Internet Reputation Management Has Helped Over 100 Companies Repair Their Online Presence

Internet Reputation Management
SEARCH ENGINE RESULTS SCULPTING 1-800-889-4812

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Internet Reputation Management, the gold standard for protective and defensive measures has now successfully completed over 100 projects, each designed to help a company control the way it's perceived online. By working with a client to build a growing network of carefully designed favorable content, search engine results begin to be dominated by the "good" results, the key to successful reputation management. Online is the only game in town for many companies (and individuals), with Google or MSN results making or breaking the way in which prospective customers see them.

April, 2010 - After passing the milestone of successfully helping 100 customers repair their online reputation, California based Internet Reputation Management has proven itself the gold standard in this increasingly important field. In a world where a single dissatisfied customer or even a kid out to have some fun at someone else's expense can post derogatory material on web sites, social media outlets and product review boards that becomes the first thing potential customers see when searching on Google, reputation management online is a critical service.

SERM, a common term used to describe Internet reputation management (the service, not the company) can take several different forms, depending on the challenge facing the client. Prophylactic or protective reputation management online involves a wide range of techniques such as keyword research, SEO (Search Engine Optimization) copywriting, image and video SEO, social media optimization and consumer review management. The goal in this case is to help the company dominate the top listings for key consumer level web tools like Google, Yelp, and Google Maps, as well as providing a dominating presence in blogs, social media sites and among PR firms. This form of Internet marketing ensures that a company is the first one that prospective customers find online, that the impression they get from what they see about the company is positive and that the content is natural looking and not obviously part of a coordinated effort.

While the web can be a great tool for customers, it can also be the source of frustration and real damage to companies, organizations or individuals who are targeted by a persistent person or group wishing to damage their reputation. Remember, nothing ever really goes away on the Internet so material can't simply be removed. In pre-web days, having a bad experience with at a restaurant and embarking on a letter-writing campaign or even protesting outside a location usually had very limited and localized impact. Today, all it takes is a customer who doesn't enjoy their experience who then takes to the web to do an incredible degree of damage, not just locally or even nationally, but potentially on a worldwide basis. It doesn't even matter if their grievance is legitimate or falsified. If they eat at a restaurant and claim to see a rat, their blog posts, scathing restaurant review, message board account and Flickr photo of the purported vermin will be the first thing people see when they Google the restaurant. Internet Reputation Management undertakes defensive reputation management at this point, employing the tools, techniques and expertise at their disposal to not simply introduce positive content that displaces the "bad" at the top of search results, but also push those negative pieces further and further down in search results.

The author of this document, Harrison Fielding, has followed SEO and firms specializing in reputation management online and in the press for several years. Based in Ventura, California, Internet Reputation Management has web-based marketing experience with roots back to 1993, making it one of the most experienced companies of its type. For further information about internet reputation management, please direct enquiries to Laura Fahr using the following contact info:

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