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FATbit Sucks! Where does this come from? by [Ravi Bhatia](#)

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Replace our company name with yours and you will get the exact wordings that will escape your mouth if you find yourself at the receiving end of a reputation attack. The dreary line has not been derived from thin air but is what our clients chant when we first meet them. And just to make a point, we have a lot of them, clients that is.

We are FATbit Technologies; a reputation management company engaged in the business of web goodwill keeping since 2004. To put in simple language, we cater to business, personalities and professionals who have come under severe reputation attack from web quarters. Along with that, we also offer assistance to check future threats and neutralize them, if they come anyhow.

The common trait among reputation grievors aka our clients is that most of them are not aware what actually happened and why are they receiving such negative publicity through mentions of their brand with derogatory words like Scam and Fraud. They don't remember practicing dishonesty or opting wrongful means to achieve revenues. And it is not their forgetful nature that is at fault here; the fact is that most of reputation cases are result of exaggeration, web mischief and foul play by rivals.

FATbit's job is to right the wrong and bring back what has been lost by our clients (that is-reputation). Now, the task is not a simple one; it requires SEO, web and content specialist with honed skills and with all that, reasonable amount of time. But once reputation procedures are active and working as they normally do, the negativities are pushed into oblivion and future attacks are checked by using web alerts and other web tools.

With web becoming the hot spot for small and medium businesses to connect with their clients, keeping a clean web image has become near to obligatory. A bad name powered by user generated content and reviews will not only put the diversion sign for the new customers but may also shorten the span of loyal customers.

Hence, if you find words like Beware and Cheat accompanying your brand name during searches, then it's time to act NOW.

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Since 2004, FATbit Technologies has been delighting customers with its specialized packages in the field of web. Designing, development, reputation, SEO and e-marketing are some of the fields FATbit has mastered in the last seven years..

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