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Crush slander complaints with 3 easy steps in short order

Starting your own company requires an investment of time, skills, money, and the patience to make it grow before reaping the payoffs. But let there be no illusions; it's also fraught with some dangers that, if not managed properly, can take bring your business to its knees.

Most businesses of the 21st century fight it out in cyberspace and the new ones can't afford not to have a global online presence to tap into more than 2 billion who get online at various times of the day. But the benefits to having your presence in cyberspace come with some risks that need to be managed to maximize the earning potential of your name and the brands you promote online. One serious risk is exposing your name and brand to online defamation of character that comes with slander and libel that are so easy to make in cyberspace. If left unchecked, your business could lose the revenues from a battered reputation online.

Some forms of slander and libel in the web can be safely ignored such as isolated negative posts in forums or blogs. These are usually mere ramblings from disgruntled employees or customers. They can often die down over time, provided you have a momentum of good posts about you.

You may also opt to file a legal suit against the person who committed defamation slander against you and your business. This way you may be able to gain financial compensation if and when the courts favor you. However, this does not guarantee that your online reputation is free of negative perception. This method is also not the most laudable in terms of reputation management online.

A more sensible and effective solution to aggressively manage online reputation is to use the same tools that allow you to enhance your online visibility - SEO. Offensive content in review sites have been known to slide five, ten or more pages down search engine ranks where they can't do any damage to you. Search engine reputation management is now one of the tools harnessed by online businesses with the aid of 3rd party SEO professionals who handle defamation of character repair services.

A good way to push down offensive connected to you is to get a prevalence of positive write-ups to drown out the negative publicity. You can tap into blogs or product portals with richer positive content about you while harnessing related sites and consumer reviews to drown out offending sites. Sooner or later, netizens won't see any of them in the first few pages of a search result.

Always stay active online and make it a point to update information and content on your business sites and blogs. Generate a lot of positive content to build up your enterprise. It would also be great if you can hire bloggers and writers to write original content for your company. Promote your business by writing press releases and submitting it to press release directories. Through this, you can generate more traffic and gain potential customers.

A determined effort towards brand protection against online defamation slander now goes hand in hand with marketing tools to maintain high online visibility. But online visibility has to be positive enough to get the traffic to your site. With the right SEO tools, you can be sure that your image online remains unsullied despite malicious efforts to bring it down.

Call Wag the Dog Marketing at (800) 825-9500 to vanquish scam complaints with 3 easy steps quickly. [Wag the Dog Marketing scam](#) complaint removal works superbly.

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