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# **Sue For Defamation - A Better Angle**

## **A Strong Substitute for Suing for Defamation**

The Internet should come with a warning label: Bite your tongue. Because anything said about another person or a business ... it lasts. Forever. And ever. And a search engine will bring that negative comment right up to the front, where it'll cause lasting problems for the person who can't figure out how to deal with it. Empires fell from this kind of stuff. Reputations are even more vulnerable.

Ah, maybe I've made it seem more hopeless than it is. Because there are definitely options. The Internet is nothing if not flexible. And into that fertile breeding ground of ideas was born, in the last few years, reputation repair services. These businesses help you to clean up your image on that never forgetting Internet.

## **An Outstanding Alternative to Suing**

The reputation repair services know that links are the currency of popularity for search engines. By inserting content that out-links the negative content, that bad stuff slides right off the first pages, down to say the tenth page. Which is search oblivion as far as we're all concerned.

Remember what your parents said about positive first impressions? That's the operating principle here. The positive stuff that forces the smack-talking sites down ensures that users get a better idea of you or your business. And you didn't even have to go to court, get into an argument, or stage a duel to get your reputation restored. It's modern warfare at its most modern.

## **Suing for Defamation - No Way, Try This**

But regardless of whether you've gotten hit with negative commentary, this kind of service can be used to push your name right up there to the tippy top of the search results. It's search engine optimization with a twist. And it's really useful if you're trying to make it out there in the wild electric frontier of the Internet. Because believe me, you want everybody to know your name. And know how to know it.

Even though the Internet was built by people, at times like this it seems really, really... inhuman, doesn't it? The arcane rules which govern it, the strange dangers and stranger solutions. But this is what it is to have an online self which, let's face it, will probably be seen by more eyes than your actual flesh-and-blood self. Now there's a humbling thought. So anyway make sure you've got a good handle on that online self. Like anything valuable, it should be defended and improved at all costs.

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