

Online Brand Monitoring

Protect one of your company's most valuable assets -- its brand -- with Catalyst's online brand monitoring services. Catalyst will help you identify positive, negative and neutral uses of your brand name as it appears within the search engine result pages (SERPs)

A great brand can take time to build. In the world of competitive online marketing, social media and blogs, an organization's reputation can be enhanced or tarnished -- even destroyed in the eyes of a consumer -- within a single mouse click.

Being aware of how your brand name is being used in the SERPs, and what is being said about it, is the first step in protecting your brand online. As online channels proliferate, it is becoming increasingly difficult to identify threats that directly affect your brand. At the same time, it is even easier for your competitors and adversaries to "hijack" your brand name and attract your target audience for their own purposes.

You cannot assume that you will find out about any misuse or illegal use of your trademark or brand name. Hoping that negative information and incorrect information about your product will eventually come to your attention simply isn't enough. In the online world, millions of people can be exposed to negative information about your brand within hours. Lack of awareness can have a devastating impact on your brand's success.

Protect Your Good Name

Catalyst will help you find out if someone is misusing or abusing your company's reputation and its brands. We track both the organic search results as well as the paid search results for specific keyphrases that may threaten your brand's reputation.

Track Paid Results

We can identify anyone who is using your trademark or brand name inappropriately in the sponsored, or paid, listings. Catalyst will take the appropriate steps to properly register your trademarked brand name with the search engines, significantly reducing the possibility of extensive misuse by "brand-jackers."

The screenshot shows a Yahoo! search for "Visudyne". The search results include organic listings and sponsored results. Annotations in red text highlight issues with the sponsored ads:

- When searching for the brand name "Visudyne" consumers see these third party ads** (pointing to the sponsored results section).
- These ads are deliberately misleading the consumer.** (pointing to the "Lumenis Opal Photoactivator and Visudyne" ad).
- These ads divert consumers from your brand.** (pointing to the "Visudyne Cures Macular Degeneration" ad).
- These ads have hijacked the brand name.** (pointing to the same "Visudyne Cures Macular Degeneration" ad).
- These ads are illegal.** (pointing to the same "Visudyne Cures Macular Degeneration" ad).

The organic search results listed are:

- Visudyne (Verteporfin)**
From Novartis. Photodynamic therapy for macular degener...
www.visudyne.com - 62k - [Cached](#) - [More from this site](#)
- How Visudyne Works**
Visudyne Photodynamic Therapy (PDT) is a multi-course...
Related Macular Degeneration (AMD) ... Practices Offerin...
www.visudyne.com/info/about/how-visudyne-works.jsp
- Vysudyne Consumer Information**
Visudyne is used to treat certain forms of age-related ma...
two-step treatment of injected drug plus red laser light. ...
www.fda.gov/cder/consumerinfo/druginfo/visudyne.htm -

The sponsored results are:

- Lumenis Opal Photoactivator and Visudyne**
Revolutionary laser therapy for AMD patients. Minimally invasive.
www.opthalmic.lumenis.com
- Visudyne Cures Macular Degeneration**
Advanced macular degeneration formula with Lutein, Zeaxanthin and...
www.best-eye-vitamin.com

Catalyst can help you protect your brand. Our online brand monitoring service provides the information you need to understand if and how your brand is being used by others on the Search Engine Results Pages (SERPs).

Monitor Your Brand

We scrutinize the Search Engine Results Pages (SERPs) on the major search engines including Google, Yahoo! and MSN Live Search to identify positive, neutral or negative occurrences.

Analyze Organic Results

We monitor appropriate keyphrases for your brand in the organic, or natural, results to be vigilant for any posted threats or other negative publicity that will hurt your brand. You can then evaluate the risk and determine appropriate action.

The screenshot shows a Google search for "Gillette Razors". The search results include sponsored links for "Buy Gillette Mach 3" and "Mach3 by Gillette 12ct". Organic results include "The Gillette Company", "Boycott Gillette" (two instances), and "Global Gillette - Wikipedia, the free encyclopedia". Two "Boycott Gillette" results are highlighted with red boxes. Three text boxes on the right pose questions about the threat.

When searching for Gillette Razors consumers see "Boycott Gillette" in a prominent position on the first page of Google.

Is this a threat ?

Does this hurt the brand's reputation ?

How many more like this are there ?

What can you do about this ?

Get the Information You Need

A brand is the personification of your organization and can be a highly desirable target for those wishing to capitalize on -- or impede -- your success. Catalyst online brand monitoring can help you get the critical information you need to protect your brand on the Internet and strengthen customer relations.

About Catalyst

Catalyst is a leading provider of search marketing services with nearly a decade of experience in both search engine optimization (SEO) and paid search services. We offer a unique combination of strategic capabilities, tactical implementation and on-going solution management experience. Catalyst is the only Search Engine Marketing (SEM) firm with ten years of experience dedicated to the healthcare industry. Our clients include small, mid-size and multi-national organizations in the consumer product, biotech and pharmaceutical industries, including Procter & Gamble, Pfizer, Novartis, Biogen Idec, Noven, Boehringer Ingelheim, and the Drug Information Association.

