



reputation rhino

HOW

Reputation Rhino Helped a Personal Injury Attorney Rebuild and Repair His Damaged Reputation!

OVERVIEW

Using a customized public relations and content marketing strategy to suppress negative content and improve the visibility of positive online search results, Reputation Rhino was able to repair and rebuild the online reputation of a successful personal injury attorney in just a few months.

BACKGROUND

Texas is a rapidly growing, highly competitive legal market. In some ways however, the legal community still resembles the rugged Wild West of yesteryear. Our client, a well-known Texas personal injury attorney and his firm were sued by a rival law firm in connection with a fee dispute. He found himself about to experience a wild western showdown firsthand.

Along with risking the loss of his law license if found guilty, his professional reputation was at stake. The case was prominently featured in a national legal publication and the dooming article quickly circulated its way to the first page of Google.

THE DAMAGE

In 2021, the attorney was looking to grow his law firm. However, the distraction and expense of the ongoing litigation and negative press were hurting recruiting efforts and raising difficult questions with potential clients.

Our client was eagerly looking to the future of an expanded practice with a new client base and building strong relationships with potential referral sources.

However, Google was making it impossible.

THE SOLUTION

- Suppress and remove negative content appearing on Page 1
- Increase positive content to improve search results
- Build an SEO campaign to strengthen positive search result



THE STRATEGY

The negative search result was able to rank on Page 1 of Google for two major reasons: it came from a high authority news publication and our client did not have strong positive and neutral content already ranking for his name or law firm. Our goal was to quickly change that.

We developed a customized online reputation management strategy to optimize existing search results and create powerful new content. Next, we identified existing positive search results, such as legal directory sites already ranking with 5-star reviews, like Martindale, SuperLawyers, Lawyers.com, and Avvo.com. Then, we located existing positive and neutral content and began building strong links to these properties for them to rank higher on Google.

Reputation Rhino helped design, develop, and launch a new, SEO-friendly website for the client which quickly jumped to the top of Page 1.

To outrank the negative article, we published a series of interviews highlighting our client's successful personal injury law practice and local philanthropy and began publishing optimized press releases on premium local and national news sites.



Three out of the top 7 search results ranking for our client on Page 1 included content we created during the first months of the campaign.

THE RESULTS

The proof is in the results. Our client was able to recover and rebuild his online reputation with acclaimed strategies formulated by Reputation Rhino to increase positive brand presence online.

- **The news story, previously #5 on Page 1, is currently ranking #61 on page 7**
- **The best news yet, the lawsuit was dismissed against our client and he is opening two new offices in Texas 2023!**

The best news yet, our client was finally approved for his new medical center which is scheduled to open in 2023.

Why Reputation Rhino? Reputation Rhino is an award-winning online reputation management agency based in New York City. We have worked with some of the largest brands in the world and advised high-profile individual clients, including Hollywood celebrities, members of Congress, and C-suite-level business executives.

Our company has been featured on Bloomberg Businessweek, Time, Forbes, Fox Business, Huffington Post, U.S. News, International Business Times, and more.

Reputation Rhino is led by an extraordinary team of experienced legal, marketing, technology, and public relations experts who customize an affordable and highly effective online reputation management strategy. Reputation Rhino can quickly eliminate the impact of damaging news articles, reviews, blog posts, forum comments, and other negative content while in turn promoting a positive online image to anyone looking for you or your company online.

We look forward to working with you!

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