



## Brighthouse Corporate Search Reputation Management – Case Study

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## Search Reputation Management – why is it important?

Search reputation management (SRM) is becoming more and more crucial for brands. This is largely because navigational search is on the rise. Navigational search is the practice that people type your brand into a search query box instead of trying to remember the URL. Hitwise data suggests that as many as 2 in 5 visits are using navigational search to find your website.

While it is relatively easy for brands to appear number 1 for their brand search SRM is about managing all 10 results and not just the 1. It is ensuring that the positive press about your brand outranks the negative. This in turn helps build your credibility and positively influences conversion rates.

The desired outcomes of an SRM project could be any one of the following:

- Increase consumer trust
- The negative listings may be a barrier for raising investment
- Increase conversion rates
- Improve brand perception
- In extreme cases the negative listings will affect a share price

This is a highly specialist form of SEO and should be undertaken by a specialist SRM agency.

## Brighthouse – corporate search reputation management

Brighthouse approached MediaVision to address the outdated negative press that continued to hamper their brand's credibility in the search engine results pages (SERPs) predominantly Google UK. The negative press was largely limited to forums where the most recent comment was 2 years old. These issues were inherited by the current management team as the customer service levels have improved dramatically over their tenure.

The negative pieces dominated 40% of all the front page search results for the "Brighthouse" brand search. This was clearly not ideal.



Fig 1: "Brighthouse" Google.co.uk search at the start of the project

On further analysis, MediaVision discovered that many and more recent positive news pieces were not getting any front page coverage. MediaVision worked closely with Brighthouse and Financial Dynamics, Brighthouse's PR Agency, to map out a strategy and timetable that would not only reduce the presence of the negative articles, but also replace them with positive pieces.

**Web** Results 1 - 10 of about 1,040,000 for **brighthouse**. (0.05 seconds)

**Welcome to Brighthouse**  
 Latest News. **Brighthouse** Accredited with Corporate Membership of the Plain English Society ... Caversham Finance Ltd trading as **Brighthouse**, 5 Hercules Way, ...  
[www.brighthouse.co.uk/](http://www.brighthouse.co.uk/) - 13k - [Cached](#) - [Similar pages](#)

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**Brighthouse** provide an excellent way to get credit – we simply look at your individual circumstances and can arrange credit to suit your needs. ...  
[www.brighthouse.co.uk/howitworks.asp](http://www.brighthouse.co.uk/howitworks.asp) - 13k - [Cached](#) - [Similar pages](#)

**Brighthouse Problem Again - The Consumer Forums**  
 Hi I am currently a single mother living on benefits and have bad credit, i went to **brighthouse** and they seemed really nice. i started by getting one thing ...  
[www.consumeractiongroup.co.uk/forum/brighthouse/48343-brighthouse-problem-again.html](http://www.consumeractiongroup.co.uk/forum/brighthouse/48343-brighthouse-problem-again.html) - 157k - [Cached](#) - [Similar pages](#)

**Brighthouse gets strong signal that everyone wants a TV - Times Online**  
 29 Dec 2008 ... Radio Rentals conjures images of mutton-chop sideburns, Ford Cortinas and episodes of The Sweeney on ailing television sets.  
[business.timesonline.co.uk/tol/business/industry\\_sectors/retailing/article5408488.ece](http://business.timesonline.co.uk/tol/business/industry_sectors/retailing/article5408488.ece) - [Similar pages](#)

**Corporate social responsibility comes easily to Brighthouse**  
**Brighthouse's** annual report has revealed that the national UK retail chain is committed to corporate social responsibility, particularly in the areas of ...  
[www.employersjobs.com/news\\_article.aspx?NewsId=1656&NewsArchive=Corporate-social-responsibility...to-Brighthouse](http://www.employersjobs.com/news_article.aspx?NewsId=1656&NewsArchive=Corporate-social-responsibility...to-Brighthouse) - 45k - [Cached](#) - [Similar pages](#)

**Brighthouse rolls out £7.5m expansion plan - Business - News ...**  
 29 Oct 2008 ... RENT-TO-BUY retailer **Brighthouse** today unveiled a £7.5m expansion programme across Greater Manchester which will virtually double its number ...  
[www.manchestereveningnews.co.uk/news/business/s/1076585\\_brighthouse\\_rolls\\_out\\_75m\\_expansion\\_plan](http://www.manchestereveningnews.co.uk/news/business/s/1076585_brighthouse_rolls_out_75m_expansion_plan) - 32k - [Cached](#) - [Similar pages](#)

**Digital Cable, Home Phone, High Speed Internet: Br - Brighthouse ...**  
 Welcome to **Brighthouse** Networks! When you live in a **Brighthouse**, every day is a little easier. Watch television on your terms. Surf the web faster than ...  
[www.mybrighthouse.com/](http://www.mybrighthouse.com/) - 42k - [Cached](#) - [Similar pages](#)

**Brighthouse Press Centre : Covering Brighthouse in the News**  
**Brighthouse** has strengthened its management team with the appointment of Simon Mouncer as head of business change and IT. ...  
[press.brighthouse.co.uk/](http://press.brighthouse.co.uk/) - 39k - [Cached](#) - [Similar pages](#)

**Client Profile - Brighthouse - Michael Page International**  
 Client profile for **Brighthouse: Brighthouse** is a national retail chain specialising in the sale of home electronic and domestic appliances, ...  
[www.michaelpage.co.uk/client-profile/5219/brighthouse.html](http://www.michaelpage.co.uk/client-profile/5219/brighthouse.html) - 48k - [Cached](#) - [Similar pages](#)

**Brighthouse Furniture - Retail in Liverpool - ThomsonLocal.com**  
**Brighthouse**, Furniture - Retail in Liverpool in the ThomsonLocal.com UK business directory.  
[www.thomsonlocal.com/Brighthouse/0264965517503879000/map/companyinfo.html](http://www.thomsonlocal.com/Brighthouse/0264965517503879000/map/companyinfo.html) - 11k - [Cached](#) - [Similar pages](#)

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Fig 3: "Brighthouse" Google.co.uk search result at the end of the project

This resulted in an increase in the positive results in positions 3 to 8, as well as a reduction of negative results from 4 items to only 1 item. Brighthouse was thrilled at the outcome of the project. The only negative item that remained was the consumer forums which are notoriously difficult to dislodge. Progress was being made to dislodge this listing as the project ended.

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