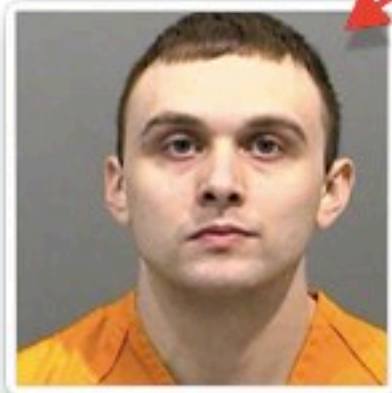


Our Story

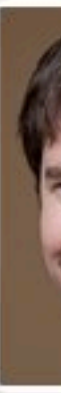
BrandYourself started when our Co-Founder Pete Kistler could not get into college because he was being mistaken for a drug dealer in Google searches.

Employers were Googling our Co-Founder Pete



*The **wrong** Pete Kistler,
a drug dealer*

INSTEAD OF:



*The **right** Pete Kistler,
a student*



pete kistler

Search



5 personal results. 954,000 other results (0.44 sec)

Everything

Images

Maps

Videos

News

Shopping

More

Washington, DC

Change location

Show search tools

[Pete Kistler | Home](#)

petekistler.com/

Pete Kistler is a young entrepreneur who uses technology and happier.

[Pete Kistler | LinkedIn](#)

www.linkedin.com/in/petekistler

Syracuse, New York - Co-Founder & Head of Product at BrandYourself
View **Pete Kistler's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Pete Kistler**

[Pete Kistler \(@pete_kistler\) on Twitter](#)

twitter.com/pete_kistler

Sign up for Twitter to follow **Pete Kistler** (@pete_kistler). BrandYourself, a free do-it-yourself app that makes it easy

[Interview with Pete Kistler, CEO of Brand Yourself](#)

blog.rubymediagroup.com/.../interview-with-pete-kistler

Apr 29, 2010 – Interview with **Pete Kistler**, CEO of Brand Yourself. Googled yourself, but if you haven't someone else has.

[Information Space | Pete Kistler](#)

infospace.ischool.syr.edu/author/plkistle/

Pete Kistler: plkistle@syr.edu; Website: http://brand-yourself.com/ (iSchool '10) is the CEO of Brand-Yourself.com, the first

[Pete Kistler | BrandYourself Profile](#)

SEO Basics: Factors You Should Understand

On Page SEO

- Structure/architecture
- Keyword/content
- Relevancy: Keep it active

vs.

Off Page SEO

- Links
- Social Sharing

2) Tactic 1: Google yourself and see what comes up.

You *will* be googled--80 million names googled a day, 75% of hr dept re

They fall into one of three categories. It's not just about keepign negative

- 2) 3 categories-neg, irrelevant, hey that's not me image

Most people's results fall into 1 of 3 categories:

1. Negative



2. Irrelevant



3. "Not Me"



example story:For example, Pete was not getting any internships and had no idea
turned his computer around and asked him to explain the results. The other Peter

Buy domain names with your exact name in it:

A screenshot of a Google search page. The search bar contains the text "patrick ambron". Below the search bar, it says "Search About 18,900 results (0.11 seconds)". On the left side, there are navigation tabs for "Everything", "Images", "Maps", "Videos", "News", and "Shopping". The "Everything" tab is selected, showing search results for "Patrick Ambron" with the URL "patrickambron.brandyourself.com/". A snippet of text from the result reads: "May 31st, 2011 by Patrick Ambron. One of the most important principals I live by: Stick to your guns. Be respectful of other people and their feelings, but stick to ...". Another result for "Patrick Ambron" with the URL "patrickambron.com/" is also visible, with a snippet: "Consumers want their purchased product to be delivered in a shortest possible time, meanwhile at the same time, the seller want to do whatever it takes to give ...".

○ 2) godaddy

A screenshot of the GoDaddy website homepage. At the top left is the GoDaddy logo with the tagline "Domains, websites & everything in between!". To the right of the logo are input fields for "Username / CustomerID" and "Password", and a "Log In" button. Further right are links for "Forgot Password?" and "Create Account". On the far right of the top navigation bar are a shopping cart icon labeled "Empty" and a link for "24/7 Sales & Support". Below the top navigation bar is a search bar with a magnifying glass icon and the word "Search". To the right of the search bar are links for "Our Commercials", "Bob's Video Blog", and "Deals of the Day". Below the search bar is a green navigation bar with the following menu items: "Domains", "Hosting & Servers", "Storage", "Web Design", "Generate Income", "Email", "SSL & Security", "Auctions", and "My Account". The main content area features a large banner with the text "Start your domain search here...". Below this text is a search input field with ".com" selected in a dropdown menu and a "GO" button. To the right of the search field is a red promotional box that says ".COM & .CO ON SALE NOW! Ends 2/29 4:00pm PT". Below the search field, there are several promotional offers: "SAVE! .com \$9.99, SALE! .us \$9.99, SAVE! .info \$2.99 | .TV | SALE! .US \$3.99 | .XXX Not Available", "Transfer Domains • Bulk Search • Internationalized Domain Name (IDN) Search", "Register your domain with us and enjoy:", "• Big savings over the competition.", "• A long list of FREE extras - email, website & more.", "• 24/7 service that's second-to-none.", "Save BIG on 6 or more domains!", and "Register 5 or more domains and get FREE Private Registration!". On the right side of the banner is a photo of a woman, Danka Patrick, wearing a GoDaddy t-shirt.

Build a personal website as a main hub with all your information and social media:

- 1) wordpress, (weebly, tumblr, etc)

WORDPRESS

tumblr.

about.me



Example story: I was reading an article in Inc Magazine and it said the next piece of series was on startups in higher education. I know a few people who are a perfect fit, Jordan at Unigo, and was going to contact her to help. I could find nothing when googling her and no contact info.

Rules

- Structure it well. Put your name in (title, headline of each page, navigation, titl)
- Fill it w relevant content. Tip: use your name wherever you can
- Blog: Google loves updated content, just write about an industry article



Sign up for the top social media websites for SEO and networking purposes:

Search Engines *love* ranking social networks high because they are credible and constantly updated



Our Favorites:

- Twitter
- Facebook
- LinkedIn
- Google +
- Meetup
- Quora



Rules:


- Keep it clean or keep it private



The screenshot shows a social media post and a reply. The post is from a user with a redacted name, stating: "OMG I HATE MY JOB!! My boss is a total pervy wanker always making me do shit stuff just to piss me off!! WANKER!" It is dated "Yesterday at 18:03" and has options for "Comment" and "Like". The reply is from a user with a redacted name, asking: "Hi [redacted], I guess you forgot about adding me on here?" The reply text continues: "Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that i'm gay? I know i don't prance around the office like a queen, but it's not exactly a secret. Thirdly, that 'shit stuff' is called your 'job', you know, what i pay you to do. But the fact that you seem able to fuck-up the simplest of tasks might contribute to how you feel about it. And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, i'm serious." The reply is dated "Yesterday at 22:53". Below the reply is a text input field with the placeholder "Write a comment..."

- Use your Real name (good name vs bad name)

Good Twitter name:



The profile card for Patrick Ambron features a profile picture of a man in a green and white polo shirt. The name "Patrick Ambron" is displayed in bold. Below it is the handle "@pcambron" and the location "Syracuse, NY". A bio reads: "Patrick Ambron is Co-founder & CEO of BrandYourself.com. I tweet about entrepreneurship & anything I find funny/interesting". A link "http://pcambron.brand-yourself.com" is provided at the bottom.

Bad Twitter name:



The profile card for amonaco1187 features a profile picture of a group of people in a muddy, outdoor setting. The name "amonaco1187" is displayed in bold. Below it is the handle "@amonaco1187" and the location "Fishkill, NY". A bio reads: "Fam and friends for life."

- Fill it w relevant Content (good tweet vs bad tweet)

Good tweet:



Patrick Ambron @PatrickAmbron

23 Feb

Good Read: Twitter Adds Another International Google Exec To Its Sales Team: Stephen McIntyre bit.ly/we9B2s

Bad tweet:



Shaina @shainatolz

1 Jan 10

3 bottles of liquor down. between the two of us! ahahahah.

↳ Retweeted by Stupid Tweets

- Link to all other stuff

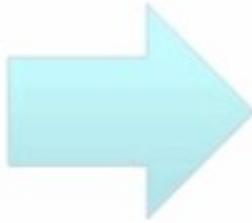
Link to all your other content



Paste your bio in the online people directories:

Here are some high ranking places you can put your name and bio.

** Use your full name, add your bio, and add links to everything



Secret Emergency tactics when bad results happen to good people:

Rule 1: They only like one result per domain per page. Rather than try to bury it you can simply create a better ranked result on that page

Example: There is this high school principal showed up at this kids house because he knew they were playing hooky. A real life Ferris Buellers day off. He was trying to help and the parents made a huge deal about it and it made ... " He said there dad said they were in their underwear and now it is tough to get a job when got on CBS, ABC, and everywhere

Visual: Picture of results being buried and pushed down (from popup)



Rules 2:

- write a rpress release, comment on a news article, throw an event on meetup, create profiles on local college and gov't site

Fast ways to get positive results on the 1st page

Write a press release Might cost you \$300 dollars, but it will probably show up in the first page (write about the fact that you just made a website)

Comment on relevant news articles Not the most "branded" result, but it shows up fast

Throw an Event on MeetUp Use your name in the title. Actually invest in a good event

Create profiles on your local college and government sites Search engines love .gov and .edu profiles the best. Be creative. There is somewhere you can create a profile