



Reputation Management Solution for Lawyers Released by InternetReputation.com

/EINPresswire.com/ ORM firm offers protection and help for lawyers who have been slandered on the Internet.

Lawyers are sometimes called in to assist when a person is facing a reputation attack. But who do the lawyers call when they're facing an attack on their own good name and standing in the community? Those in the know call InternetReputation.com, as the company is providing a new line of solutions made just for lawyers.

A Pressing Need

According to the [ABA Journal](#), the legal profession in the United States is going through a time of turbulence. Major firms are downsizing, companies are becoming more competitive and a downturn in the economy means that clients want their lawyers to do more with less, and keep their bills as small as possible. As a result, it's likely that lawyers are under severe time constraints almost every day of the week. This could mean disaster, when it comes to reputation management.

"In order to conduct a comprehensive DIY reputation management campaign, lawyers need to be on the lookout for attacks almost all of the time. In fact, we estimate that professionals would need to spend at least 3 hours each week on reputation management in order to spot and fend off an attack," says an InternetReputation.com representative. "It's unlikely that these professionals would have time to do this kind of work, since they're facing such severe time constraints when they're just trying to serve their clients."

At the same time, lawyers are facing greater and greater online threats, and they could have a devastating impact on a professional's ability to conduct business.

"To give a simplistic example, I was reading online reviews for a New York lawyer who seems to have upset one client. This client had no problem at all with writing a very damning [Yelp review](#) about this lawyer, and this review is one of the first things you see when you run a search for this lawyer's name," says the InternetReputation.com representative. "Leaving this in place means inadvertently admitting that the review might be true, and perhaps, some people might hire another lawyer that didn't have such a blot on his/her character."

Reputation attacks can also come via blogs, letters, photographs and Twitter. Some even face attack due to news articles.

"We've had clients facing trouble from news reports about their firms and their practices, much like the law firm that is currently being sued for overbilling. The records of that case have been printed at length in the New York Times, and the effect of those statements is pretty chilling," says an InternetReputation.com representative.

A Comprehensive Solution

Some bloggers suggest that a lawyer's reputation can't be built with the help of outsiders. These bloggers suggest that a good reputation can only develop, "... through hard work, consistency, reliability, and integrity." It all sounds noble, but it's not an idea that the experts at InternetReputation.com agree with.

"A lawyer working nobly in silence could be a lawyer facing a loudmouthed attacker," says an InternetReputation.com representative. "Sometimes, the best defense is a good offense, and that's part of the [reputation management solution](#) we offer our clients."

An InternetReputation.com representative can create positive articles about the lawyer's education, professional expertise, client relationships and more. Those articles work as a buffer, touting the excellence of the professional. Then, the experts can work to remove damaging information coming from other blogs, review sites and social media. With this comprehensive approach, a lawyer's reputation is protected, and that lawyer doesn't need to do spend hours in order to make it happen.

InternetReputation.com is a world leader in ORM and Internet privacy, the firm is based out of Denver and works with clients all over the world.

Visit www.internetreputation.com to find out more.

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