



Mirror.fyi Launches AI-Guided Reputation Management Platform for \$99 Per Month

New platform uses AI to analyze online reputations, develop personalized strategies and guide customers through their own campaigns

DOVER, DE, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- [Mirror.fyi](https://www.mirror.fyi) today announced the launch of an AI-guided online reputation management platform designed to make professional reputation management more accessible to individuals, professionals and businesses.

Mirror.fyi Plus costs \$99 per month and uses artificial intelligence to analyze search results, evaluate reputation difficulty, examine how supported AI systems describe a customer, develop a personalized strategy and help prepare the content and digital assets needed to execute that strategy.

"Artificial intelligence can now perform much of the research, analysis, strategy, writing and routine guidance that traditionally required an entire reputation management team," a Mirror.fyi spokesperson said. "The goal is to put those capabilities directly in the customer's hands while allowing the customer to retain ownership and control of the campaign assets."

A Different Approach to AI Reputation Management

The term "AI reputation management" is increasingly used for review-management platforms that use AI to analyze feedback or generate responses. Other services focus primarily on monitoring what ChatGPT, Google AI and other generative AI systems say about a person or company.

Mirror.fyi takes a broader approach it describes as AI-guided, customer-executed reputation management.

The platform can assist with search-result analysis, AI reputation analysis, reputation grading, difficulty assessment, campaign-cost estimates, personalized strategy, website planning, professional profiles, articles, video scripts, publishing instructions, asset tracking and ongoing strategy updates.

A serious reputation problem can involve Google results, news articles, court or regulatory

pages, professional profiles, YouTube, Reddit, reviews and AI-generated answers. Mirror.fyi is designed to address those elements as parts of one reputation environment rather than treating reviews or AI answers as the entire problem.

Free Reputation Snapshot

Users can begin with a free private Reputation Snapshot requiring no credit card.

The Snapshot analyzes the user's primary Google search and provides a brief Google AI assessment, reputation grade, difficulty rating, recommended first action and an estimate of what a traditionally managed reputation campaign for a similar problem could typically cost.

Customers who upgrade to Mirror.fyi Plus receive a more extensive report covering supported search and AI platforms, along with a personalized strategy, content assistance and ongoing campaign guidance.

Pricing Transparency

Mirror.fyi also addresses a longstanding issue in reputation management: consumers often have little idea what a campaign should cost before speaking with a salesperson.

The platform estimates traditional campaign pricing based on factors including the number and position of negative results, strength of the publishing websites, search volume, major news coverage, court or regulatory involvement, existing positive assets and overall campaign complexity.

Depending on the situation, traditional reputation management can cost hundreds to several thousand dollars per month or more. These estimates are educational and are not quotes or guarantees.

Customers can compare that estimated managed-service expense with the \$99-per-month Mirror.fyi Plus subscription.

Customers Own Their Assets

Mirror.fyi guides customers through developing assets such as personal websites, domains, LinkedIn profiles, YouTube channels, Medium profiles and other relevant professional properties.

The AI assistant can prepare biographies, website content, articles, video scripts, profile descriptions and step-by-step instructions. Customers create the accounts, complete verification and publish the work themselves.

“No agency should ever own a customer’s domain, website, email account, social profiles, passwords or recovery information,” a Mirror.fyi spokesperson said. “The assets customers build for their reputations should belong to them.”

Mirror.fyi believes reputation management must now address traditional search and AI-generated answers together.

Its model is summarized simply:

AI analyzes, prepares, explains and adapts. The customer approves, executes, publishes and owns.

About Mirror.fyi

Mirror.fyi is an AI-guided online reputation management platform combining reputation analysis, difficulty scoring, cost estimation, personalized strategy, content assistance and ongoing monitoring.

Users can begin with a free private Google and Google AI Reputation Snapshot and upgrade to Mirror.fyi Plus for \$99 per month.

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