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# **Repair Your Reputation Online - What Negative Publicity Can Do To Your Business**

Anything online is pretty much fair game. Anyone can take potshots on anyone just for fun, and get it posted as the number one result. In fact, a couple of years ago, searching for "miserable failure" online resulted in the Wikipedia entry of the former President George W. Bush as the number one result. Good thing that Google was able to defuse that bomb. This just goes to show that in the hands of a malicious competitor, the efforts you've been making in spicing up your e-commerce site and ramping up your SEO online marketing will not be enough. You will also have to be vigilant against threats on your person or company through reputation management online.

Fair business practices are what drive healthy competition, but such offensive online content directed against you is simply hitting below the belt. Sure, slander and libel may sometimes be considered part and parcel of free speech, but that doesn't mean that you can't do anything about it.

SEO experts have been known to use everything in their arsenal to beef up reputations of people online. Type the name Simon Cowell in Google and you get the sites with flattering or neutral content. Unsavory material is pushed down to the bottom of Google. In fact, celebrities have been known to retain SEO companies for reputation management. Political candidates are known to do the same.

Getting to the #1 spot is hard. Protecting yourself from defamation of character is much, much harder. Are you a victim of predatory online practices? Here are some things that you can do to manage your reputation online.

One, do nothing and pray that the market knows better than to take them seriously, and that the ruckus will fade away sooner than later. Two, send a legal letter against the site owner for defamation of character with a court injunction to remove the offending content. Three, get professional help by means of a competent search engine reputation management company who can provide reputation online repair services. They can reverse the situation and bring down the offending site several pages down the search engine where they can do no damage.

Clearly, the first option won't get you anywhere and will only cause more damage to your already tarnished reputation. Negative publicity about you could linger in the internet for a long time, and a potential customer could stumble upon it and take it as a fact. As a result, your business could lose revenue due to all the defamation slander floating around the web.

What about litigation? The second option is the traditional big business way to scare website owners into pulling down content that is slanderous. For some websites, you will be able to get your way. For others, they will call your bluff and you will have to drag your butt to court. There are not only time and litigation expenses but it will also continue to take its toll on your brand because the content will not be pulled down immediately. In fact, you may have to wait until the court decides in your favor so you might as well just go ahead and do search engine reputation management.

The best solution is to take positive aggressive action with regards to reputation management so you can overcome all the negative comments by your online detractors. In this day and age, it is not enough for brand owners to just promote their products or services. They must be prepared to ensure brand protection as well. This applies to both online and brick-and-mortar businesses. Make sure to get professional help and manage online reputation immediately.

Crush jealous laborer slander and libel off of the web. Get a FREE [slander and libel](#) analysis immediately by calling (800) 825-9500.

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