

Published based on [What Could Happen with a Blemished Online Reputation?](#)

# **What Could Happen with a Blemished Online Reputation?**

Celebrities and people in high places stake their reputation everyday and ordinary folks can throw rocks at them just for the fun of it. It happens with famous brands every single day and just about everyone online joins in the fray.

It can get uglier in cyberspace when you have your online brand exposed to nearly 2 billion individuals with Internet access. Online criticisms can often assume the nature of vicious defamation slander. Even with just 1% of them throwing ill-natured and condescending comments at you from blogs, forum posts, product reviews and social network sites can be enough to leave your reputation so battered that you might as well just close shop.

The Internet is the freest form of expression and communication, and it is also home to the most malicious content. Your competitors could very well engage in defamation of character to bring you down as stealing market share from you is so much easier than building a new one. Paid consumer review sites can have the nastiest things said about your brand and even dismissed employees can spread lies about you in various blogs and forums to get even.

Bear in mind that while it takes years of hard work and confidence to build up a reputation, and it only takes a few malicious product reviews or posts to chip away at it and eventually destroy it. That can happen a lot easier and earlier online. Two scenarios are possible. You can simply take the damage and let the brand name slide into oblivion without bothering about it. Or the damage can be so thorough that the brand name actually becomes rather notorious over time. Either way, you lose market share to the point that your only solution would be to start fresh.

But you don't have to allow online slander and libel to succeed. It's often easy to just do nothing when a few snippets of bad posts and irresponsible remarks start to appear against your product in any of the popular blogs, forums and social network sites. Many are often just empty ramblings online which a lot of readers usually dismiss. But if there's a concerted and consistent trend to destroy your brand reputation, you need to be more proactive and aggressive.

You could haul those who wrote the negative online content to court. However, that's really just a show of force that can take years and financial fortune to be resolved. Meanwhile, your reputation is fast eroding with unmitigated slander and libel online. What could a significant compensatory damage do for you should you win the case when your image online has become so battered that you have to close shop?

Among the really sensible options to manage online reputation is to harness the SEO tools that enhance your online visibility. With search engine reputation management, you can bury those sites to the lower ranks of search results to where nobody will even bother to look so they cause any damage. It's your best bet against defamation slander in the internet.

You could learn how this is done, but that takes time you don't have when in the thick of battle. Find a 3rd party SEO professional who is great in defamation slander repair services and you are sure to get your money's worth. Do it early to insulate your reputation from losing its revenue-drawing magic.

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