

# NetReputation

EXPERT REPUTATION MANAGEMENT

# Digital Footprint

Created by NetReputation



# Digital Footprint

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An online reputation management campaign begins with content creation for the same reasons a project starts with a solid foundation. Just as a strong foundation sets the course for a successful project, content creation forms the basis for a successful reputation management strategy in the digital realm. You establish the fundamental framework for shaping your online image by crafting high-quality and relevant content.

“Everything you do now ends up in your permanent record. The best plan is to overload Google with a long tail of good stuff and to always act as if you're on Candid Camera, because you are.”

**Seth Godin**



# Content Creation

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Much like a project's foundation clarifies goals and expectations, content creation allows you to present your personal story and key messages strategically. It helps you control the narrative surrounding your brand, influencing how others perceive you online. A well-thought-out content strategy ensures consistency in your online presence and reinforces the reputation you aim to build.

Without a strong content foundation, your online reputation management efforts could be directionless and fragmented. Poorly managed content can lead to misunderstandings, misinformation, and potential damage to your brand's image. By initiating the reputation management campaign with content creation, you ensure you're proactively shaping the narrative, building trust, and mitigating risks. Content creation is the bedrock upon which you construct a positive and influential digital reputation.



# Digital Footprint Packages

	90 day term	120 day term	180 day term	240 day term	270 day term
Features	\$6,500	\$11,000	\$18,000	\$22,000	\$29,500
Negatives (Page 1 & 2)	1 - 2 Negatives	3 - 4 Negatives	4 - 5 Negatives	5 - 6 Negatives	6 - 8 Negatives
Total Web Assets	18	36	43	49	55
Receives a Monthly Report	✓	✓	✓	✓	✓
Content is on Auto-approval / Autopilot	✓	✓	✓	✓	✓
Exact Match Domain Creation / Optimization	1	1	2	2	2
Total Guest Posts	1	3	4	5	6
Featured Post Direct Placement	1	1	2	2	2
Identify Negative and Positive Assets That Exist Already	✓	✓	✓	✓	✓
Prepare a List of Topics for the Life of the Campaign	✓	✓	✓	✓	✓
Web 2.0 Property Creation / Optimization	15	32	35	40	45
Engagement and Promotion on Created Assets	Once per month	Once per month	Once per month	Once per month	Once per month
Unique Keywords	1	2	3 or more	3 or more	3 or more
Additional Link Booster + Time released backlink activity				✓	✓



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# Control Your Online Reputation

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