

# Brella Store

Search Suppression and Review Volume Growth | Abuja, Nigeria

<b>Page 2+</b> Negative Article (Pushed)	<b>2.8 to 4.5</b> Trustpilot Rating	<b>0 to 87</b> New Platform Reviews	<b>62%</b> Branded Search Improvement
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## CLIENT OVERVIEW

Brella Store is an Abuja-based e-commerce retailer specializing in lifestyle accessories, phone cases, and everyday carry products. The business had been selling online for roughly two years via its own Shopify storefront and a presence on Jiji.ng. The founder, Mr. Ade Fasanya, approached me after a competitor dispute spilled into public forums and a critical blog post about a delayed shipment began ranking on the first page of Google for branded searches.

Beyond the search visibility problem, the brand had almost no positive review presence to offset the negative content. Their Trustpilot profile showed a 2.8 rating based on only 11 reviews, the majority of which were legacy complaints from an earlier, since-resolved fulfilment issue. No active effort had been made to solicit reviews from the brand's growing base of satisfied customers.

## PROBLEM BREAKDOWN

**Damaging First-Page Search Result.** A blog post titled with a variation of the brand name and the word 'scam' was ranking in position four for branded search queries. Despite the complaint being outdated and relating to a resolved issue, it was the first impression many potential customers encountered.

**Thin and Predominantly Negative Review Profile.** With only 11 reviews and a 2.8 average, the brand had no credibility buffer. Any prospective buyer checking Trustpilot before purchasing would see an unflattering rating with no counter-narrative from satisfied customers.

**Absence of a Review Generation Strategy.** The business had never sent post-purchase review requests. Order confirmation emails and delivery follow-ups made no mention of leaving feedback, meaning the brand's many happy customers were simply not being activated.

**No Branded Content Filling Search Results.** There were very few positive, authoritative web properties ranking for the brand name. The search results page was mostly product listings and the negative blog post, with no social proof or editorial coverage to build trust.

## STRATEGY AND EXECUTION

### Phase 1 | Weeks 1 to 3 | Reputation Audit and Search Mapping

Carried out a full branded search audit, documenting every result on the first two pages for the brand name and key product queries. Identified the negative blog post as the primary threat, assessed its domain authority and backlink profile, and mapped the gap in positive, indexable content that needed to be filled to push it down.

### Phase 2 | Weeks 2 to 6 | Content Creation and Authority Building

Developed and published a series of positive, keyword-rich web assets to displace the negative result. This included an optimized Google Business Profile with consistent NAP information, a LinkedIn company page, a Medium brand story article, and two third-party directory listings on well-indexed platforms. Each asset was written to rank for branded queries and present the brand's story with credibility.

### Phase 3 | Weeks 4 to 9 | Trustpilot Review Recovery Campaign

Designed and implemented a post-purchase email sequence integrated with the Shopify order fulfillment workflow. Customers received a review request three days after confirmed delivery, with a second gentle reminder at seven days for non-responders. The messaging was conversational and brand-appropriate rather than template-sounding. Over the campaign period, 87 new reviews were collected, bringing the profile to a 4.5 rating.

### Phase 4 | Weeks 8 to 12 | Negative Content Response and Flagging

Filed a formal content flagging request with the blog platform citing factual inaccuracies in the original post. While the post was not removed, a correction note was appended. In parallel, the brand's new positive content had begun to index and push the post from position four to beyond page two for primary branded queries within ten weeks.

### Phase 5 | Weeks 12 to 14 | Monitoring and Handoff

Set up a full monitoring stack covering Google Alerts, Trustpilot notification settings, and a scheduled monthly search audit template the client could run independently. Delivered a one-page internal ORM playbook covering response templates, escalation steps for future negative content, and review generation maintenance.

## RESULTS SUMMARY

Metric	Before	After	Change
Trustpilot Star Rating	2.8	4.5	<b>+1.7 stars</b>
Total Trustpilot Reviews	11	98	<b>+791%</b>
Negative Blog Post Position	Pg 1, Pos 4	Page 2+	<b>Suppressed</b>
Branded Search Positive Assets	1	7	<b>+6 new properties</b>
Post-Purchase Review Rate	0%	~11%	<b>New channel</b>
Branded Search Click-Through	Baseline	+62%	<b>Significant uplift</b>
ORM Playbook Delivered	None	Yes	<b>Full handoff</b>

## KEY INSIGHT FROM THIS PROJECT

### On Search Suppression

You cannot always get negative content removed. But you can consistently outrank it by building more authoritative, more relevant, and more recent content that fills the same search space. The goal is to ensure that by the time a potential customer finishes their search, they have encountered enough positive signal that a single old complaint no longer defines the brand.

### On Review Volume

Most small e-commerce brands are sitting on hundreds of satisfied customers who simply were never asked for a review. A well-timed, human-sounding post-purchase email sequence is consistently the highest-ROI ORM intervention available, because it creates a permanent, compounding improvement to the brand's perceived credibility at near-zero ongoing cost.

## CLIENT FEEDBACK

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That blog post was the first thing people saw when they searched us and I had no idea what to do about it. Toyo built out a whole plan, explained every step clearly, and within about two months it was gone from the first page. The Trustpilot work was just as impressive because we went from barely any reviews to almost a hundred, and the rating completely changed. It made a real difference to conversion.

Mr. Ade Fasanya, Founder | Brella Store, Abuja, Nigeria

## TOOLS AND PLATFORMS USED

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- Google Search Console
- Trustpilot Business Dashboard
- [Mention.com](#) (brand tracking)
- Medium (branded content publishing)
- Google Alerts (monitoring)
- Shopify (email sequence integration)
- Ahrefs (competitor and SERP analysis)
- Google Business Profile Manager