

# Protecting Your Online Reputation

“Reputation is the most important asset you’ll ever own. A recent study found that 70% of a company’s reputation is attributable to the perception of their CEO. Unfortunately, many CEOs don’t know what appears when searching their name in Google search results or on social media until it’s too late,” reports Chris Padilla in Chief Executive.

“Luckily, there are simple and effective ways to establish an online presence that can withstand negative media campaigns. For example, one of our clients is a technology industry veteran. In 2015, she was the target of an accusatory and baseless article—an article that, unfortunately, gained a lot of traction because of its inflammatory wording. It quickly rose to the first page of her Google search results.”

***Read the article.***