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# **Wag The Dog Marketing Scam Complaints Cleanup From Search Results**

Nothing travels as fast as bad news. You've heard that, I'm sure. The 21st-century version should add this modification: On the Internet, nothing lasts as long as bad news, either. Because our Web never forgets, because it tracks everything, any negative comment about you or your business being a scam will persist in perpetuity, regardless of its validity. And that can have lasting real-world effects if it's not dealt with.

Lest you feel like the Internet is just out to get you, think again. In the last few years, reputation repair services have begun to appear out there on the electric frontier. They're like the cowboys protecting your Internet virtue in this new Wild West. They'll make sure you get a fair shake, fight back against the negativity.

### **Libellous Internet Accusations Can be Squashed**

It's all about links, you understand. The more sites which link to a site, the higher it'll rank. So the reputation repair service uses good old search engine optimization to put content above the sites with the bad stuff, which forces it down like dinosaur bones. It can drop five search pages or more. At that point, like the dinos, it's ancient history.

The services naturally fill the space with content that's more positive for you or your business. It's a way of restoring your reputation without having to go to court or get into long arguments with some random blog owner. And most importantly it gets people's eyes back on the good points of your business, where, of course, you want them to be.

### **Do You Wanna Bury Libel For Good?**

Of course, you don't have to be fighting negative content to use one of these services. If you're a business that wants to climb to the top of the search engines, the techniques will work the same way. Though it's all electric and virtual, the old saying is true that cream rises to the top. And this kind of exposure, when it's positive, can be better than all the billboards and magazine ads and newspaper inserts and poorly copied flyers stapled to every single telephone pole in your town.

It's okay if this all seems really new and weird to you. In the grand scheme of things, it is rather ridiculously new. And yet familiar. It's reputations and human interaction, only the rules are a bit different. Also the ways you interface with those people. It's a virtual self you've got out there, whether it's just you or you as the face of a business. And it's best to understand how to control that self now, since no doubt other people are trying. And you certainly don't want them figuring out how to control yours.

Get a no-obligation [Top-Dog.org scam](#) allegation cleanup repair analysis by calling us today at (800) 825-9500.

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