

WEButation is a QA Holdings product

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**WEButation**  
your eye on the web

## Do you know what your customers are saying about you ?


With the advent of Web2.0, the rise in social networking, peer review sites and other industry related blog sites, the risk of your reputation being tarnished, without you ever being aware, has grown exponentially.

(As an example of viral social networking) A visitor from Canada has a bad experience at your hotel – returns home and then writes on his personal blog about his bad experience – Other people read this blog and react telling other people about the experience and linking to the original blog – More formal blog sites pick up on the interest and start featuring a thread of networking on the experience – More and more people start reading, commenting and telling other people about the experience and all of a sudden the world is aware of the bad experience....

An incident like this could potentially tarnish your business reputation and damage your business...

## What WEButation offers....

WEButation makes you aware of what negative information is being posted on the internet / world wide web on specific keywords and names relevant to your business.

WEButation searches the web on a regular basis using a unique search engine method by “mining” multiple search engines like  etc etc

Depending on the industry being searched, WEButation also searches specific 'targetted' sites pertinent to the industry as well as Social Networking and Blogosphere sites like tripadvisor.com for the hotel industry, helloworld and other feedback sites.....

## How does WEButation work....

1. We agree what keywords are going to be searched, at what intervals and agree the negative search terms
2. We initiate a **MASTERsearch** and retain all search results
3. We initiate a **NEGsearch** inside the **MASTERsearch** results to draw out the negative results
4. We provide you with a copy of the **MASTERsearch** (search result links on DVD) and a report on the **NEGsearch** results including copies of the **NEGsearch** (Hard & Soft copies)
5. We redo the **MASTERsearch** and **NEGsearch** and report back on an agreed regular basis (weekly, bi-weekly, monthly, bi-monthly, quarterly....) – We recommend monthly....

Please note whilst every effort is made to ensure a comprehensive search is made of the www, there may be sites our search engine has trouble accessing due to the link format or other reasons – Specific websites can be targeted once identified...

The cost of WEButation is based on number of keywords and search regularity.

## Resolution of issues....

WEButation is then available to attempt to resolve each individual negative search result on a “per resolution” cost basis.

WEButation would contact the original author of a negative comment and attempt to negotiate a positive result to the negative posting.

This positive result may take many forms of resolution from removing the negative comment(s), to posting follow up comment indicating the resolution of the issue, and even leaving the negative comment “as is” depending on a risk analysis of the potential harm the negative result may hold

Each resolution will be unique....

Resolution of issues would be quoted and charged per issue as some issues may take longer than others and cost more to resolve....



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