

GETTING THE BEST RESULTS
FROM A
GLOBAL BRAND REPUTATION
MANAGEMENT SEARCH



innovationprocessworks

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Global Brand Reputation Management Search

Have you ever experienced brand misrepresentation?

The Global Reputation Management Report searches the web for cases where the term searched is possibly being used in a derogatory manner which may be misrepresenting your brand. Examples might be the use

of pornography, Urban dictionary, or any other form of misuse or slander. BrandPDQ algorithms cross-reference a list of over 70 words of disrepute to filter the most relevant results to the top of the report.

BRAND MISREPRESENTATION

Brand misrepresentation is an unfortunate factor you should consider while building your brand equity. Association with negative thoughts or ideas could negatively impact your brand tremendously. Stay up to date on what's happening with your brand or company's image.

Types of Negativity that could impact your brand or company

- Urban Dictionary
- Pornography
- Negative blog posts
- Negative feedback
- Employment Sites
- Negative newsfeeds

**Don't worry, there are no clickable links for your viewing safety.*

Global Brand Reputation Management Search

Getting Started

The screenshot shows the BRAND PDQ website interface. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account. The main content area is titled 'Cart' and is divided into two main sections: 'Search It Products' and 'Global Search It'.

Search It Products: This section has a dropdown menu set to 'Global'. Below it, a list of products is displayed with their prices and 'Add' buttons:

| Product | Price | Action |
|------------------------------------|--------|--------|
| Global Domain Name Search | \$99 | Add |
| Global Logo Search | \$1000 | Add |
| Global Ad Image Search | \$1000 | Add |
| Global Brand Reputation Management | \$750 | Add |
| Global Anti-Counterfeit Search | \$750 | Add |
| Global Social Media Search | \$99 | Add |

Below the product list, there are dropdown menus for 'USA' and 'Franchise'. At the bottom of this section is a red button labeled 'Enforce It Products'.

Global Search It: This section shows the details for the selected product, 'Global Brand Reputation Management', with a price of \$750. It includes a search term input field and a 'Remove' button. The total cart amount is displayed as 'Total: \$750' with a 'Proceed to Checkout' button.

1. Under the “Global” tab below Search It Products, select “Add” next to Global Brand Reputation Management. Here you will find the option to search by term.

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Search It Products: A list of search services with their respective prices and 'Add' buttons:

| Product | Price | Action |
|------------------------------------|--------|--------|
| Global Domain Name Search | \$99 | Add |
| Global Logo Search | \$1000 | Add |
| Global Ad Image Search | \$1000 | Add |
| Global Brand Reputation Management | \$750 | Add |
| Global Anti-Counterfeit Search | \$750 | Add |
| Global Social Media Search | \$99 | Add |

Below this list are dropdown menus for 'Global', 'USA', and 'Franchise'. A red button labeled 'Enforce It Products' is also present.

Global Search It: A section for 'Global Brand Reputation Management' with a price of \$750. It includes a 'Term:' input field containing 'IP Watch' and a 'Remove' button. A 'Proceed to Checkout' button is located at the bottom right of the cart area.

Total: \$750

2. After typing your search term in the window, click “Proceed to Checkout” and fill in all required details.

Global Brand Reputation Management Search

Getting Started

The screenshot displays the BRAND PDQ Customer Dashboard. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account, along with a Logout button. The main heading is "Customer Dashboard" with a sub-note "Current plan for Brand PDQ: Unlimited".

Search It Products

A dropdown menu is set to "Global". Below it, a list of search products is shown, each with a price of \$0 and an "Add" button:

- Global Domain Name Search
- Global Logo Search
- Global Ad Image Search
- Global Brand Reputation Management
- Global Anti-Counterfeit Search
- Global Social Media Search

Below this list are two more dropdown menus: "USA" and "Franchise". At the bottom of this section, there is a red "Enforce It Products" header with two dropdown menus: "Trademark" and "Reputation".

Search It Reports

This section shows a table of reports. The "Show" dropdown is set to "10" entries. A search bar is present. The table has columns for Type, Report Title, Term, Date, and PDF. The first row is highlighted, and a mouse cursor is clicking on the PDF icon.

| Type | Report Title | Term | Date | PDF |
|---------|---|------------------|------------|-----|
| Global | Global Brand Reputation Management | IP Watch | 01-24-2018 | |
| Global | Global Ad Image Search | Global-Logo.png | 01-24-2018 | |
| Global | Global Logo Search | IPW-Logos-01.png | 01-23-2018 | |
| Global | Global Domain Name Search | ip watch | 01-23-2018 | |
| Federal | USA Trademark Comprehensive Search Report | IPWatch | 01-22-2018 | |
| Federal | USA Trademark Screening Report | IPWatch | 01-22-2018 | |

Showing 1 to 6 of 6 entries. Navigation: Previous Next

Enforce It Reports

This section shows a table of reports. The "Show" dropdown is set to "10" entries. A search bar is present. The table has columns for Type, Report Title, Term, Date, and PDF. It shows "Showing 0 to 0 of 0 entries".

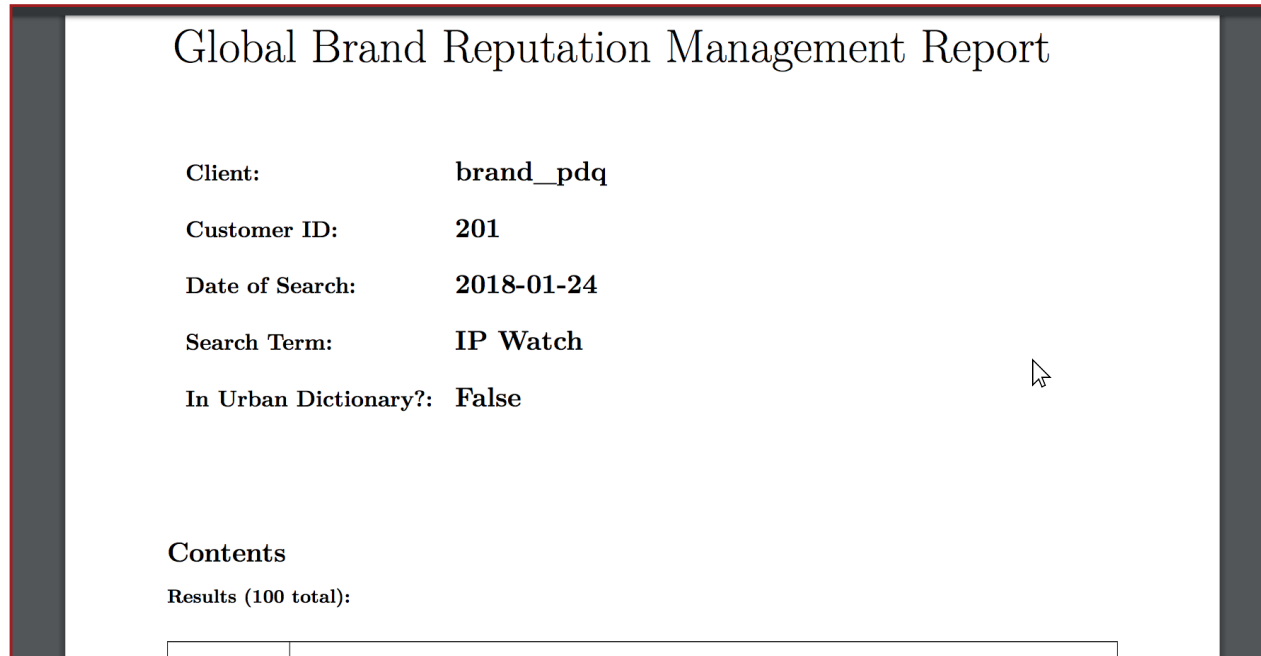
| Type | Report Title | Term | Date | PDF |
|------|--------------|------|------|-----|
|------|--------------|------|------|-----|

Showing 0 to 0 of 0 entries. Navigation: Previous Next

3. After completing all details, you will be brought to this window. After loading, an animated icon will appear below the PDF column. Click this icon once ready.

Global Brand Reputation Management Search

Getting Started



The screenshot displays a report interface with the following details:

- Client:** brand_pdq
- Customer ID:** 201
- Date of Search:** 2018-01-24
- Search Term:** IP Watch
- In Urban Dictionary?:** False

Below the search details, there is a section titled **Contents** with the text **Results (100 total):**. A table is partially visible at the bottom of the screenshot, showing a single row with two columns.

4. Your results will appear in a new tab. Scroll down to view all results.

HAPPY
SEARCHING!



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