

REPUTATION MANAGEMENT PROPOSAL

Lorena Independent School District



Prepared for: Lorena ISD — Lorena, Texas

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Classification: Confidential

SECTION 01

Executive Summary

Primary Objective: Suppress the negative KCENTV.com article and related coverage from the first two pages of Google search results, pushing them to page 3 or lower. This will be accomplished through a strategic combination of SEO optimization, content creation, digital PR, and continuous monitoring.

This proposal outlines a comprehensive, month-by-month campaign designed to reclaim Lorena ISD's digital narrative. By strengthening the district's existing online presence and creating new, authoritative content assets, we will ensure that search results accurately reflect the quality education and community commitment that define Lorena ISD.

SECTION 02

Current Search Landscape

A review of the current search engine results pages (SERPs) for queries such as "Lorena ISD" and "Lorena Independent School District" reveals a mix of owned properties: the official district website, social media profiles, and third-party directory listings from Niche, GreatSchools, and the Texas Tribune. However, specific long-tail searches and news-focused queries prominently feature the negative KCENTV.com article and related coverage from other local news outlets.

SECTION 03

Strategic Approach

Our methodology relies on proven SEO and reputation management techniques designed to create a "firewall" of positive content that search engines will prioritize over the negative article. The campaign is built on four strategic pillars:

01 Asset Optimization Fully optimize Lorena ISD's existing digital footprint, including the district's official website and all social media profiles, ensuring they rank prominently for all brand-related searches.	02 Content Creation Develop an organic content calendar focusing on positive news, academic achievements, student success stories, and community involvement, published across high-authority platforms.
03 Digital PR & Link Building Secure placements on authoritative websites, creating strong backlinks to positive content to push the negative article down to page 3 or lower.	04 Monitoring & Adjustment Employ advanced tracking tools to monitor SERP movements, adjusting strategy dynamically based on algorithm updates and the movement of the target negative URL.

SECTION 04

Deliverables & Execution Plan

The campaign will be executed on a monthly retainer basis, with specific deliverables designed to systematically suppress the negative content:

MONTH 1 Foundation & Asset Development

- Comprehensive SEO audit of the official Lorena ISD website (lorenaisd.net) to identify opportunities for technical improvements and optimizations.
- Optimization of all existing official social media profiles, ensuring consistent branding and maximum search engine indexability.
- Creation of four (4) highly optimized web properties, each dedicated to highlighting Lorena ISD's achievements.
- Development of a comprehensive 6-month content strategy calendar aligned with district milestones and positive news cycles.

MONTHS 2–3 Content Deployment & Initial Suppression

- Drafting and publishing of fifteen (15) relevant long-form, SEO-optimized articles per month on owned and newly created web properties.
- Initial link-building campaign targeting educational directories and local community websites to strengthen the authority of positive assets.

MONTHS 4–6+ Sustained Suppression & Monitoring

- Continued publication of fifteen (15) relevant long-form, SEO-optimized articles per month, with evolving topics to be determined by SERP performance data.
- Advanced link-building outreach and making placements on high domain-authority websites.
- Monthly tracking reports detailing the exact position of the negative KCENTV article, and the rise of positive assets.
- Strategic adjustments to the campaign will be made as needed, based on real-time data and search engine fluctuations.

SECTION 05

Investment

To execute this comprehensive reputation management and suppression strategy, the investment is structured as a predictable monthly retainer. This ensures sustained effort, which is critical for long-term success and permanent suppression of negative content.

Service Component	Description	Monthly
Asset Optimization	For website and social profiles	Included
Content Creation	15 relevant long form articles per month	Included
Digital PR & Link Building	Securing placements on authoritative websites and creating strong backlinks.	Included
Monitoring & Reporting	Monthly tracking and strategy adjustments	Included
Total Monthly Retainer		\$1,950.00

The campaign is recommended for a minimum of 6 months to achieve and stabilize the goal of pushing the target URL to page 3 or lower. Results in SEO compound over time.

SECTION 06

Campaign Flexibility: Pause & Restart

We understand that district priorities and budgets can shift throughout the year. To accommodate this, the campaign includes a flexible Pause and Restart option:

II Pause

The district may pause the campaign at any time with 15-day written notice. During the pause period, no monthly retainer fees will be billed, and active content creation and link-building will be temporarily suspended. All existing published assets will remain live and continue to work in the background.

► Restart

The campaign can be resumed at any time with no reactivation fee. Upon restart, we will conduct a re-review of all digital assets to assess any changes in the search landscape that may have occurred during the paused period.

⚠ Recommendation

While pausing is available at any time, we advise against prolonged pauses during the initial 3 months of the campaign, as consistent momentum is critical for effectively pushing the negative post downward in search engine rankings.

Lorena ISD's dedication to student success and community engagement deserves to be the focal point of its online presence. By partnering with us for this reputation management campaign, the district can proactively control its digital narrative. Our targeted approach will effectively suppress the negative KCENTV coverage, ensuring that the first impression Lorena ISD makes online is one of excellence, safety, and academic achievement. We look forward to the opportunity to protect and enhance the district's well-earned reputation.