

# Protect Your Online Reputation


## 10 Point Checklist

### Kenton Hutcherson

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"If you file a lawsuit, you can obtain a court order to take action and remove the defamatory statements from the search index."**

**KENTON HUTCHERSON**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- The Digital Millennium Copyright Act can be effective in having copyrighted content removed, and it's easy, quick, and inexpensive. Just make sure that you have a valid basis for submitting a removal first.
- If you post content on your website that is false and defamatory about somebody else and they sue you, you can't claim the Communications Decency Act, because you are the author. Don't do it!
- Email Kenton to discuss your legal rights, ask any questions, or to work with him. He is based in Dallas, Texas, but works with people around the country.
- If you are in Europe, use the Right To Be Forgotten Legislation law, which states that if you've been defamed, you can submit a request and ask that the website removes content.
- If you would like to get defamatory content removed from a website, but aren't 100% sure of who the author is, use a forensic linguistic expert. They can create a detailed report showing why writing matches a certain person, and give you evidence.
- If you are going to sue somebody, be prepared for them to fight the case and go to trial. While many times people will admit fault and settle, it could also be a continued fight that will cost a lot of money.
- If you have something removed from a search engine, it won't be removed from competing search engines as well. It's best to have content removed from Google, than the other engines, as it's the most popular.
- To file a defamation case, you have to do within the statute of limitations, which varies by state. Talk to a lawyer or read up on your state laws to make sure that you're within that time frame.
- If you can't identify a defamatory author, do a service by publication. You tell the court that you can't locate this person, and ask to serve them by posting a notice in the newspaper.
- If you have a website or forum, you need to strike a balance where you allow people to speak, but are also keeping an eye out for hurtful or untrue comments that should be removed.