


If your current online reputation management resources require additional support and assistance, be sure to look for an experienced organization that operates exclusively in the senior living marketplace and has the specialized expertise and experience required to succeed. That organization is **Sage Age Strategies**.

Learn more about our proven online reputation management services and how they can build your business and protect your brand by calling us today.

570.601.1720



Our online reputation management services boost your brand, protect your good name and grow your sales.

Experts in Online Reputation Management

In the final analysis, the reputation of your brand in the competitive marketplace is your community's most precious asset. Yet without the proper attention and management, it could also become your greatest liability. Your reputation must be continually nurtured, grown and protected in order to flourish. The perception and credibility of your brand affect virtually every critical aspect of operating a successful senior living community.

The Internet and online communications have become the go-to source for senior living information. Today, e-commerce is at the epicenter of the 21st century marketplace and represents an area you must excel in to optimize your success. As a highly dynamic environment, it also includes the potential for negative comments about your brand. Instead of retreating from what is now the standard for social interaction for business, you'll find that a strong offense is actually your best defense for keeping your reputation strong and intact.



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Online Reputation Management Strategy

At Sage Age Strategies, we help you to achieve the ultimate goal of online reputation management – to maintain an unblemished “page one” on web search engines such as Bing and Google. The evidence shows that most people conducting a web search never look beyond the first page of a ranked search listing. Approximately 95% of all clicks go to a Top 10 result. Therefore, our primary strategy is to build your positive listings in order to push any negative results far down the list. Thus, if there are any negative references, they never appear on page one.

Social media has upped the stakes and morphed reputation management into monitoring real-time conversations and feedback about your community. Today, it’s an unfortunate fact that some people are motivated to make negative comments online about your organization. In an era of instant gratification and instantaneous communication, maintaining a strong brand reputation has never been more challenging or more important for the senior living industry.

In our “viral word of mouth” world, there are several key strategies we employ to strengthen your brand and protect your reputation. It pays to be proactive, optimize your content, monitor your search results regularly, take action immediately if negative comments surface and try to keep things in perspective.

Comprehensive Services that Optimize Your Online Reputation and Power Your Brand

At Sage Age Strategies, our online reputation management services enable you to optimize your positives and minimize or eliminate negative content. We respond to negative reviews quickly and directly and counter them with information that conveys the truth and the facts about your community.

- **Search Engine Management** – We provide you with the ideal website design, evidence-based SEO tactics, link building and SEO copywriting that maximize consumer-focused key words and word counts to assure your community’s positive reviews appear on the first page of search engine results. In addition to bringing positive reviews to the first page, our SEO services also help to push negative reviews to later pages that are rarely viewed by consumers.

- **Reputation Building** – We excel in developing your social media programs such as blogs, Facebook, Google+, Twitter and LinkedIn to convey a positive image to your key stakeholders and boost your online presence and reputation. While social media is an excellent way to interact with and

attract new customers, it can also open the door to negative commentary. We assure that any such problems are addressed expeditiously and effectively.

- **Content Management** – Our expert online content management services assist you by developing blog sites and posts, feature articles, key-word-optimized media releases, video and more—all designed to optimize your reputation, create page one search rankings and push any negative publicity down in the rankings.

- **Service Recovery and Issues Management** – If a reputation problem does occur, we apply our industry experience and evidence-based best practices to minimize the negative impact and attempt to recover your blemished reputation. With the right approach, it is sometimes possible to make “lemonade out of lemons.”

- **Monitoring and Reporting** – We provide comprehensive website analysis to evaluate the effectiveness of your online platform as well as monitor external review and commentary sites to track what is being posted about your brand. When needed, we help you to respond to inaccurate stories, deal with unhappy customers and respond to unflattering rumors. Status reports are provided to you on a regular basis.