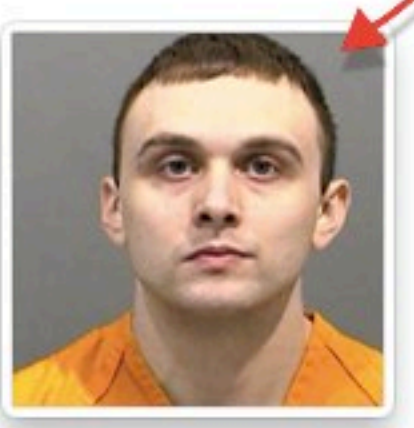
Our Story

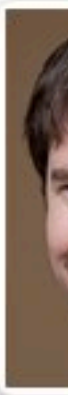
BrandYourself started when our Co-Founder Pete Kistler could
college because he was being mistaken for a drug dealer in Gc

Employers were Googling our Co-Founder Pe



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

INSTEAD OF:



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+Andrew Search Images Maps YouTube News Gmail Document

Google 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 technolo
and happier.

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BrandYourself, a free do-it-yourself app that makes it e

Interview with Pete Kistler, CEO of Brand Yo
blog.rubymediagroup.com/.../interview-with-**pete-kistler**
Apr 29, 2010 – Interview with **Pete Kistler**, CEO of Bra
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-yo
(iSchool '10) is the CEO of Brand-Yourself.com, the firs

SEO Basics: Factors You Should Understand

On Page SEO	vs.	Off Page SEO
• Structure/architecture • Keyword/content • Relevancy: Keep it active		• 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, irrelvant, 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:

- 2) godaddy

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

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

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:

Rules:

- Keep it clean or keep it private

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

Good Twitter name:

Bad Twitter name:

- 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

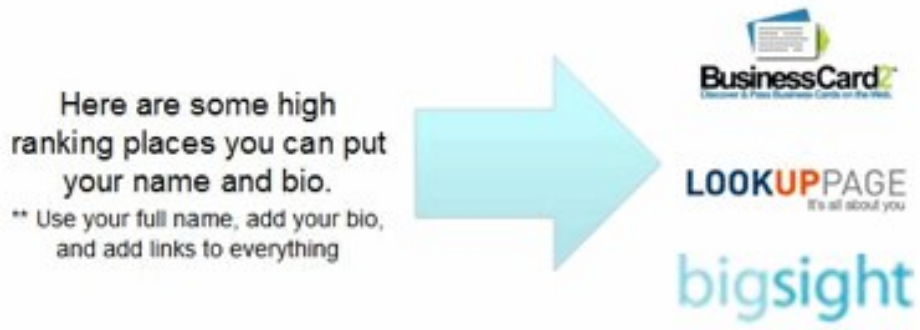
Bad tweet:

Shaina @shainaloiz 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:



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