

Published based on [Permanently Positive Online Reputation](#)

Permanently Positive Online Reputation

Much as I hate to say it, people always have a negative streak. And so if you do something that someone disagrees with, they can type it on a keyboard and it'll be on the Internet forever, regardless of its validity. This presents a danger to a person's reputation or business, because that negative stuff can follow you around, right at the top of the search results.

I see what might be fear in your eyes. Hopelessness. Calm yourself. Things aren't that bad. The Internet may cause problems, but it also presents solutions. In this case the chance to scrub that tarnished online self with the help of a reputation repair service, a new kind of company which has popped up in the last few years to undo this kind of damage.

Restoring Your Online Reputation

It turns out that the Internet does play by certain rules -- it's not just a fan of bad news. Search engines like Google's rank sites by how many links lead to them, so reputation repair services just generate content that out-links the bad stuff, which starts it slipping down the search rankings. In no time, that negative comment is sitting a hundred pages down in the search, not even a whisper anymore. Well, it's a little more complicated than that, but you get it.

All the content that has forced that negative stuff down is, of course, going to paint a better impression of you and your business. It's going to give people who search for you a more positive outlook on what you do. Don't disappoint them now! You should be pretty rested anyway, since you accomplished all this without having to take your grudge-holder to court... or to the alley behind the bar.

Importance of Squashing Cyber Libel

So while you can force the bad stuff down, you can also bring the good stuff up. Which comes in real handy if you're a new business trying to make a name for itself. The reputation repair services employ search engine optimization to give you control of your good name early, and ensure that you hold on to that, right there at the top of the search results.

So there you have it: some of the very strange rules regarding the functioning of the Internet. It would be easy to disregard if that online self of yours weren't so darn important. That's the version of you most people will see. It's true. It can be more places than the real you ever can, which is why it's so important to make sure you've got total control over that image. Because you can be sure someone else will if you turn your virtual back for even a second. Which is a lifetime in here.

Don't wait any longer, get your free Top-Dog.org Online defamation of character repair analysis by calling us at (800) 825-9500. Stop by Matt Zackery's site where you can find out all about our powerful Top-Dog.org reputation repair services.

categories: reputation repair,defamation of character,libel slander,internet defamation,legal,law,marketing,advertising,seo

You can also find this article published on [Permanently Positive Online Reputation](#), and on the tag pages [advertising](#), [Article Marketing](#), [defamation of character](#), [internet defamation](#), [law](#), [legal](#), [libel slander](#), [marketing](#), [Reputation Repair](#), [seo](#).