

# Online Reputation Management PORTFOLIO

# Our Work:

## Online Reputation Management

### 1) Daniel P. Canon

**Project Type:** Personal Reputation Management Time

duration: 12 Months

**Job Description:** Daniel P. Cannon is the Managing Director at Oberon Securities. He admitted the terms of his supervised release by conspiring to possess, with the intent to distribute, more than five kg of cocaine. The district court revoked Cannon's release and imposed a prison term of 60 months for the violation.

**Problem:** That case ruined his fame as well as his online reputation as when someone searched his name, one negative link showed up on the first page of Google.

**Our approach:** Based on the client's needs, we developed a customized plan which included various digital assets such as websites, blogs, press releases and professionally written content. Once the assets were developed, we used powerful search engine optimization (SEO) techniques while continually optimized assets to build authority with Google.

**Results:** The negative article was pushed to the bottom of the 2nd page within 8 months.

This snapshot has taken at the initial stage of the project. Before starting the project, negative link was showing on the 3rd position of Google SERP.

Google  Sign in

All News Shopping Images Videos More Settings Tools

About 34,400,000 results (0.28 seconds)

**Daniel P. Cannon - CEO - Artillery One, Inc. | LinkedIn**  
<https://www.linkedin.com/in/daniel-p-cannon-33805569>  
 View Daniel P. Cannon's profile on LinkedIn, the world's largest professional community. Daniel P. has 21 jobs listed on their profile. See the complete profile on ...

**Videos**

**Next Generation Experts in Blockchain | Daniel P. Cannon**  
 Daniel P. Cannon  
 YouTube - Oct 25, 2018

**Daniel P. Cannon: Managing Director at Oberon Securities**  
 Daniel P. Cannon  
 Vimeo - Aug 17, 2018

**USA v. Cannon, Daniel P., No. 07-2372 (7th Cir. 2007) - Justia Law**  
<https://law.justia.com/.../07-2372-2007-11-02-nonprecedential-disposition-2011-02-2...>  
 USA v. Cannon, Daniel P., No. 07-2372 (7th Cir. 2007) case opinion from the US Court of Appeals for the Seventh Circuit.

**Daniel P. Cannon on Vimeo**  
<https://vimeo.com/danielpcannon>  
 Daniel is a Wall Street-trained investment banker and an expert in business strategies with more than 32 years of global experience. Currently, he serves as ...

**Daniel P. Cannon: Founder of Blockchain Innovators Summit ...**  
<https://speakerdeck.com/danielpcannon/daniel-p-cannon-founder-of-blockchain-inno...>  
 Daniel is Founder and CEO of the ICO/blockchain advisory firm Artillery One, Inc. and CEO of the Swiss payments platform company Monetas AG, based out of ...

**Daniel P Cannon (@CannonDaniel1) | Twitter**  
<https://twitter.com/cannondaniel1?lang=en>  
 Na tweetanna is déanaí ó Daniel P Cannon (@CannonDaniel1), investment Banker, Energy.

**US investor bails out bankruptcy-threatened Monetas - SWI swissinfo.ch**  
[https://www.swissinfo.ch/eng/financial-lifeline\\_us-investor-bails\\_43867342](https://www.swissinfo.ch/eng/financial-lifeline_us-investor-bails_43867342)  
 Jan 31, 2018 - Artillery One founder, Daniel P Cannon, will take over as Monetas CEO and chairman of the blockchain payments start-up. Monetas founder ...

**Daniel P. Cannon - Managing Director - Oberon Securities - beBee**  
<https://www.beebe.com/us/bee/danielpcannon>  
 View Daniel P. Cannon professional and social profile. You can check their skills, interests and recent publications.

**Images for daniel p. cannon**

→ More images for daniel p. cannon Report images

**Results Found: Daniel P Cannon | View Contact Info**  
[www.peoplefinders.com/](http://www.peoplefinders.com/)  
 Daniel P Cannon: Current Address, Age, Phone, Email & More. Get Your Report Now. Fastest Results. Over 2 Billion Records. Database Updated Daily. Discrete and Secure. Find Anyone, Anywhere. Industry leader since '98. Services: Reverse phone lookup, Background check. Search By Name Search Public Records Search By Address Background Checks

**Searches related to daniel p. cannon**

daniel p. cannon <b>artillery one</b>	<b>artillery one inc</b>
daniel cannon <b>artillery one</b>	daniel cannon <b>middlebury</b>
daniel cannon <b>blockchain</b>	daniel cannon <b>indianapolis</b>
daniel cannon <b>oberon securities</b>	<b>artillery one blockchain</b>

Go ooooooogoo >  
 1 2 3 4 5 6 7 8 9 10 Next

© New York NY, New York - From your Internet address - Use precise location - Learn more

Help Send feedback Privacy Terms

We dedicated 12 months on this project and we slid down this negative link to the 2nd page of Google SERP.



daniel p. cannon



Sign in

All News Images Shopping Videos More Settings Tools

Page 2 of about 30,500,000 results (0.26 seconds)

### Daniel P Cannon Profiles | Facebook

<https://www.facebook.com/public/Daniel-P-Cannon>

View the profiles of people named Daniel P Cannon. Join Facebook to connect with Daniel P Cannon and others you may know. Facebook gives people the ...

### Daniel P. Cannon - IMDb

<https://www.imdb.com/name/nm9380665/>

Daniel P. Cannon, Actor: Reasonable Doubt. Daniel P. Cannon is an actor, known for Reasonable Doubt (2001).

### USA v. Cannon, Daniel P., No. 07-2372 (7th Cir. 2007) - Justia US Law

<https://law.justia.com/cases/federal/appellate-courts/ca7/07-2372/07-2372-2007-11-02-nonprecedential-disposition-2011-02-2...>

USA v. Cannon, Daniel P., No. 07-2372 (7th Cir. 2007) case opinion from the US Court of Appeals for the Seventh Circuit.

### Daniel P Cannon - YouTube

<https://www.youtube.com/channel/UCYn4ffCh5zfrUp3e8MSMNw>

Apr 12, 2018 - Daniel P. Cannon is the M.D at Company "Oberon Securities". Daniel P. Cannon has expertise in Business Development having huge ...

### Images for daniel p. cannon



→ More images for daniel p. cannon

Report images

### Next Generation Experts in Blockchain | Daniel P. Cannon - YouTube

[https://www.youtube.com/watch?v=0W5qBb\\_6GoE](https://www.youtube.com/watch?v=0W5qBb_6GoE)



Oct 25, 2018 - Uploaded by Daniel P. Cannon

Blockchain is a key emerging technology and 75 experts from different organizations came together to provide a ...

### Daniel P. Cannon - Quora

<https://www.quora.com/profile/Daniel-P-Cannon-1>

Daniel P. Cannon, Managing Director at Oberon Securities. Daniel is a Wall Street-trained investment banker and an expert in business strategies with more ...

### Daniel P. Cannon: A Reputable Financial Advisor - Trepup

<https://www.trepup.com/danielcannon/post/52341>

May 14, 2018 - Daniel P. Cannon is a reputable financial advisor out there who is having your best interest in mind. If you do a little research and ask the right ...

### Daniel P. Cannon aka danielpcannon on Threadless

<https://www.threadless.com/@danielpcannon>

Shop graphic tees, artwork, iphone cases, and more designed by the worldwide Threadless community.

### Daniel P Cannon - Ancestry

[https://www.ancestry.com/genealogy/records/daniel-p-cannon\\_162026261](https://www.ancestry.com/genealogy/records/daniel-p-cannon_162026261)

Research genealogy for Daniel P Cannon, as well as other members of the Cannon family, on Ancestry.

### Searches related to daniel p. cannon

daniel p cannon artillery one	daniel cannon oberon securities
daniel cannon oberon	daniel cannon blockchain
artillery one daniel cannon	daniel cannon houston
artillery one blockchain	daniel cannon middlebury ie



New York NY, New York

From your Internet address - Use precise location - Learn more

Help Send feedback Privacy Terms

## 2) Jack Kavanaugh

**Project Type:** Personal Reputation Management

**Time duration:** 12 Months+ Ongoing Management

**Job Description:** On 25th May 2012, a Los Angeles jury found that Jack Kavanaugh, father of Relativity Media CEO - Ryan Kavanaugh, defrauded his former friend Victor Sands in the sale of a phony Picasso. It awarded Sands close to \$3.5 million in damages. Jack Kavanaugh was ordered to pay Sands \$250,000 in punitive damages.

**Problem:** This case originated many unfavorable articles. 40% of the first page of Google search results were negative, whereas, 20% were on the second page.

**Our approach:** However, after thoroughly analyzing the situation, we decided to aim for a strategy which would help us to create a strong, positive, and controlled set of search results. We did that same. We crafted new online presence, focused on blog posts and articles.

**Results:** Within a year, we managed to get all of the client's social profiles rank on top pages of Google. To increase the ranking positions even further, we posted a plethora of positive reviews. In the below mentioned screenshot, you can see the status of negative links for 2 keywords.

	A	B	C	AF
1	<b>Negative Links Status</b>			
2	Sr. No	Links	Google Postion	Google Postion
3			01 February 2018	19 April 2019
4	<b>Jack Kavanaugh</b>			
5	1	<a href="https://www.businessinsider.in/relativity-media-ceos-father-will-pay-damages-for-fake">https://www.businessinsider.in/relativity-media-ceos-father-will-pay-damages-for-fake</a>	6	95
6	2	<a href="http://www.vulture.com/2016/01/relativity-media-ryan-kavanaugh-c-v-r.html">http://www.vulture.com/2016/01/relativity-media-ryan-kavanaugh-c-v-r.html</a>	12	-
7	3	<a href="https://mediadecoder.blogs.nytimes.com/2012/05/25/media-executives-father-ordere">https://mediadecoder.blogs.nytimes.com/2012/05/25/media-executives-father-ordere</a>	15	-
8				
9				
10	<b>Dr. Jack Kavanaugh</b>			
11	1	<a href="http://www.vulture.com/2016/01/relativity-media-ryan-kavanaugh-c-v-r.html">http://www.vulture.com/2016/01/relativity-media-ryan-kavanaugh-c-v-r.html</a>	12	-
12	2	<a href="https://mediadecoder.blogs.nytimes.com/2012/05/25/media-executives-father-ordere">https://mediadecoder.blogs.nytimes.com/2012/05/25/media-executives-father-ordere</a>	10	-

### 3) Azure College

**Project Type:** Brand Reputation Management

**Time duration:** 6+ Months

**Job Description:** Azure College is a private institution of higher learning. It is based in Florida attained negative reviews and feedbacks by their own students and alumni.

**Problem:** There were so many negative reviews showing on the Google 1st page. Negative reviews were present on sites that have high DA & PA like Indeed, BBB, and business listing sites.

**Our approach:** Local search results suffered from negative reviews. In response, we developed a reputation management strategy to address the client's needs on both a local and national scale. We opted for customized strategy to push it down by generating and optimizing positive, carefully cultivated content.

**Results:** The outcome was positive for the client. Locally, an increase was noticed in the positive reviews, thus,

improved the College’s overall rating. The negative links were pushed to the bottom of the further pages within a time-frame of a year. This is the screenshot of our Monthly Links Status Report which we use keep the client updated.

	A	B	C	D	AJ
1	Negative Links				
2	Sr. No.	Keyword	Links	Initial Status	19-Apr-19
3				5-Sep-18	
4	1	Azure College	<a href="https://www.indeed.com/cmp/Azure-College/reviews">https://www.indeed.com/cmp/Azure-College/reviews</a>	1	8
5			<a href="https://www.bbb.org/us/fl/miami-gardens/profile/continuin">https://www.bbb.org/us/fl/miami-gardens/profile/continuin</a>	3	14
6			<a href="https://allnurses.com/lpn-lvn-nursing/is-anyone-familiar-944">https://allnurses.com/lpn-lvn-nursing/is-anyone-familiar-944</a>	9	17
7					
8	2	Azure College Miami	<a href="https://www.indeed.com/cmp/Azure-College/reviews">https://www.indeed.com/cmp/Azure-College/reviews</a>	2	15
9			<a href="https://www.bbb.org/us/fl/miami-gardens/profile/continuin">https://www.bbb.org/us/fl/miami-gardens/profile/continuin</a>	5	20
10			<a href="https://allnurses.com/lpn-lvn-nursing/is-anyone-familiar-944">https://allnurses.com/lpn-lvn-nursing/is-anyone-familiar-944</a>	8	19
11					
12	3	Azure College Fort Lauderdale	<a href="https://www.indeed.com/cmp/Azure-College/reviews">https://www.indeed.com/cmp/Azure-College/reviews</a>	5	10
13			<a href="https://www.bbb.org/us/fl/miami-gardens/profile/continuin">https://www.bbb.org/us/fl/miami-gardens/profile/continuin</a>	10	--
14			<a href="https://allnurses.com/lpn-lvn-nursing/is-anyone-familiar-944">https://allnurses.com/lpn-lvn-nursing/is-anyone-familiar-944</a>	11	25
15			<a href="https://azurscam.wordpress.com/tag/azure-college-of-nursi">https://azurscam.wordpress.com/tag/azure-college-of-nursi</a>	12	36

## 4) Trails Carolina

**Project Type:** Brand Reputation Management

**Time duration:** 8+ Months

**Job Description:** Trails Carolina uses Wilderness Therapy to help children get back on track and restore the family unit.

www.nydailynews.com published news that “Teen missing from North Carolina wilderness therapy camp found dead after breaking hip in stream”.

**Problem:** This link immediately shot to the top of the first page of Google search results when one searches for

“Trails Carolina”. When attempts to resolve the problem through lengthy and costly legal action failed, an online reputation repair process was initiated, and helped.

Our approach: After reviewing and analyzing the problem, we immediately:

- Created excellent content and published on various targeted platforms.
- Quickly developed a personal site.
- Updated and optimized the site with appropriate SEO tags to get it found on Google.
- Developed profiles on client’s industry/niche specific sites.

**Results:** The negative link was pushed down in about 8 months. You can see it on below screenshot.

	A	B	C	X
1	Trails Carolina			
2	<b>Sr. No.</b>	<b>Negative Link</b>	<b>Initial Ranking</b>	<b>30-Nov-18</b>
3				
4	1	<a href="http://www.nydailynews.com/news/national/teen-missing-n-therapy-c">http://www.nydailynews.com/news/national/teen-missing-n-therapy-c</a>	1	18

Thank You