

Regain Control of Your Company's Online Image with Internet Reputation Management



Released on: May 10, 2010, 11:46 am

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Industry: [Internet & Online](#)

In today's world, even a company that does business fairly and provides excellent customer service can find its online reputation tarnished by a single disgruntled customer. Such is the power of the Internet. When this happens, savvy companies turn to Internet Reputation Management, a California-based firm that specializes in repairing online reputations by re-engineering search results and deploying aggressive search engine optimization techniques. Internet Reputation Management incorporates its proprietary strategies into a customized reputation management online plan for each client, a plan that includes a 90-day, money-back guarantee.

May, 2010 – The customer is always right. This approach helps companies diffuse unhappy customers and retain a positive reputation in the marketplace. What happens, though, when an unhappy customer airs his grievances with a company online? Often, the customer does not relay relevant details or include the company's efforts to make things right. His consumer reviews unfairly paint the company in an unflattering light, and those negative reviews make their way to the top of search results for the company's name. Internet Reputation Management can help a company in this situation regain control of its online image by re-engineering search results and utilizing aggressive search engine optimization methods. Based in California, the firm never resorts to spamming to achieve results, and

all reputation management online efforts are kept confidential and appear organic in nature to search engines and customers alike.

A reputation management online plan from Internet Reputation Management includes a multi-pronged approach: 1) Identification of existing positive information about the company online; 2) creation of additional positive information in the form of websites, blogs, press releases, reviews and social media profiles; 3) aggressive search engine optimization techniques to push the positive information to the top of search results for the company's name and/or targeted keywords. The result: Negative information falls to the second and third pages – and beyond – of search results. Studies show that only about 3 percent of search engine users click on the last result on the first page, so imagine how few users make it to the second or third pages of search results.

Internet Reputation Management has more than 100 successful online reputation repair projects under its belt. The California firm also prides itself on accessibility, as many companies have made reputation management online situations worse by going with an overseas firm that applies canned techniques, often involving spam. Internet Reputation Management provides documented, positive results within the time specified in the [reputation management online](#) plan for each client and its "Agreement for Services." If it cannot deliver documented change in 90 days, the client will receive a full refund. Case studies and client testimonials – for other services the firm provides, as reputation management clients are kept confidential – are available on Internet Reputation Management's website, along with an FAQ and a helpful glossary.

About Internet Reputation Management: Based in Ventura, California, firm helps companies gain control of their [reputation management online](#). Its diverse team includes online reputation strategy experts, search engine optimization engineers, SEO copywriters, bloggers, public relations experts, project management specialists and account representatives. To set up an interview with a member of the firm, please contact Laura Fahr by calling 877-259-6003 or emailing press@internetreputationmanagement.com. [internet reputation management](#) is located at 7770 Telegraph Road, Suite E432, Ventura, CA 93004

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