

S3RM SQU4D

[Digital Troubleshooting Agency]



Who We Are

SERM Squad is a part of [Optimize Corporation](#), composed of a dedicated team of digital reputation management experts. We specialize in assisting individuals and businesses in effectively managing and enhancing their online reputation.

By crafting cutting-edge SERM (Search Engine Reputation Management) strategies, we offer tailored solutions encompassing content suppression, content removal, and content generation to meet our clients' unique needs.

Established in 2020, we maintain offices in both Poland (Warsaw) and Kyiv (Ukraine).

We know what you've done. No one will find out

**S3RM
SQU4D**

Digital
Troubleshooting
Agency



Betting B2C Company Case Study

We know what you've done. No one will find out

Disaster Situation

Betting and gambling markets are highly profitable but also high-risk industries that face intense competition. This war never ends, and the main tools are:

1. Generating false, compromising content about the company
2. Creating compromising content (untruths and rumors) about the company's founders
3. Compromising the website by creating duplicate sites that engage in scams or data phishing

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Influence on the Business: Operational

No matter how big your betting or gambling business is, competitors always find ways to impress upon you and cause you to lose market positions. The main point is to lose the trust and confidence of your partners, clients, and employees.

1. Difficulties in obtaining licenses
2. Complications or impossibility of passing bank compliances
3. Negative impact on the employer brand

You lose trust. You lose your market. You lose your money.



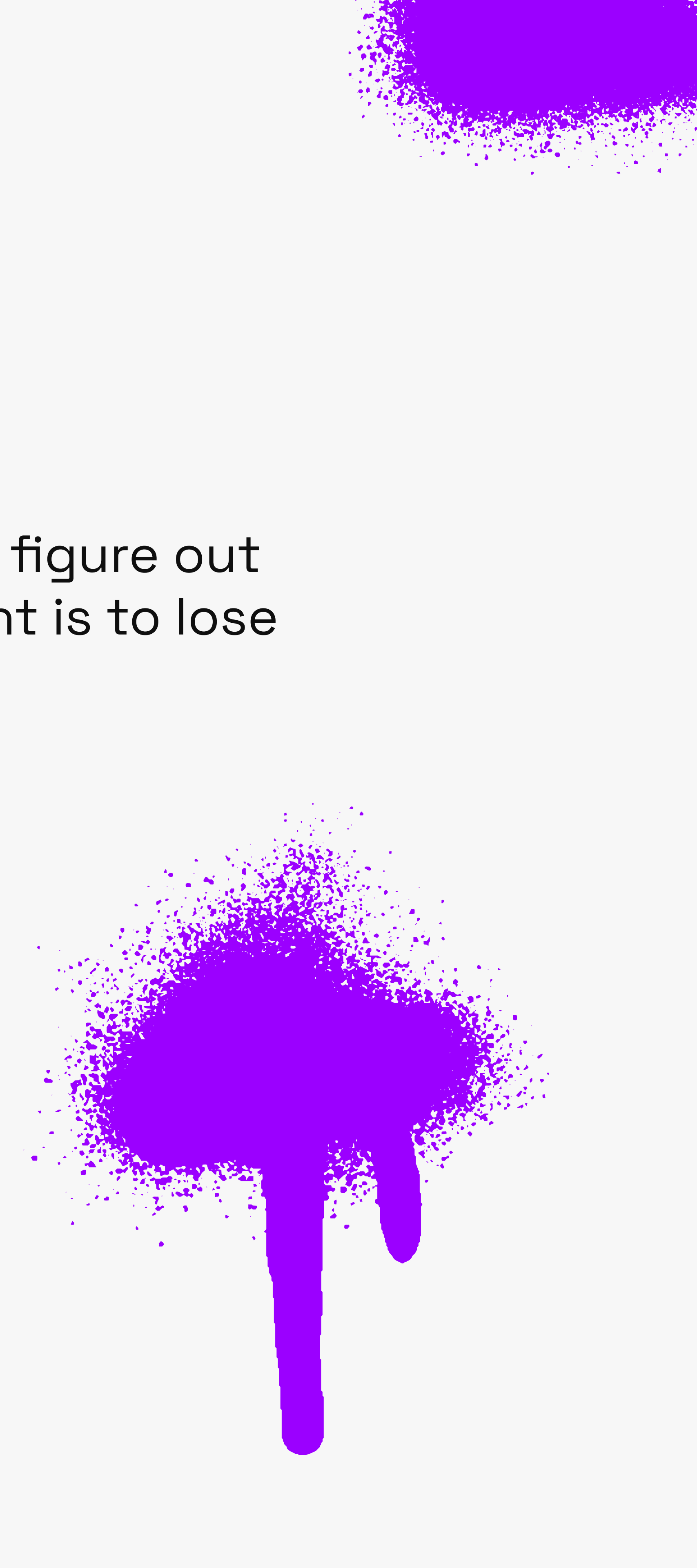
Influence on the Business. Finance

No matter how big your betting or gambling business is, competitors always figure out how to impress upon you and make you lose market positions. The main point is to lose the trust and confidence of your partners, clients, and employees.

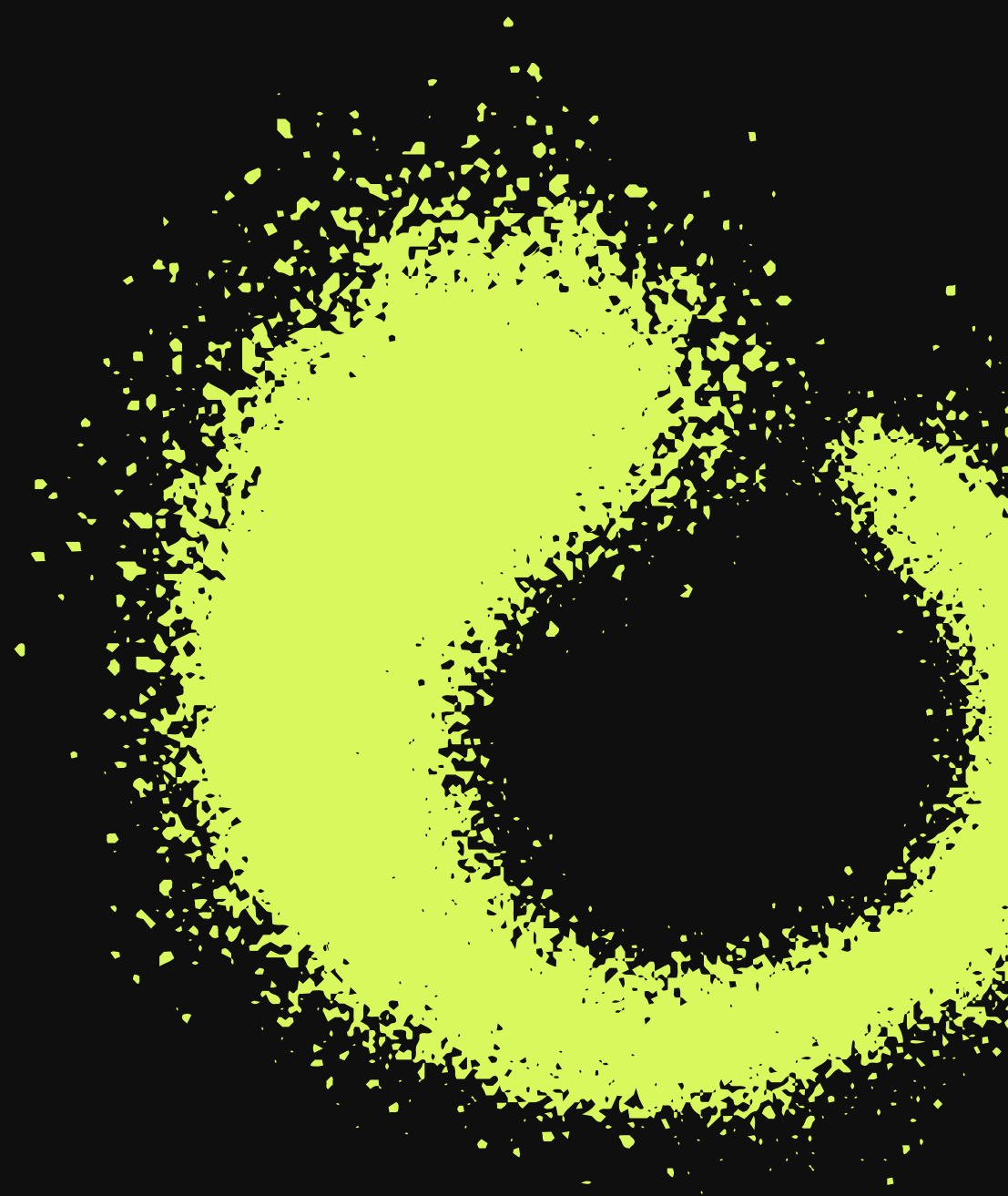
As a result, you might face:

1. A decrease in conversion on your website.
2. A reduction in the trust rate due to comments and reviews.
3. The outflow of the audience to clone sites.

You lose trust. You lose your market. You lose your money.



Case Study. Information Attack on the Betting Company



1. One of the TOP-50 biggest international bookmakers
2. Serving customers in more than 50 countries worldwide
3. Website available in more than 40 languages
4. Several hundred thousand people visit company's site daily, and millions - monthly

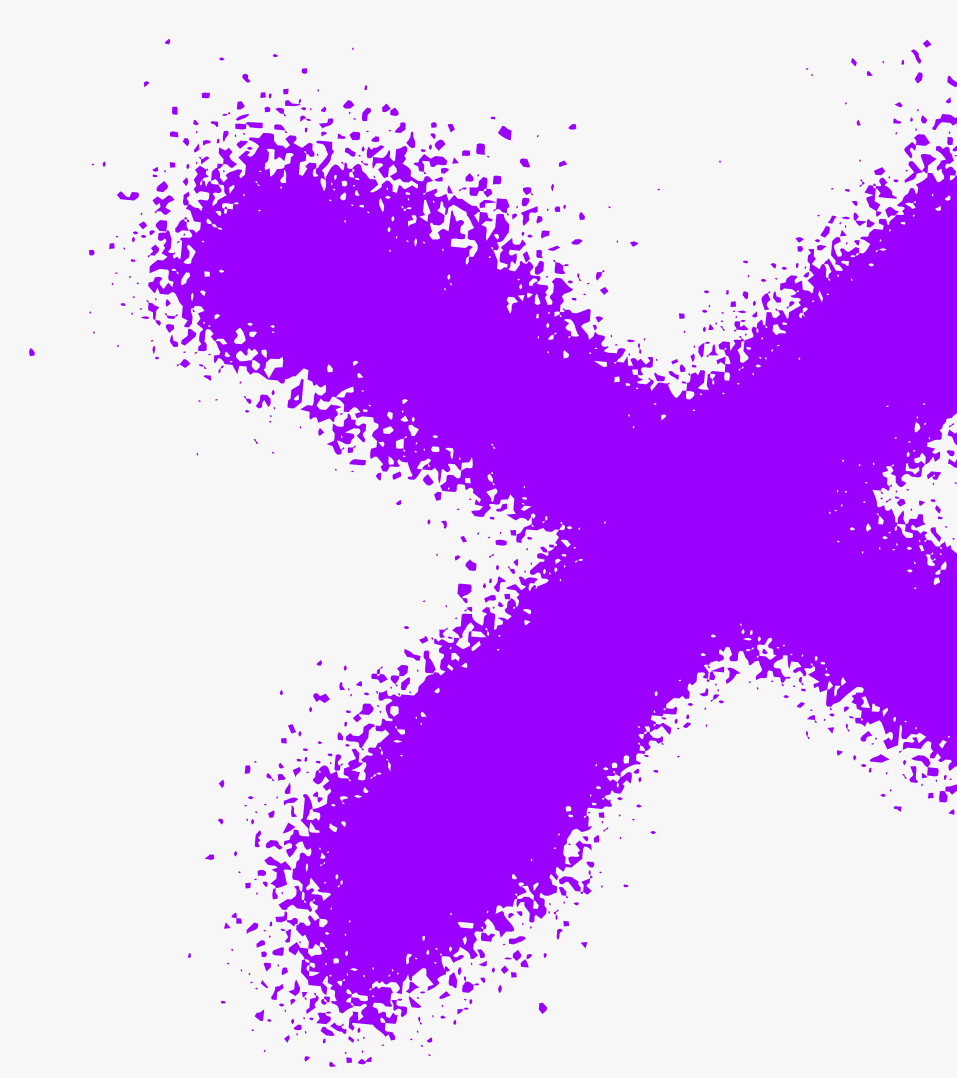
The Company faced an information attack, including:

1. Negative content about the company published in the media of 12 countries (and 10 languages)
2. Negative content about founders posted in the media in Europe
3. A significant number of negative reviews were posted on review platforms, resulting in the average rate decreasing to 3/5 and 6/10

Task - Managing online reputation effectively

1. To monitor search engines daily and create a list of negative content in more than 12 GEOs (CIS, Europe, Asia) related to the brand and founders.
2. Continuously search for duplicate sites and address any outages.
3. Remove negative links from sites, search engine results, and Internet archives.
4. Manage reviews on relevant platforms.
5. Collaborate closely with the client regarding PR and marketing.

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The shortest path to success - Have a plan

1. Removing unwanted links from the TOP-10 (1st page) in search engines
2. Suppressing negative content in the TOP-30 (2-3st pages) to 35%
3. Increasing positive content in the TOP-30 in search engines to 35%
4. Permanently monitoring and removing of duplicate sites of the brand
5. Increasing average score of reviews from 2,5 to 3.8/5 or from 4-5/10 to 7-8/10

The plan timeline is 12 months.

The result we're proud of:

by brand in search engines

Before	After
TOP-30	TOP-30
5% positive articles	65% positive articles
75% negative materials	20% negative materials
15% irrelevant	15% irrelevant

No negative content in the TOP-10 search engine results

The result we're proud of:

by owners in search engines

Before	After
TOP-30	TOP-30
0% positive articles	45% positive articles
85% negative materials	22% negative materials
20% irrelevant	33% irrelevant

No negative content in the TOP-10 search engine results

The result we're proud of:

- > More than **60 clone sites** was **deleted**
- > The average score of reviews **increased** to **4/5** and **8/10**

