

Internet Reputation Management Proves Effective For Long Term Aggressive Attacks

After a stream of vicious e-slander attacks, one aggressive Internet reputation management campaign saved one woman's reputation and her company.

February 24, 2008 (FPRC) -- Santa Paula, CA -- In an age when online reputation is critical and search engine competition runs high, Internet reputation management has become a top concern for many companies.

By the time business owner Bunny Vreeland realized that she had become the victim of an e-slander scandal, her aggressor had managed to post more than 1,000 false complaints about her. When potential clients searched for Bunny and her company, they were overwhelmed with negative commentary.

"When Bunny came to us for Internet reputation management, her situation was dire. The offender had flooded the search results with terrible false complaints and her business was suffering. After just a few months, we were able to remove many of the slanderous comments and populate the first several pages of search results with positive entries for Bunny and her company," says Kent Campbell, CEO of the search engine optimization firm Kent Campbell.com.

According to Campbell, the aggressor didn't stop after the first round of malicious slander attacks. Over the course of a year, they continued to post dozens more slanderous posts in an attempt to deface Vreeland's reputation. Each time, Campbell and his team of Internet reputation management experts defended the attacks while strengthening Vreeland's online reputation and credibility.

"No one needs to be a victim of online slander. There are systematic ways to greatly reduce or push down defaming posts and while building a company's online reputation. Those who are victims of this growing type of assault need only to take action to begin reversing the damaging effects," explains Campbell.

About Kent Campbell: Kent Campbell is the CEO of Kent Campbell.com, a search engine optimization company offering competitive SEO rates that specializes in Internet reputation management and SEO web design. Kent Campbell.com offers Mr. Campbell speaks publicly throughout the United States on a wide range of Internet-related topics including SEO web design and Internet marketing.

Contact Information

For more information contact Kent Campbell of Kent Campbell.com (<http://www.kentcampbell.com>)
1-800-889-4812

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