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# Win the Online Reputation Game

Keeping a good name online is getting harder. Things are starting to heat up between competing businesses, with some even resorting to underhanded tactics disguised as marketing strategies. Are you a victim? Don't fret. There are ways to clear your tarnished image and gain the public's respect again. You just need to know the right techniques on how to manage online reputation.

When you're going to do online reputation management, you must first determine what kind of defamation has been done to you. The gravity of the offense may vary, but there are two kinds of defamation of character. They are slander and libel. Slander is an offense made by speaking accusatory statements through spoken or broadcasted media. Meanwhile, libel is defamation done on print or any other stationary medium.

Now that we have defined the possible offenses people can do to you, we now have to know the strategies we can use to manage online reputation.

You can patiently wait for all those negative postings and comments to simmer down. After a while, those allegations would eventually score lower in search engine ranks, and will result to lower visibility. However, that is not how your competitors and other people who are out to get you would think and behave. If you've been continuously slammed by negative comments and reviews, and have been keeping mum about the whole thing.

Second is to file a legal suit against the person who had committed the slanderous and libelous statements against you or your brand. If you are to take this second option, you should have nerves of steel and lots of money in your pocket. This could actually work for you if you get to win the case and be paid for damages. However, the downside of this alternative is that it takes time to get a court order. Nonetheless, a lawsuit could be a strategy towards the end goal: clear your image and manage online reputation.

There is also a more cost-effective route. Tap into a company with expertise on online reputation management. They have the necessary tools and strategies to mitigate the damage that has been sustained by your reputation. They can kick the negative content to the bottom ranks of search engine results, making them virtually invisible and nonexistent to the online audience.

The last option is the best option. Behind those manage online reputation repair services are experts who are willing to help you ensure online brand protection. These experts will focus on the positive attributes of your company. They will then send out these articles, which will eventually drag the negative comments down the rankings.

When your brand feels like it's been bombed beyond repair, do not despair. Repair whatever's been destroyed. Have your tarnished name be restored by the experts who would not only revive, but also provide a long-term solution for your business to prosper. It would be all your money's worth to have the best reputation management online.

Call Wag the Dog Marketing, Top-Dog.org, now at (800) 825-9500 and learn how we end defamation slander in short order and [manage online reputation](#) very effectively.

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