

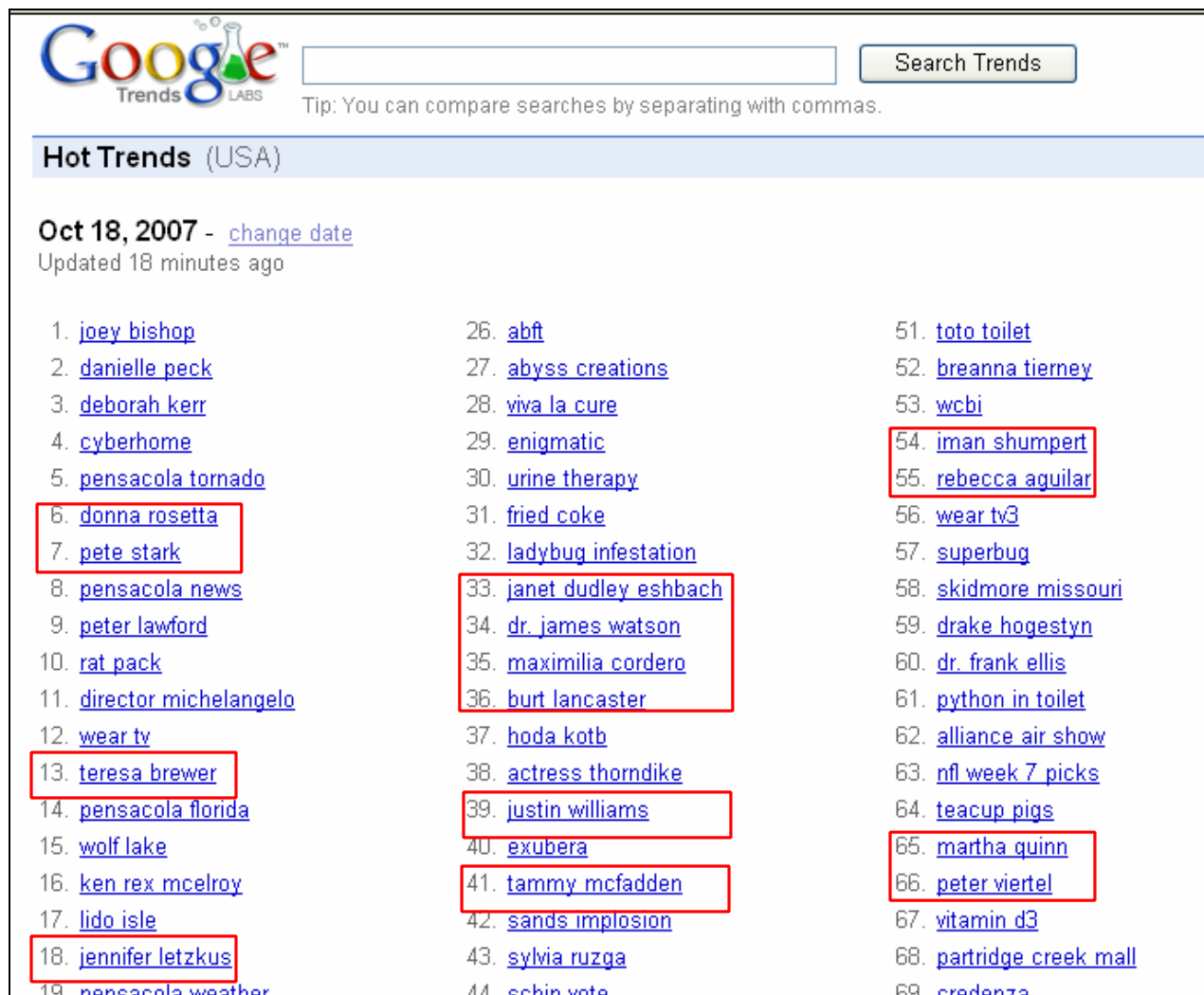
## Reputation Management – Personal Search Engine Optimization

Using a search engine is the 2<sup>nd</sup> most popular online application behind email and with over 60% of traffic to websites coming from search engines, it is important for chief executives to celebrities to understand how to manage their reputation online.

Often websites that either support or damage a person's reputation are unwarranted or unknown to individuals yet until they appear high in the search engine results pages. With free profiling directories such as Linked In, blogging tools such as Blogger and social media websites such as MySpace and Facebook as well as online video websites such as YouTube, these websites often appear high in the search results of search engines such as Google, Yahoo!, ASK and MSN.

***With all search engines now including social media websites, video and blogs into their search results pages, reputation management is critical.***

One way to manage Reputation Management online is to use search engine optimization techniques. As can be seen in the Google HotTrends report, names of well known people with media profiles are some of the highest searched on terms.



Google Trends LABS  Search Trends  
Tip: You can compare searches by separating with commas.

### Hot Trends (USA)

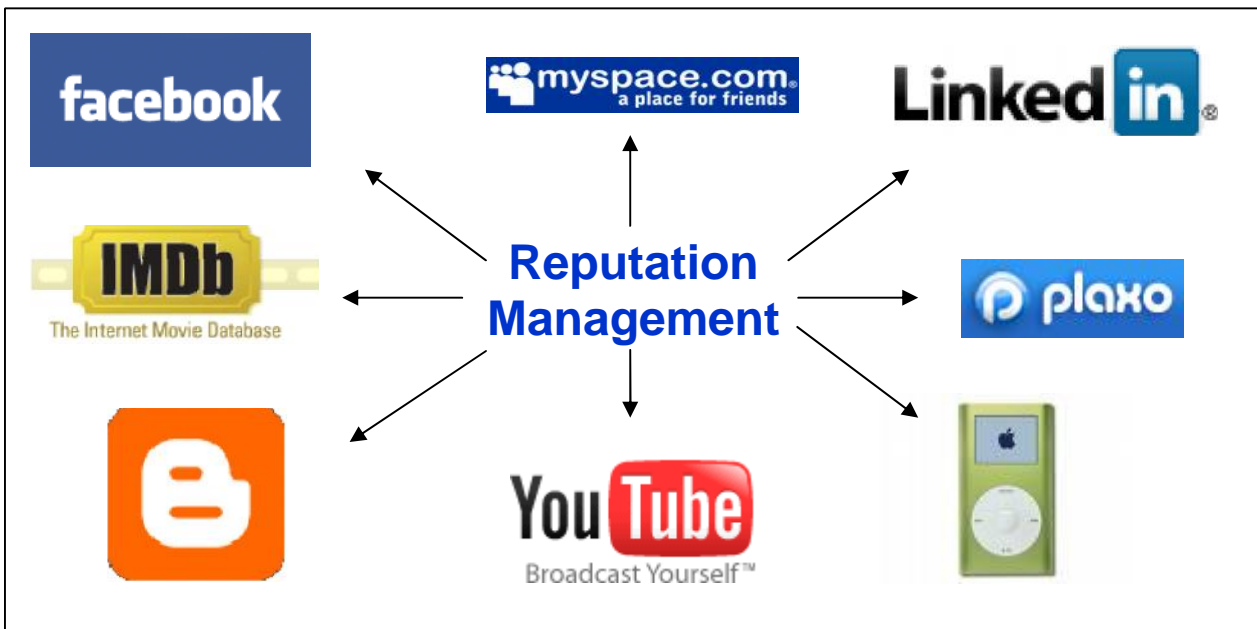
Oct 18, 2007 - [change date](#)  
Updated 18 minutes ago

1. <a href="#">joey bishop</a>	26. <a href="#">abft</a>	51. <a href="#">toto toilet</a>
2. <a href="#">danielle peck</a>	27. <a href="#">abyss creations</a>	52. <a href="#">breanna tierney</a>
3. <a href="#">deborah kerr</a>	28. <a href="#">viva la cure</a>	53. <a href="#">wcbi</a>
4. <a href="#">cyberhome</a>	29. <a href="#">enigmatic</a>	54. <a href="#">iman shumpert</a>
5. <a href="#">pensacola tornado</a>	30. <a href="#">urine therapy</a>	55. <a href="#">rebecca aguilar</a>
6. <a href="#">donna rosetta</a>	31. <a href="#">fried coke</a>	56. <a href="#">wear tv3</a>
7. <a href="#">pete stark</a>	32. <a href="#">ladybug infestation</a>	57. <a href="#">superbug</a>
8. <a href="#">pensacola news</a>	33. <a href="#">janet dudley eshbach</a>	58. <a href="#">skidmore missouri</a>
9. <a href="#">peter lawford</a>	34. <a href="#">dr. james watson</a>	59. <a href="#">drake hogestyn</a>
10. <a href="#">rat pack</a>	35. <a href="#">maximilia cordero</a>	60. <a href="#">dr. frank ellis</a>
11. <a href="#">director michelangelo</a>	36. <a href="#">burt lancaster</a>	61. <a href="#">python in toilet</a>
12. <a href="#">wear tv</a>	37. <a href="#">hoda kotb</a>	62. <a href="#">alliance air show</a>
13. <a href="#">teresa brewer</a>	38. <a href="#">actress thorndike</a>	63. <a href="#">nfl week 7 picks</a>
14. <a href="#">pensacola florida</a>	39. <a href="#">justin williams</a>	64. <a href="#">teacup pigs</a>
15. <a href="#">wolf lake</a>	40. <a href="#">exubera</a>	65. <a href="#">martha quinn</a>
16. <a href="#">ken rex mcelroy</a>	41. <a href="#">tammy mcfadden</a>	66. <a href="#">peter viertel</a>
17. <a href="#">lido isle</a>	42. <a href="#">sands implosion</a>	67. <a href="#">vitamin d3</a>
18. <a href="#">jennifer letzkus</a>	43. <a href="#">sylvia ruzga</a>	68. <a href="#">partridge creek mall</a>
19. <a href="#">pensacola weather</a>	44. <a href="#">schin vote</a>	69. <a href="#">credenza</a>

Source: <http://www.google.com/trends/hottrends>

## Reputation Management Matrix

Reputation Management requires an understanding of how search engines work as well as how social media networks, personal business directories, celebrity directories, blogging and online video interact with each other. The matrix diagram illustrates the type of technology that should be considered when managing your or your client reputation online.



### For further information, contact

Graeme Marsh  
Los Angeles  
Email: [graeme.marsh@searchforecast.com](mailto:graeme.marsh@searchforecast.com)  
Telephone: 808.356.9342

Richard Andrus  
San Francisco  
Email: [richard.andrus@searchforecast.com](mailto:richard.andrus@searchforecast.com)  
Telephone: 925.858.5663

Marc Phillips  
Email: [marc.phillips@searchforecast.com](mailto:marc.phillips@searchforecast.com)  
Telephone: 415.606.0900

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