

Published based on [Solutions to Stop Internet Defamation, Slander and Libel](#)

Solutions to Stop Internet Defamation, Slander and Libel

Life has certainly changed because of the Internet. The Internet age has given us a faster way to do business with a direct channel to an instant global market--especially once you've established your online business presence. You have close to 2 billion people who spend their time in cyberspace researching, reading, interacting and discussing just about anything under the sun. This is the market for any online business and your online reputation can harness that to monetize a growing traffic to your product site with the right SEO tools. But cyberspace can turn your advantage around with uncontrolled slander and libel that, if left unchecked, can ruin your product image online.

Defamation slander has been with us since the dawn of civilized history and legal remedies have been around to exact punitive action against those who spread libelous rumors that have no basis. However, it is only within the last 15 years when access to the internet has made defamation of character a whole lot easier and faster to do with the widest damaging reach. It happens most of the time to athletes, celebrities, state leaders and extends to product brands and companies with a stake on their reputation to bring the customers they need.

And with cutthroat competition online, it's not unlikely your product or service competitors start to engage in black propaganda, promote unflattering professional reviews, or encourage negative customer feedback. You can also find dismaying blogs and forum posts from anonymous disgruntled employees who may have been dismissed.

But it's not a hopeless situation. Armed with the right reputation management tools online and off, you can neutralize and render ineffectual any offensive content directed against you in cyberspace. Of course, you would not want to do that in every instance as many negative content or posts can be seen for what they are - senseless online ramblings. They're often beneath the dignity of companies to bother about, so you can just ignore them. But for the more insidious ones coming out with high search engine visibility, you need to be more aggressive.

One option you can take is one as old as Western civilization itself - haul the offending parties responsible for the damaging online content to court. Compensatory damages along with bringing the site down by court order can bring satisfaction but it can take time and is quite expensive without any assurance of a winning the case. Good thing, there's a more effective solution to get your online reputation back on track.

Using the same tools that bring you a high visibility in search engine returns, SEO-based brand protection can manage online reputation with such subtlety that offending sites will never know what hit them. Using keyword repair techniques and other proven SEO tools, you can bring offending sites 5 to 10 or more pages down the search return pages where they can't do any damage to your brand.

Engaging the services of 3rd party SEO professionals can work wonders to neutralize defamation slander against your brand. The tools that experts use have been known to bring search results that sing praises about your product or your service.

Get started right away in protecting your most valuable online asset - your reputation. It is the key to your online profitability, which will in turn secure your long-term business future.

Call Wag the Dog Marketing, Top-Dog.org, today at (800) 825-9500 and learn how we suppress [defamation slander](#) in no time at all.

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