

Chapter 2: A Quick Reputation Repair Scenario

LET'S GET STARTED WITH AN EXAMPLE SCENARIO

Before we even get started, let's assure you once again that managing and repairing your own online reputation ***is absolutely something you can do yourself.*** ***Rest assured that, with the exception of major, extremely wide-spread lies or rumors or involving major corporations, with some perseverance and diligence on your part you CAN handle most of your Internet problems, situations, misinformation, lies, and rumors about you, or your small company, by following the steps in the workbook.***

Don't get me wrong. If you are in way over your head, or have a truly major crisis and need to respond instantly, working with one of the bigger reputation repair companies would certainly be well advised. This e-book, after all, is really aimed to help individuals and small to moderate sized companies. If you just need some consultation, that may be better than buying a full package of services. If you do need a reputation firm, be diligent in asking them detailed questions, and get references. The largest of these companies is Reputation.com.

But for 95% of you reading this book, be assured that you are on the right track in using the tools in this workbook. You'll understand the process better and you'll get to see the results of your work come to fruition. So....let's get started:

The purpose of this Chapter is to give you an idea of the entire process – a typical case, if you will – and to show how it's done. We'll show each of the steps, and how they relate to each other.

Then later, in subsequent chapters, we'll go into detail about each step in the process. It is best to work through this workbook from beginning to end, rather than going right to one subject that particularly concerns you.

JUMPING IN FEET FIRST

Let's jump right in and take a crash course in Reputation Management. Obviously we'll talk about this in much greater detail in the subsequent chapters, but let's suppose you have virtually no budget or a very small one, such as an entrepreneur starting a new business about whom something negative has been posted on-line. Or you may be a college student and it's the kind of thing that could well come back to bite you when you look for your first job out of college. But, hopefully, any potential damage is not spread all over the web...yet. If so, what follows is possibly all you need.

One of the biggest problems for people just starting out, like entrepreneurs, college students, or young professionals (or even old professionals for that matter) is that there may not be a website on-line specifically about them. There may be nothing but a few Social Media sites, such as Facebook, but information there about them may subtly reveal problems with their social life, college, or past job experience so that a negative posting really stands out, particularly if it's new. ***They don't have multiple positive mentions that "push down" the negative information and get it off the first page of a search on the Internet. They haven't yet started acquiring their much-needed defensive "Internet real estate."***

Our goal here, therefore, is to identify any problems quickly and then to gently and slowly (so as not to raise suspicion of the Spiders) flood the search engines with enough positive hits so that the negative information is driven off the first page of results. After all, as we've seen, Nielsen studies show that 79% percent of people doing a search never go to the second page of results.

Here's what I advise that you can easily do for yourself, by yourself, to get started in just a couple of evenings:

1. GOOGLE YOURSELF!



You'd be stunned to learn how few people have actually taken time to Google themselves. Go to the [Google search box](#) and try your name, then your name and city, then your name, city and any offending terms or accusations if there are some. Find out what is really out there and where it is. Do some experimenting. See where you rank in search engine results *relative to* any bad news. ^[1]

You should also Google your competitors to see how you compare. Try a variety of searches and get a feel for how you stand, and perhaps how much work you are going to have to do to correct any problems or misconceptions.

Next, go to [Google Alerts](#) and sign up for this service. For free, It will look for instances of your name, your name plus the offending key phrase if there's a negative mention, or any other key terms you want it to search for. Set it to email you "as it happens" so that you'll get an email every time your name and/or your name plus the negative phrase(s) are mentioned online. This kind of search is not as powerful as paid search services such as Cision and Radian 6, but it is very powerful and it's probably all you need.

You can put in as many modifying phrases as you wish. Also when you are doing searches, Google will sometimes offer you the option (at the bottom of the search page) to set up an alert.

^[1] Because Google monitors your location and your prior searches, it knows who you are, so it will present your personal results high up in the page rankings, often in first place. This is not where you really rank. You may be at the two millionth position (really!) but will look like number one to you alone. We'll deal with this later, but just be aware that what you are seeing is an illusion.

2. GET SOCIAL!

You probably already have done this, but go in right now and clean up your MySpace or Facebook page. Remove anything vulgar, childish, or negative comments about others, and especially any undesirable photos. (Although they never actually go away, you sure don't need that on a current website being crawled every day by a Spider.)

If your social sites are not in your actual name (whew!), then start all new pages with your real name on seven sites: **Facebook, LinkedIn, MySpace, Twitter, Google Profiles, Squidoo, and Naymz.com** (Naymz is a brand management site). BE sure to write down all the usernames and passwords.

USE YOUR REAL NAME for your account name, such as Facebook.com/JohnDoe. If the name is already taken, try using a middle initial, or in the worst case JohnDoe123. That's OK on a social page (but not on a website). Be sure to fill out the complete profile so that the Spiders know that JohnDoe123 is really John Doe. Later we'll talk about keywords you should liberally add to your profiles for items about you. You can come back and do this at any time.

Signing up for all seven of these social sites shouldn't take longer than a couple of hours (make certain that you fill in the profile information about you, too. All of it.).

But don't do all seven all at once. Instead try to spread this out over at least two or three nights, or, better yet, over a week. Maybe create just one per night. Search engines don't want to think they are being spammed or manipulated; and seven sites in one night doesn't look very good since it may appear as if you are trying to fool the search engine Spiders. So make it look more natural and do it over time, just as you would if you were creating your online identity at your own pace.

Keep in mind here that your goal is to try and help the Spiders find your sites, and understand what's important about you...that you are good person, with a story to tell. Every day Google is trying to make its search engine act more and more like people would act when they are indexing you and your site and they are looking to understand your story.

Note – some older readers may have never set up a Social Media site. Shame on you. If not, I recommend starting with [Facebook](#) and [LinkedIn](#). This will give you some feel for the process and get you started. It only takes a few minutes (well, LinkedIn will take more time if you fill in all the data, which you definitely should do). Actually the 55+ demographic is the fastest growing sector for Facebook, as well as making up a large portion of Facebook users.

You may be surprised how many older people and retirees have Facebook pages to keep up with past and current acquaintances, childhood friends, and with their grandkids.

As of March 2011, ***more than half of all Americans over age 12 have a Facebook account and profile.*** That's an astounding number. More than half of all Americans use Facebook! That's hard to conceive of. It took nearly 20 years for TV to penetrate half of all American homes, and Facebook took only seven years.

(NOTE TO BUSINESSES OWNERS: If you are a business and not an individual person, you can still use Facebook -- by creating a "fan page" instead, and we'll talk about this in later chapters-- but LinkedIn and many of the other sites won't apply to you. **So, instead, you can substitute Facebook, Yellowbot, White Pages, Local.com, Yahoo Local, Yelp and SuperPages as your seven sites.**

3. ORIGINAL CONTENT.

Here it's time to get creative. First write out a bio on yourself in narrative form. Then write a half-sized version that is more readable. Or you can perhaps use bullet points for the highlights. Now write out eight to 10 short positive biographical two or three paragraph-sized bios about yourself. Use just the highlights... they can be similar to each other... **but make certain that each one is slightly different.** This part is so crucial!!

When it comes to your bio or other content that you insert into your social sites, **be sure that you don't ever copy and paste the same text from one site to another.** Search engines will severely penalize you for obviously trying to manipulate them, and will lower the rank websites they deem that are not original. They want to see "original content." So change each one a little bit. This is especially true for other links and websites you will create later on..

Let me repeat that: When it comes to your bio or other content that you insert into the social sites, make absolutely certain that you don't ever copy and paste the exact same text from one site to another. This creates duplicative content for which you will be swiftly penalized by search engines.

Sometimes, in order to create links to their main website and hopefully make their site look more popular, people create multiple websites that all say the same thing, perhaps using their other domain names they purchased. **This won't work.** Because the Spiders value "original content" so highly, these duplicate, non-original sites usually are completely ignored by the search engines and don't get indexed at all. Google warns programmers in their "Webmaster Tools" that doing so may get their site penalized by Google. Penalties range from getting moved down in rank to being removed from search results altogether.

If you suddenly cannot find your site through searching, you'll know what hit you. Fortunately there are ways to appeal and ask for a second chance. But it's best overall to not piss off Google.

P.S. – Don't worry if you're already feeling a little confused or overwhelmed. It's only natural. Just keep following the steps here (you're almost to step 4) and follow the instructions on each Social Media site. You'll find that it is faster and easier than you thought it would be. So don't stop now. It's about to get even more interesting.

4. BUY YOUR OWN DOMAIN

It's easy and you might as well **do it right now**. Go to [GoDaddy](#), [BlueHost](#) or other sites that sell domain names. I exclusively use GoDaddy. The slight difference in costs is by far made up for in excellent service and dependability.



Now search for your name as a “.com” domain (such as “**www.JohnDoe.com**” or “**www.JohnWDoe.com**”) and buy the name! You can usually buy the “.com” version of a name for \$10 - \$12 per year. This is extremely valuable “web real estate” if you can get it. You’ll want to own it forever. Buy it before someone else does! Especially before an opponent does.

If you can't get it, try an initial, or other variations. Worse case (and “.com” is preferred by far), buy your exact name as “.net” or “.me”. It's acceptable and even less expensive. Some of these names sell for as little as \$1.99. But the difference between \$2 and \$12 per year is immaterial for something you will probably own throughout your career.

With your website you are going to create your “personal brand” – the story of who you are as an individual, a soon-to-be professional, or a business owner.

I also tell my clients to go buy their own .com name right away, and then buy their kid's names, too. Some day they will thank you for it.

There are hundreds of sites that sell domain names at varying costs (they all buy them from the same official registrar then re-sell them to you at different profit margins). All that is different is the amount of quality service they provide. I personally prefer [GoDaddy](#) because they make it really easy and have 24/7 support help only minutes away (no long time being put on hold like some support sites do, if they have phone service at all). Each .com name from GoDaddy or **Bluehost** also comes with a free easy-to-create webpage (called a template) that you just fill in. You'll get varying numbers of free email addresses (more than you'd ever use) with each domain and they offer a variety of great deals on other services as well such as domain privacy, domain hosting, shopping cart services. Both sites also offer specials from time to time. Once you buy one domain name, you'll be getting lots of details about specials on buying more names.

We recommend, however, that you don't buy the many add-on's they promote so heavily, at least not yet. You don't need most of these add-ons and they cost a lot of money. Bluehost does most of the same things as GoDaddy and many people swear by them, too. There are at least a hundred more sites that sell domain names. [Network Solutions](#) is also an excellent vendor and was the original and first company to sell and organize domain names. Pick one you can trust and who will help you when needed.

5. CREATE YOUR OWN WEBSITE

How you design your personal website depends, of course, on your budget. You can choose one or all of three different options. I strongly recommend that you do all three of these for the experience you'll gain going from each one to the next.

a. *Website Tonight*® *Instant Page* (Free):

First, you can create a simple but good looking one- to two-page website for free from whoever sold you your domain name. These are more like placeholders for when you are going to later create a larger website (section "c" below), but in reality they serve as fully-functioning smaller websites (think of them as a *website-lite*).

GoDaddy and Bluehost are especially helpful about this and have templates to follow to make it easy. Some, but not all, of the other sites have something similar. ***If you bought five or six domains earlier, you can have five or six mini-websites up and running in about an hour or two.***

GoDaddy's program is called **WebSite Tonight**® **InstantPage**. You have to turn this feature on after you buy your domain name (or you can do both at the same time). Then you "Launch" the program. Once there, you simply pick a background photo from their many selections (or upload one of your own if you prefer), choose a typeface, create a headline, and add some text and/or photos, plus add a contact form if you wish. You can create more pages with additional text. Plus, there are several "widgets" which are mini pre-packaged programs that do various things, such as link your webpage to Facebook, for example).



Together all this systemized program is called a **Content Management System**, which means you don't have to come in contact with computer code. You just use their pre-prepared modules and customize them for your use.

The service is free and it couldn't be any easier. While these kinds of sites are a great start, it will probably not be as helpful as you'd like for reputation management and repair purposes in the long run.

A tip: If you bought several domain names in addition to your personal "brand name," then you can use the free services for those sites and include links to your real site where you want to make the most impact. Or you can just have each of these other sites to "forward" to your main website, just like call forwarding on your phone. See [Chapter 7](#).

b. Websites with ads (but which are a free website for you):

There are excellent sites that allow you create a more sophisticated website for free as long as you let them place advertising on your site. The ads are pretty minimal and it costs you nothing for a good looking, flexible, and much higher quality website. You don't have to buy any domain, but pick a good name if you ever want to convert the site and make it a non-ad website.

Our favorite site for this is Webs.com. They put their web extension on your name so that it appears like this: www.johndoe.webs.com. We'll cover this in detail in the main workbook website section. Your free site is free forever, but at any time you can convert it over to a paid page. Then the sometimes pesky ads go away as does the extension on your domain name (hence the reasons to be careful what name you pick at the beginning). There are many such sites, just Google "Free web site" and take a look at a few of them. I've used Webs.com for many years and trust them.

c. Create a real, permanent, and professional website:

This is as absolutely critical in the long run and you might s well do it now. Don't delay because it sounds more complicated. It's only a slightly bigger step than the other two. Especially if you are working on an existing problem, you need to go ahead and do this now. It's more work, but more flexible. And very, very powerful in what it can do.

It's not totally "free" as you have to pay a minor hosting cost but it's not a significant cost. And it is far better to go ahead and create a real website now as it gives you greater flexibility to address your issues and to begin building your "personal brand." This is the regular website that you see normally online, and which we'll be discussing at great length.

Using the domain you purchased, sign up for "Web Hosting" (approximately \$5/month and less if you sign up for more than one year). That puts you domain name up on the web and provides a storage location for your site files, an almost unlimited number of site pages, a blog page (with ways to display comments readers make), navigation tabs, easy to edit website Pages and Posts, and free email addresses (such as John@JohnDoe.com).

d. How to get free web design software:

While you are at GoDaddy buying your name and arranging hosting, be sure that you also get WordPress as the web design software. **(It's free and is easier to download it all as one package if you choose that option while you are signing up for "hosting.")** This is why I recommend GoDaddy, because they can install it all for you together at one time and they do all the work (you don't even have to understand how the installation works).

There are, of course, numerous other web management programs such as Joomla, Drupal and Simple Matters, but I strongly suggest you stick to WordPress.

The GoDaddy site will take care of all the work for you of setting up your site on the web, creating the necessary files, and downloading WordPress to your new web domain (JohnDoe.com) in just seconds. **It even opens and configures WordPress for you. How cool is that? If you have a problem, you can get a service rep on the phone in a few minutes (not hours)... and they'll gladly walk you through it.**

WordPress is used universally and is far and away the largest such program (it is also a Content Management Program, meaning that it does the actual programming for you). Plus it is free, and is exceptionally easy to learn. Yet it is also extremely powerful, has unlimited themes to create your site in minutes, and has tens of thousands of really cool and useful “Plugins.” Plugins are kind of like the applications or apps on your smart phone. They’re little individual programs that perform some function on your website, like creating a sign-in form for example. Or a shopping cart to sell product, or blogging and archives, or anything else websites can have. You’ll come to love Plugins. Trust me.

4. CONTENT. CONTENT. CONTENT.

Everyone teaching about websites or blogs says the exact same thing: “**Content is King.**” They are right. Putting up a website with minimal text that never changes is virtually useless. After their second pass, the Spiders will find it is static and will leave it alone.

Have fun learning and experimenting with your new webpage. I promise that it’s pretty darn easy to add new material; and you don’t need to know any programming code. But you need to have some excellent content in it: something valuable and interesting to say. So maybe create a bio page with that longer, original bio you wrote earlier. Or, perhaps, create a separate page about your job expertise and/or about a favorite personal interest. You can post an article or two that have been printed about you or re-print other interesting articles (with permission). A great article service is [Mashable](#), a free subscription service about cool new Social Media and web topics (some of it is a bit too technical, but some is terrific) that you can reprint on your blog or on your site for free.

Which reminds me, on your on-line bio, be sure to make links to your newly created Social Media sites like Facebook, LinkedIn, and others.

1. **One way to get increased attention of the Spiders**, and also your readers, is to number a list of items like we’re doing here, or highlight key items. This tells your readers (and the Spiders) that, hey, here’s something important.
2. **Re. More Social Media:** Begin to create additional pages for yourself at places like **Google+, Identicom, Digg, Bigsight, Tumblr, Vimeo, peekyou, Askama, Inside Pages, PeoplePond**, and others. There’s no super rush about doing this right now. In fact, maybe just do one or two a week to spread it out and the Spiders won’t get concerned. P.S. see how I highlighted the first few words in each paragraph, too? Spiders love this. (NOTE: On your web page, you should add each link, but use a hyperlink instead of the “http://www” address. This is called “anchor text” and provides even more legitimacy. See highlighted note below.)
3. **Keep your site “fresh.”** Fresh, new content is critical, so try to find something recent to add at least once a month. Ideally once a week if about right. It must be interesting and, of course, accurate! Each page you want on your site is called a “Page” in WordPress. (Blog postings are called “Posts.”) Even a three-page website is fine for now, along with a couple of Posts. Just try to keep it simple at the start.

Anchor text is a way of creating a link using a word or two to take the place of the long and sometimes complicated “http://www” address. Plus, it looks better and gives you a lot of search engine points. In your word processor or on the web program such as WordPress, simply highlight the word or word or words you want to use, then click on the “hyperlink” command in your word processor... in Word it is Insert > Hyperlink or in WordPress it is a small chain symbol meaning “link.” Type in the long http: link (leave the text line blank and it will use what you already highlighted), and hit “enter.” The Mashable website is done in this manner in the paragraph section above by just using the word “Mashable.” Roll your cursor over the word and you’ll see the hidden link below.

5. START A BLOG.

This is essential, an absolute must, whether you think you need it or not. As mentioned above, each item added to a blog is called a “Post,” and Posts are treated by search engines as if each one is also its own Page! You get tons of “Google Juice” from your blog and from peoples’ comments to your blog. We’ll discuss it later, but “Google Juice” is simply anything you do that helps move you up in the rankings online. All three are free: 1) You can go to Blogger.com, which is owned by Google and is very, very simple to create and use. Your blog will carry the name “blogspot” in its URL, but you can connect it to your domain name for better personalization.



2) You can go to Wordpress.com and create a free stand-alone blog using their software.

3) You can automatically create a free blog page right there on your website by just adding a page called “Blog.” This is what I would recommend.

Using WordPress, start a blog page on your primary domain’s website by clicking on “add a Page” and calling it “Blog” or perhaps “News.”

WordPress assumes your home page or “front page” is your blog unless you tell it otherwise.

So go into “Settings > Reading” and tell WordPress Home is a “static page” and that blog or News is your blog page (where you will be making postings) so that it will be the unique page for that purpose. Below is an image of where you make that setting.

(In this case the “home” page “Download Instructions” and the blog is called “News”)

How-To workbook on reputation management...

Reading Settings

Front page displays

Your latest posts
 A [static page](#) (select below)

Front page:

Posts page:

Blog pages show at most posts

Syndication feeds show the most recent items

For each article in a feed, show

Full text
 Summary

Now every Post you make on the above site will go on the News page. Try to create Posts of maybe 100 - 200 words about a subject that interests you. Or re-post something you read elsewhere. Or from Mashable. Or from other blogs you have read and want to pass on.

If you are re-printing someone's work you should give the author credit, but 90% of the time the author is hoping you will pass it along anyway. (They are probably getting paid per click or per impression and make money when you widen their circle by passing it on.) If they offer buttons on their own site to pass it on through Facebook, or DIGG, or to re-Tweet it, then you are in the clear to use it. Strive for at least one to two entries a month as a minimum. As I said above, weekly entries are really ideal instead, and not too hard to accomplish if you subscribe to some web sites with information you can use..

Soon you'll look forward to doing it and you'll find lots of subjects as you go about your day. Also readers will find you and will soon be making their own comments on your blog, and like I said previously, each blog post is just like another Page for SEO purposes. Also, your personality will slowly come through as well as you build up more and more blog entries.

What you are doing with all this is called **keeping your website "fresh."** As we've noted, this is a key criterion that the search Spiders consider. Soon your Page will be rising further up the list of search results when others search your name or business, hopefully to the first page of results. In doing so you are also further "pushing down" any negative information about you to below the first page of results. That's our goal in repairing your problems on the Internet. By creating a blog you are significantly increasing your web "real estate," building your reputation, and building a defense against negative comments.

6. SEARCH ENGINE OPTIMIZATION (SEO).

Another reason to use WordPress, as I said earlier, is all of the many Plugins available, most of them for free. Here's my favorite and it's truly a must-have for your site: the **"All-in-one SEO" Plugin Pack**. This little program will automate the entire process of making your site look right in the web search results. It'll also make it easier for the Spiders to find you and for you to tell them what to look for. On the WordPress Dashboard select "Plugins." Then select "add new" and search for "All-in-One SEO Pack." When you find it, select it and it will download and install itself instantly for you without you having to do a thing. Gee, I love WordPress.



Be aware that you may never rise to the top page of results for a subject like "Internet Reputation," or "Prince William and Catherine Middleton" or other major topics (there are more than 166,000 websites for Reputation Management, alone). But unless you have a famous name, you darn sure ought to be able to rise to the top page of searches for your own name.

On each Page and each Post when you are in "edit" mode there will now be boxes at the bottom of the edit page for you to fill in with the title of the Page or Post, a description, and keywords and other functions. **This info will not appear on your visible site. Instead it is internal coding that is strictly for the Spiders to read.**

First (and this is important), on the "Dashboard" go to "Settings" and scroll down to "All-in-One SEO." Fill out the boxes there, too. These are for all the information about your *overall site* itself (not just Pages or Posts). The **title** you choose (keep it under about 55 characters) will be the title that shows up about your site in the actual **search engine results page** (a/k/a the "SERP," but let's try to stay away from acronyms if possible. SERP is such a strange word).

Likewise, the **description** here becomes the two or so lines of description on the search results page below your site name. Keep it short, usually under 150 - 175 words. Later on we'll be talking much more in depth about Search Engine Optimization (SEO), the importance of keywords, links, and other opportunities to increase your exposure and search engine rankings. And also we'll tell you how to fill in and maximize the use of the numerous other boxes in "All-in-One SEO" (a/k/a AIOSEOP). In fact, SEO is the longest chapter because it is so important in reputation enhancement. But for now that's all you need to know.

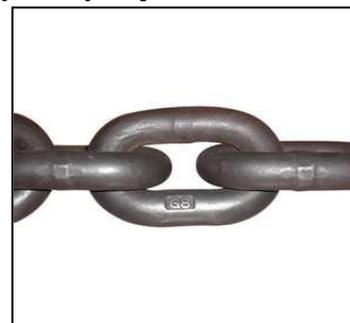
7. GET YOUR SITE NOTICED.

A site doesn't do much good if you create it and it just sits there. You need to get it noticed. To get listed on Google you can go to their site and submit it, but you really don't need to. Their very active system of Spiders will usually find your site in less than 24 hours.

But you do need to submit it to some of the others. One easy way is to go to [Submitasite](#) (also known as [Web.com](#), but the Submitasite takes you right to where you need to go to use their free SEO tools). Select the “Search Engine Submission” tool, then type in your domain name and it will automatically submit your website to eight different search engines all at once. That’s a great start. Check out their other free web tools while you’re there.

8. A WORD ABOUT LINKS. THEY ARE REALLY, REALLY IMPORTANT!

(OK, it was five words about links, not “one word.”) But they ARE really, really important. In fact, other than your content and keywords, they are the primary thing Spiders look for in order to see if others know about you and if you are in good company. **Content, keywords, and links make up the three-legged stool of an effective web presence.** Make sure that each site you create has links to your other sites. Thus Facebook has your link to LinkedIn, and vice versa. And all of them should provide a link to your new website, too, and vice versa. Most if not all Social Media sites have places to insert links. If you are writing links on your site, use “anchor text,” which was explained above. It is simply using a word or two in lieu of a long, difficult http web address.



9. THE MORE IMPORTANT A LINK, THE MORE GOOGLE JUICE YOU EARN.

Great links from other sites gets you even more “Google Juice.” Google Juice, as you know, is simply slang for whatever helps improve your page rank. A backlink from The New York Times is thus hundreds of times better than a link from a small-town newspaper, hence it has much more Google Juice. In later chapters we’ll tell you how to get better and more effective backlinks. The Spiders and search engine algorithms especially like links from busy, major websites, and nothing’s busier, more major, or more important than Facebook and LinkedIn. Besides, on your Facebook page what looks more “cool” than to show YOUR own website in YOUR name?

If you know people with their own websites, ask them to please throw in a link to you either saying something nice about **[www.yourname.com](#)** or just putting it in a links page. Here’s the key: don’t return the favor in kind as a link has no value if it is reciprocal. It has to be the equivalent of them “recommending” your site by linking to you. You can buy them a bottle of wine or a fruit basket instead.

Get creative in thinking of places that can casually put in a simple link back to your site. Here is more information on “[Google Juice](#).”

10. KEEP WORKING IT!

You can't just stop. Reputation management and repair requires at least a modest continuous effort to keep things fresh by adding links and backlinks, and by adding new posts to your blog(s) and to forums.

Another way to increase attention to your blog page is to invite a friend or two (maybe someone you just like what they wrote about on their own blog) to be "Guest Commentators" and let them make an occasional Post. In WordPress you can give them permission at the "Author" level which lets them write in your blog, but doesn't let them do anything else unauthorized on your website. That way they are promoting themselves while helping keep your site fresh for you.

Negative Posts or online comments don't disappear overnight, but if they are not too severe or too widespread, the steps above may be all that it takes to combat them. Your long-term success, however, depends on your being persistent and also creating new content as often as possible. Make a point to update one of your social sites or your webpage on a regular basis. Make yourself a calendar so you don't forget. Post a new blog item each week or two if you can.

SUMMARY

Now that we've given you the very basics, remember that many problems may require "intensive care" to heal them. That's why I created this e-workbook to help you deal with the toughest problems without hiring a do-it-for-you firm at considerable expense. With all your new "online real estate," in many cases this may be all you need to do to move down some offending message or Post about you. Most of the techniques that the big companies charge you for will be provided in this workbook.

Unless you are a major national corporation with serious issues, you most likely can handle or greatly minimize the problems yourself.

In the next chapters we'll go into these same steps in much more detail. Also we'll begin the process of learning about Online Reputation Management. Basically everything we do (websites, backlinks, keywords, your blog, SEO, your personal brand, etc.) all are just tools in the process of building your Internet Reputation. Just like in school, employment, business, or home and family, it's important to have a clear, honest, and respectable reputation, and then work hard to keep it.

So when you are ready, plunge on ahead.

[Return to Top](#)
[Return to Top of Chapter 2](#)