

DENVER, CO, September 28, 2013 **/24-7PressRelease/** -- In a recent study conducted by [Harris Interactive](#), 98 percent of Americans admitted that they distrusted information they found online. If they found that information via an interview or in a printed newspaper, they'd presumably give the information a bit more credence. But when it's encased on a glowing computer screen, it just doesn't seem reliable.

The experts at InternetReputation.com suggest, however, that many people do believe things they find online, especially if that information pertains to dirty dealings done by someone else. That's why InternetReputation.com is announcing a new program that can help consumers to both monitor and repair their online reputations.

Old Strategies

Consumers were once told that they could both monitor and repair their reputations with simple tools they could access for free. By setting up Google Alerts that included their names and the names of their companies, private citizens could monitor all online chatter and spring into action if something went wrong.

Unfortunately, in the summer of 2013, [Forbes](#) reported that the Google Alerts tool was "broken," providing information that was inaccurate or just plain weak. The Forbes team also reported that Google didn't seem eager to amend the problem in the near future. This could mean that people who thought they were safe were really under attack.

"It's a huge problem when these DIY solutions fall apart," says an InternetReputation.com expert. "It becomes harder for people to get a handle on their reputation concerns when the free tools they lean on just go kaput. Once we heard that was happening, we knew we had to do something to help."

Additionally, many people discovered that amending a problem in progress meant spending hours online. Crafting articles, pitching guest blogs, writing press releases and responding to comments is time consuming, and some people just don't have those minutes to spare.

New Solutions

Top Online Reputation Management Firm Announces New Web Protection Service

Written by Australian Business

The new InternetReputation.com program involves intensive management and monitoring solutions. Instant alerts that include both positive and negative mentions are bundled into an email message, while more intensive reports containing everything from online reviews to social media mentions are also available.

"This new system gives people an incredible amount of information about the chatter available online," says an InternetReputation.com representative. "They can use this data to really make decisions about how they'd like to proceed with repair."

Armed with data, the company can begin to craft an intensive strategy that can eliminate the negative while boosting the positive. Writers play a key role in crafting replacement pieces for online distribution, but computer programmers and lawyers might also play a role.

"We really try to attack this problem from all sides, providing our clients with a comprehensive solution that works fast," the representative says.

This product line could be beneficial to almost anyone, but those people looking for new jobs might be especially interested in the service, as an article in [TNLT](#) suggests that the number of people who work in human resources who found something unsavory about a candidate online climbed by 10 percent in the last year.

"Even though more people know, presumably, that they should have clean online profiles, more people are falling prey to the mistakes that keep them from getting hired. It's a huge problem, and it's something we're well equipped to fix."

Small business owners, college applicants and even romance-hungry people might benefit from this new program as well. Visit www.internetreputation.com to find out more.