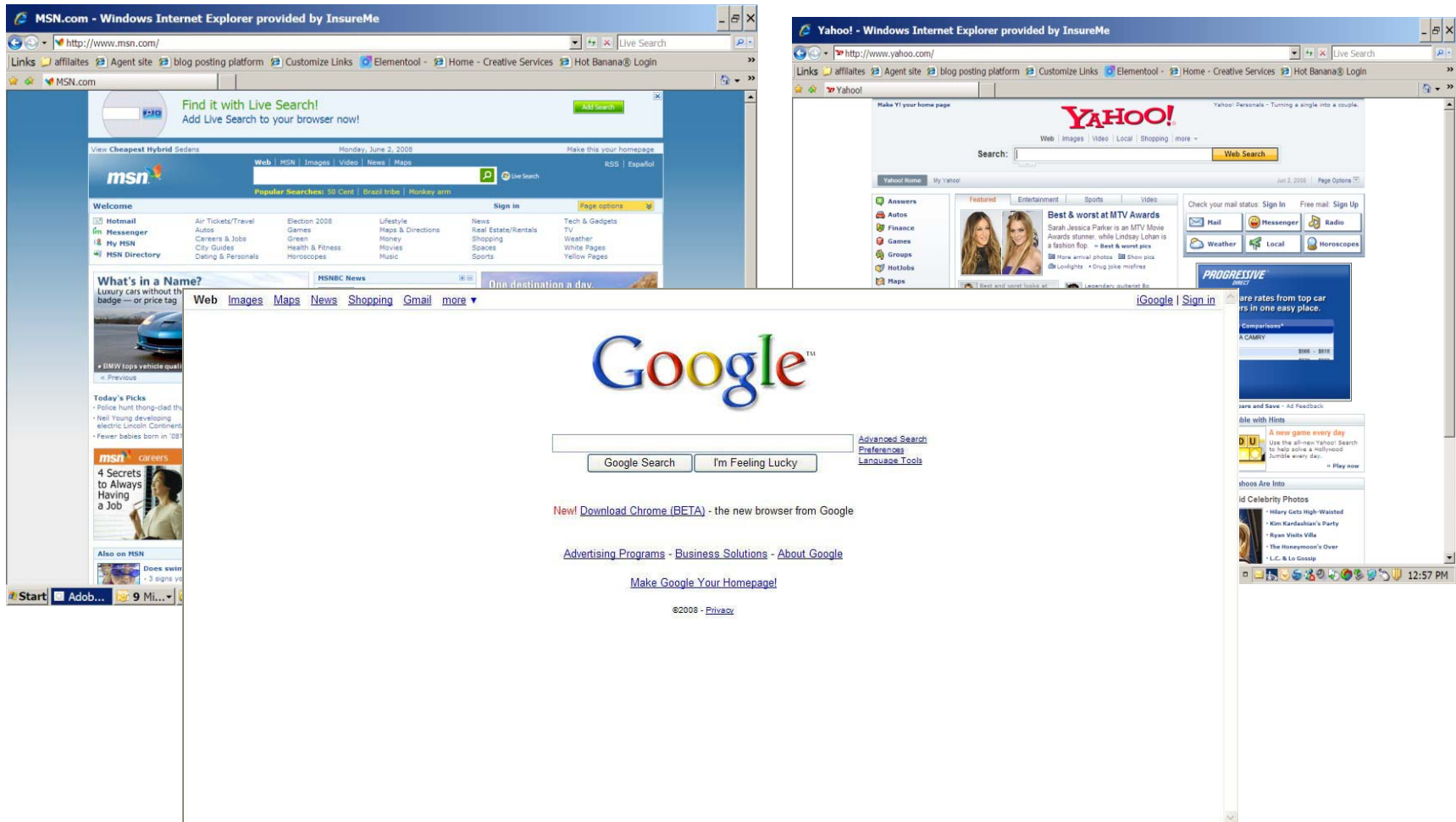
**What's happening on the internet
...why you need to care**

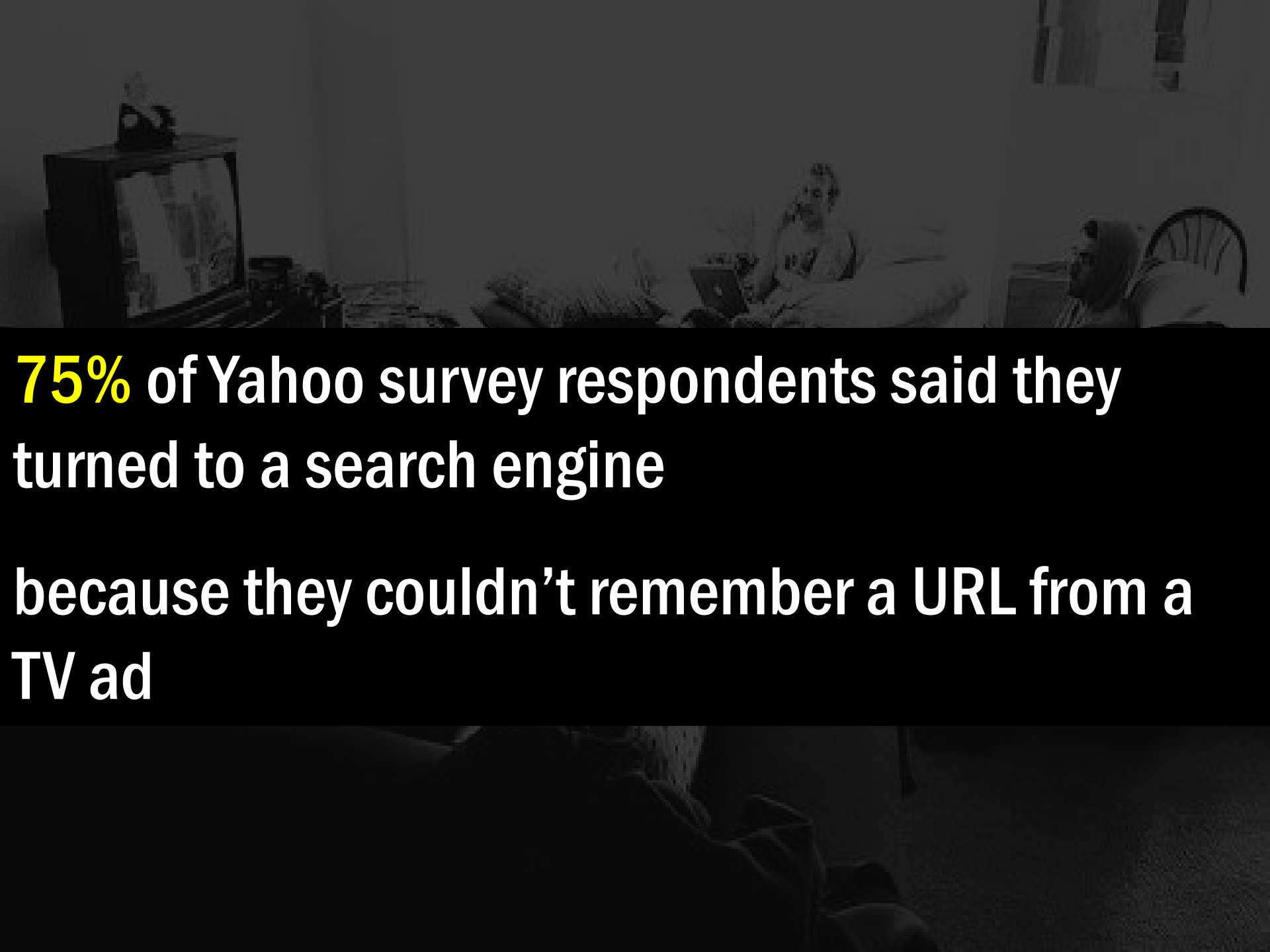
210,080,067 Americans are online



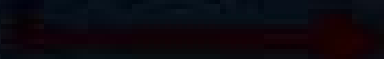

Source:
InternetWorldStats.com

The Importance of Search Engines



A dimly lit room with a television on the left and a person sitting on a bed in the background.

75% of Yahoo survey respondents said they turned to a search engine because they couldn't remember a URL from a TV ad



56% of people arrived at a website
they didn't intend to ...

because it appeared in their search results



80% of new policies written
used the internet to get information
about auto insurance before they bought

Source: comScore; April 2008

What's it all mean?



Good news!



Purchasing with a local agent has always been, and still remains, **the primary method** by which people purchase insurance

Source: comScore; April 2008

Web 2.0



Our way

Our words

Our opinions

- User Generated Content
- Interactive Internet
- A 2 way dialogue
- Power to the people
- Content is ...questionable



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Sep 8, 2008 ... I'm surprised this hasn't happened before now. This isn't a story about security (although it is about securities), but it's so remarkable I ...

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- www.valpo.edu/library/jargon.html

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<meta name="verify-v1" content="jjjwaFASHV62TCV3jImvp9S0x+Zn9xf37wfbj07yg3UI=" /><meta name="robots" content="index,f
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<input type="hidden" name="__EVENTARGUMENT" id="__EVENTARGUMENT" value="" />
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</div>

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//
var theForm = document.forms['aspnetForm'];
if (!theForm) {
  theForm = document.aspnetForm;
}
function __doPostBack(eventTarget, eventArgument) {
  if (!theForm.onsubmit || (theForm.onsubmit() != false)) {
    theForm.__EVENTTARGET.value = eventTarget;
    theForm.__EVENTARGUMENT.value = eventArgument;
    theForm.submit();
  }
}
//]]&gt;
&lt;/script&gt;

&lt;script src="/WebResource.axd?d=wGFPZaDiMd_rpuWMRAfAgg2&amp;amp;t=633384171687991527" type="text/javascript"&gt;&lt;/script&gt;</pre><p>It's Time to Take Action</p></div>
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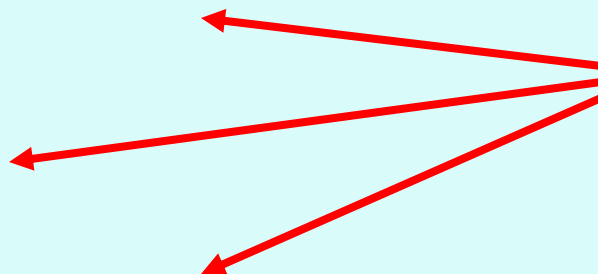
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- Linked In
- Face Book
- From 'Avatars United' to 'Zude'
- The ones you get invited to join
- Use your real name, or it won't help your reputation

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- Write articles for publications
- Blog
- Join industry forums (use your real name)
- Alerts <http://alerts.yahoo.com/>
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- Verify internally
- Be honest, take the high road
 - Offer to resolve personally
- Don't ignore or hide
 - Add response to your web site
 - Engage professionals
 - Engage an attorney



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Dear Friend and/or Fellow Traveler,

In the next few days, our site ComcastMustDie.com will be changing. This is partly because we have declared victory against Comcast, a vast, greedy, blundering, tone-deaf corporate colossus which, in one short year, has seen the light. Now it is now merely a vast, greedy, blundering corporate colossus.

But tone deaf no more.

As both The New York Times and Washington Post have recently reported, the company has heard our angry voices and taken concrete steps in the process of putting customers first. Meantime, it has used ComcastMustDie to specifically resolve many hundreds of customer complaints. There is a long way for Comcast to go, but there is also no question that it has been forced by us to reckon with us. Now we will employ the same formula to other serial customer-abusers.

In the next few days, inquiries to ComcastMustDie will be redirected to the newly created CustomerCircus.net, where other infamously arrogant corporations will be subjected to power of aggregated rage. (No worries. Comcast will still be one of them). We hope they, like Comcast, we see this not merely as a threat, but as an opportunity to connect with and regain the confidence -- even loyalty -- of its customers.

At the same time, I will be stepping away from the project, which now will be operated by my friends at Voyager360 in Santa Fe, NM, who have provided the technical back-end from the start. As a parting request, I ask that you revisit the ComcastMustDie video on YouTube and send it to everyone. Everyone. Just to remind Comcast, and everyone else, that declaration of victory does not mean our work is done.



Comcast Must Die!



Bob In
activis
Jarvis,
Shaw a
Sheare
consum
in the
the PC

events and PODcast



Join the
Service
Your Email

The unthinkable has happened. **Jeff Jarvis** sent some love **Dell's** way. "What's so nice about it is that they take the time to read the blogs and get to know the customer's needs ..."

blogbusinesssummit.com/2006/11/jeff_jarvis_hug.htm · [Cached page](#)

Jeff Jarvis officially has more influence than **Dell** does **Blog** ...

According to a new white paper by industry analyst Analytica, **Jeff Jarvis** has more influence over people's perceptions of **Dell's** customer service than **Dell** does - so much influence ...

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HiWired Blog | Jeff Jarvis' Dell Hell continues

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Jeff Jarvis—Dell Hell: The End? - Direct2Dell

Direct2Dell - the official **Dell blog** ... As some of you may already know, **Jeff Jarvis** spent a day at **Dell** a couple of weeks ago to write a BusinessWeek story.

direct2dell.com/one2one/archive/2007/10/18/31956.aspx · [Cached page](#)

Dell Responds to Jeff Jarvis : Business Blog Consulting

If you've been following the story, you know that BuzzMachine's **Jeff Jarvis** has been pissed at **Dell** for their lack of customer service. According to MediaPost, **Dell** says it has ...

www.businessblogconsulting.com/2005/08/dell_responds_t · [Cached page](#)

Dell: In the Bloghouse

Enter **Jeff Jarvis**. ... mails, some unanswered, and phone calls to **Dell's** customer-service line. "A LEMON." **Jarvis** wrote in his **blog** that he ...

www.businessweek.com/technology/content/aug2005/tc20050825_2021.htm · [Cached page](#)

The Jeff Jarvis Effect

The Jason Calacanis Weblog. For those of you who don't know about **Jeff Jarvis** and **Dell**...it's exactly the kind of thing relevantNOISE will be tracking.

www.relevantnoise.com/blog/index.php/?p=43 · [Cached page](#)

Humdinger: MarketHum's blog on marketing, media, innovation and ...

Jeff Jarvis looks back at his saga with **Dell** and reports on a recent visit to its headquarters. A quote from Michael **Dell** that echoes advice what we've given clients about ...

www.markethum.com/humdinger/2007/10/19/jeff-jarvis-on-dell · [Cached page](#)



What's expected of a corporation today



Direct Communication



CEO 2.0

sharing



- Gold Corp
- Software
- Product improvements

Product is the new marketing



You're awake!

(or at least now able to get more coffee.)

Check out the Agent InsureMe Blog
www.insuremeblog.com





SEO

Make it easy for the spiders to
understand your website

Title Tags



The screenshot shows a web browser window with the title bar text: "Free Insurance Quotes | Auto, Homeowners, Life and Health Insurance | InsureMe - Windo...". A large red arrow points from the title bar down to the main content area. The browser's address bar shows the URL "http://www.insureme.com/". The website header features the InsureMe logo, the tagline "Making it easy to find the right insurance", and a contact number. Below the header is a navigation menu with links: "About Us", "Contact Us", "Affiliate Program", and "For Agents". The main content area has the heading "Find the Right Insurance. Easily." followed by a form with a dropdown menu for "Choose an Insurance Type", a text input for "Enter your Zip Code", and a "Start Quote" button. A small padlock icon is next to the button. On the right side of the main content area is a photo of a smiling couple. The footer contains two sections: "Free Auto, Home, Life and Health Insurance Quotes" and "Agent Network".

Free Insurance Quotes | Auto, Homeowners, Life and Health Insurance | InsureMe - Windo...

File Edit View Favorites Tools Help

Back Address http://www.insureme.com/ Go Links

insureme Making it easy to find the right insurance Questions? Call (800) 467-8736 Mon-Fri 6am-5pm MST

About Us Contact Us Affiliate Program For Agents

Find the Right Insurance. Easily.


» Choose an Insurance Type: » Select an Insurance Type

» Enter your Zip Code:

» Start Quote

Free Auto, Home, Life and Health Insurance Quotes
If you're searching for quick, easy, affordable insurance quotes, your...

Agent Network
Carriers represented by agents in our network include:



Make it easy to find the right insurance

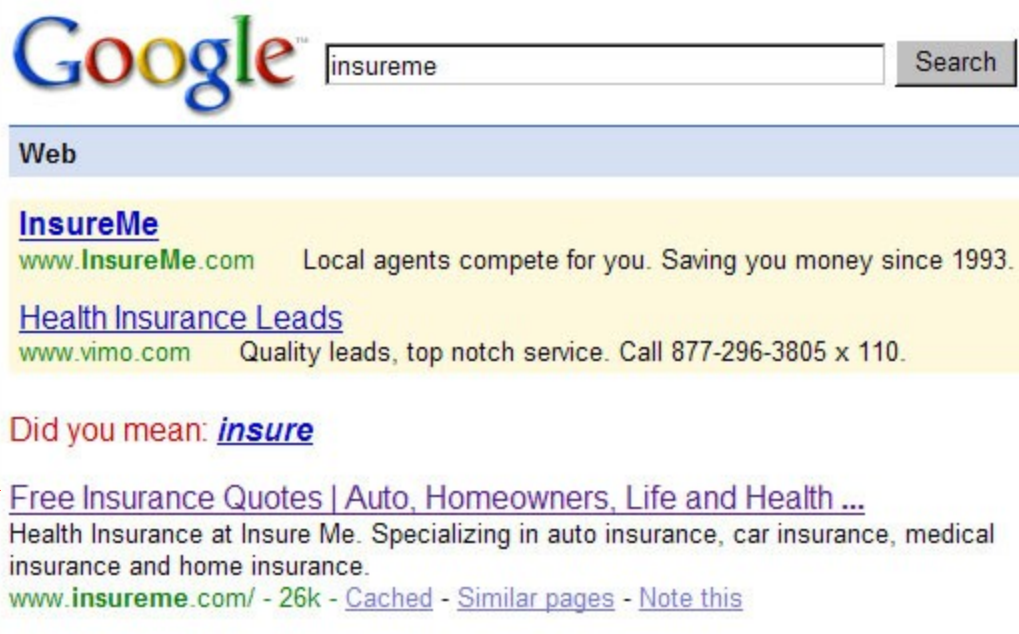
FAQs About Us

Find the Right Insurance

» Choose Insurance Type:

» Enter your Zip Code

Start Quote



Google insureme Search

Web

InsureMe
www.insureme.com Local agents compete for you. Saving you money since 1993.

Health Insurance Leads
www.vimo.com Quality leads, top notch service. Call 877-296-3805 x 110.

Did you mean: [insure](#)

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Free Auto, Home, Life and Health Insurance Quotes
If you're searching for quick, easy, affordable insurance quotes, your search is over! With one simple application, InsureMe will get you insurance quotes from top-notch insurance companies. All you need to do is compare coverage and pick which policy is the best for you!

We Save You Time & Money
For more than a decade, InsureMe's insurance shopping service has helped millions of consumers find the affordable insurance coverage they need by doing their insurance shopping for them. Let us help you, too!

Agent Network
Carriers represented by agents in our network include:



HTML behind the page

Free Insurance Quotes | Auto, Homeowners, Life and Health Insurance | InsureMe - Windows Internet Explorer

http://www.insureme.com/

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Free Insurance Quotes | Auto, Homeowners, Life and...

Questions? Call (800) 467-8736
Mon-Fri 6am-5pm MST

insureme Making it easy to find the right insurance

www.insureme[1] - Notepad


File Edit Format View Help

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" >
<head id="ctl00_Head1"><title>
  Free Insurance Quotes | Auto, Homeowners, Life and Health Insurance | InsureMe
</title><link href="App_Themes/Stylesheets/hybe-global.css" rel="stylesheet" type="text/css" />
<!--[if IE]><link href="App_Themes/Stylesheets/hybe-iefix.css" rel="stylesheet" type="text/css" /><![endif]-->
<meta name="verify-v1" content="jjjwaFASHV62TCV3jImvp9SOx+Zn9xf37wfbj07yg3UI=" /><meta name="robots" content="index,f
<body>
<form name="aspnetForm" method="post" action="default.aspx" onsubmit="javascript:return webForm_onSubmit();" id="asp
<div>
<input type="hidden" name="__EVENTTARGET" id="__EVENTTARGET" value="" />
<input type="hidden" name="__EVENTARGUMENT" id="__EVENTARGUMENT" value="" />
<input type="hidden" name="__VIEWSTATE" id="__VIEWSTATE" value="/wEPDwUKLTcwODg1MTE2Ng9kFgJmD2QWagIDDXCHgpbvbmTlExBy.
</div>

<script type="text/javascript">
//
var theForm = document.forms['aspnetForm'];
if (!theForm) {
  theForm = document.aspnetForm;
}
function __doPostBack(eventTarget, eventArgument) {
  if (!theForm.onsubmit || (theForm.onsubmit() != false)) {
    theForm.__EVENTTARGET.value = eventTarget;
    theForm.__EVENTARGUMENT.value = eventArgument;
    theForm.submit();
  }
}
//]]&gt;
&lt;/script&gt;

&lt;script src="/WebResource.axd?d=wGFPZaDiMd_rpuWMRAfAgg2&amp;amp;t=633384171687991527" type="text/javascript"&gt;&lt;/script&gt;</pre><p>It's Time to Take Action</p></div>
```


Content on the page

 **insureme** Making it easy to find the right insurance

Questions? Call (800) 467-8736
Mon-Fri 6am-5pm MST


FAQsAbout UsContact UsAffiliate ProgramFor Agents

Find the Right Insurance. Easily.

» Choose an insurance type: » Select an Insurance Type

» Enter your ZIP code:

» Start Quote



Free Auto, Home, Life and Health Insurance Quotes

If you're searching for quick, easy, affordable insurance quotes, your search is over! With one simple application, InsureMe will get you insurance quotes from top-notch insurance companies. All you need to do is compare coverage and pick which policy is the best for you!

We Save You Time & Money

For more than a decade, InsureMe's insurance shopping service has helped millions of consumers find the affordable insurance coverage they need by doing their insurance shopping for them. Let us help you, too!

It's Time to Take Action







Prepare for the future now with the comprehensive insurance coverage you need. Complete our quote box, apply for your free insurance quotes—and walk away with superior coverage at rates you can afford. InsureMe makes it easy!




Looking for insurance information? Check out our [Insurance Resource Center](#)!

Please Note: Along with [auto](#), [home](#), [life](#) and [health insurance](#) rates, we also provide [health discount program](#) quotes.

Agent Network

Carriers represented by agents in our network include:





**But, it's really all about
the links**

ut HYPERLINKS!

Where do Links Come From?



Get Links From:

(positive)



I'm
so
confuse

Reputation Management

- Commercial Internet 101
- Reputation Management 101**
- Whatcha gonna do about it?
- Radical Transparency

The web can build your brand and image

It can also crush your reputation



A new industry has blossomed

- Reputation management system
- Reputation management consultants
- Reputation management company
- Reputation Economy
- Chief Reputation Strategist
- Googlebombed

Reputation Management

Currently, the process of
tracking an entity's actions, and
opinions about those actions;
reporting on those actions and opinions; and
reacting to that report.



waffles kerry

Search

[Advanced Search](#)
[Preferences](#)

Web

[Kerry Gets Google-Bombed](#)

"When we heard people were linking the word '**waffles**' with John **Kerry**, our thought was, 'This is ridiculous,'" said Morra Aarons, Internet grass-roots ...

[www.wired.com/politics/law/news/2004/05/63557](#) - 47k - [Cached](#) - [Similar pages](#)

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"The top result on Google from typing in "**waffles**" was Democratic candidate John **Kerry**'s official campaign site on Monday. ...

[blogscoped.com/archive/2004_05_27_index.html](#) - 9k - [Cached](#) - [Similar pages](#)

[John **Kerry**'s Waffle House - Funny Picture](#)

John **Kerry** establish his new campaign headquarters in a **Waffle** House.

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["Dean **waffles**." "**Kerry waffles**": ENOUGH! - Democratic Underground](#)

Dean **waffles**; **Kerry** has egg on his face;, Sean Reynolds, Sep-12-03 09:33 PM, #8. Bob is the only one that came out sounding Good! zidzi, Sep-12-03 09:43 PM ...

[www.democraticunderground.com/discuss/duboard.php?az=view_all&address=105x187315](#) - 56k -

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[Political Topics And Discussion > **Waffles Kerry** To Wed...](#)

Officials of the presidential campaign of John F. "Frenchy" **Kerry** have admitted that Senator **Kerry** has secretly divorced his multi-millionaire wife Teresa ...

[www.bearpit.net/lofiversion/index.php/t442.html](#) - 4k - [Cached](#) - [Similar pages](#)

[sisu: New bestseller: Totally Pancakes & **Waffles Kerry**](#)

The point of the **Waffles** campaign is that **Kerry** does, indeed, **waffle** on all important issues. It is not a smear to call something by its true name. ...

[sisu.typepad.com/sisu/2004/04/httpwwwbarkingm.html](#) - 74k - [Cached](#) - [Similar pages](#)

[The **waffles** of John **Kerry** - By Michael Grunwald - Slate Magazine](#)

Last week, President Bush offered a wry critique of his Democratic challengers. "They're for tax cuts and against them. They're for NAFTA and against NAFTA.

[www.slate.com/id/2096540/](#) - 52k - [Cached](#) - [Similar pages](#)

[The Conservative Zone: More **Kerry Waffles**](#)

Man, **Waffle** House and IHOP ought to come out with a **Kerry Waffle**. Here's two more **waffles**. **Kerry** Praises Terrorist Leader Arafat as 'Role Model' and MEDIA ...

[www.theconservativezone.com/2004/03/more_kerry_waffles.html](#) - 5k - [Cached](#) - [Similar pages](#)



miserable failure

Search

[Advanced Search](#)
[Preferences](#)

Web

[Google Kills Bush's **Miserable Failure** Search & Other Google Bombs](#)

After just over two years, Google has finally defused the "Google Bomb" that has returned US President George W. Bush at the top of its results in a search ...

[searchengineland.com/070125-230048.php](#) - 88k - [Cached](#) - [Similar pages](#)

[BBC NEWS | Americas | '**Miserable failure**' links to Bush](#)

Web users manipulate a popular search engine so an unflattering description leads to the president's page.

[news.bbc.co.uk/2/hi/americas/3298443.stm](#) - 32k - [Cached](#) - [Similar pages](#)

[Miserable Failure - Funny Bush Picture](#)

George W. Bush stands on the USS Lincoln under a banner that says **Miserable Failure**.

[politicalhumor.about.com/library/images/blbush**miserablefailure**.htm](#) - 19k -

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[snopes.com: **Miserable Failure**](#)

Why is the phrase '**miserable failure**' tied to President Bush's biography in Google?

[www.snopes.com/politics/bush/google.asp](#) - [Similar pages](#)

[Google Halts '**Miserable Failure**' Link to President Bush - New York ...](#)

Jan 29, 2007 ... A favored online tactic to mock the president — altering the Google search engine so the words "**miserable failure**" lead to President Bush's ...

[www.nytimes.com/2007/01/29/technology/29google.html](#) - [Similar pages](#)

[Atlantic Unbound | Politics & Prose | 2003.09.24](#)

Jack Beatty on why Bush is a **miserable failure**. ... Can a "**miserable failure**" of a president win re-election? Bush's victory would testify to a civic ...

[www.theatlantic.com/unbound/polipro/pp2003-09-24.htm](#) - [Similar pages](#)

[Apogee Weblog: Google's **Miserable Failure**](#)

Mar 22, 2008 ... Distribution fraud is Google's **miserable failure**. This particular post is a continuation from AdWords Advice: Ban Parked Domains in Search ...

[www.apogee-web-consulting.com/blogger/2008/03/googles-**miserable-failure**.html](#) - 32k -

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[Political Google bombs in the 2004 U.S. Presidential election ...](#)

Screenshot of the Google search results for "**Miserable Failure**" as of March 2007. ... Two of the first were the "**miserable failure**" Google bomb linked to ...

[en.wikipedia.org/wiki/**Miserable_failure**](#) - 33k - [Cached](#) - [Similar pages](#)

Googlebombing 'failure'

9/16/2005 12:54:00 PM

Posted by Marissa Mayer, Director of Consumer Web Products

If you do a Google search on the word [\[failure\]](#) or the phrase [\[miserable failure\]](#), the top result is currently the White House's official biographical page for President Bush. We've received some complaints recently from users who assume that this reflects a political bias on our part. I'd like to explain how these results come up in order to allay these concerns.

Google's search results are generated by computer programs that rank web pages in large part by examining the number and relative popularity of the sites that link to them. By using a practice called [googlebombing](#), however, determined pranksters can occasionally produce odd results. In this case, a number of webmasters use the phrases [\[failure\]](#) and [\[miserable failure\]](#) to describe and link to President Bush's website, thus pushing it to the top of searches for those phrases. We don't condone the practice of googlebombing, or any other action that seeks to affect the integrity of our search results, but we're also reluctant to alter our results by hand in order to prevent such items from showing up. Pranks like this may be distracting to some, but they don't affect the overall quality of our search service, whose objectivity, as always, remains the core of our mission.

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Labels: [policy and issues](#), [search](#)

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Archives



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Newest Google blogs

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A close-up photograph of an older man with a white mustache, wearing a dark suit, blue shirt, and patterned tie. He is resting his head on his hand, looking thoughtful or stressed. A speech bubble is overlaid on the right side of the image.

What's a
poor fellow
to do?