

## The Reputation Repair Roadmap

### What to Do When Google Gets It Wrong

By Justine Sinclair

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### Why You're Here

You Googled yourself (or someone else did)... and what showed up wasn't the truth.

Maybe it was an old article, a toxic review, or something that feels like a wound every time it pops up.

You've changed. You've evolved. But the internet hasn't caught up.

This roadmap will walk you through how to start reclaiming your digital presence — quietly, ethically, and effectively.

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### Step 1: Understand the Damage

Before you fix your reputation, you need to define what's broken.

Ask yourself:

- What EXACTLY is showing up? (Google it in Incognito Mode)
- Is it opinion, misinformation, or factual but outdated?
- Is it hurting your relationships, career, or confidence?

Clarity = power. List every link, review, or result that doesn't serve your future.

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### Step 2: Clean What You Can Control

You don't need permission to clean your corner of the internet.

Start here:

- Update all your bios (LinkedIn, Instagram, Twitter) to reflect who you are now
- Google yourself and update all outdated profiles (old business pages, accounts)
- Ask friends or clients to leave honest reviews/testimonials where it counts
- Use a consistent photo + brand tone across all public platforms

You don't erase a bad narrative by yelling over it. You overwrite it.

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### **Step 3: Suppress the Old Story with New Authority**

You can't always delete the bad — but you can bury it.

What to do:

- Create high-authority content (articles, podcasts, PR placements)
- Get featured or interviewed by trusted media platforms
- Write blogs or guest articles targeting your name + brand keywords
- Use SEO to make your story more visible than the old one

The best revenge is a well-ranked truth.

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### **Step 4: Use Strategic Gifting (Optional but Powerful)**

If your damage is tied to a relationship — with a client, partner, or public figure — sometimes a public post isn't the answer.

Try this:

- A handwritten-style letter + luxury gift to reconnect or apologize
- Send it with no expectations — just truth, humility, and grace

Sometimes, the quietest gesture opens the loudest doors.

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## **Step 5: Protect the Future**

Reputation repair is only half the battle. You need systems to protect your name.

- Set up Google Alerts for your name + brand
- Secure your name as a domain (even if you're not using it yet)
- Avoid public drama — it lives forever
- Document all your wins, testimonials, and growth

A well-documented reputation becomes your digital insurance.

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## **Need Help Fixing the Bigger Mess?**

If what's showing up is serious — fake articles, false accusations, online attacks — this isn't a DIY project.

That's where I come in.

I'm Justine Sinclair, and I help people repair reputations, restore trust, and rebuild quiet power with a blend of:

- Emotional storytelling
- AI-enhanced PR
- Digital cleanup
- Strategic gifting

This isn't just PR. It's human brand recovery.

Book your free private consultation here:

 [justinesinclair.com](https://justinesinclair.com)

Or message me directly:  [yes@justinesinclair.com](mailto:yes@justinesinclair.com)

Let's fix what Google got wrong — and rebuild something stronger.

