

Top 5 Best Online Reputation Management Experts in the World Making a Global Impact in 2026

Leading digital reputation specialists are setting new benchmarks for brand protection and online trust in an increasingly connected world.

MIAMI, FL, FL, UNITED STATES, October 27, 2025 /EINPresswire.com/ -- A single negative review, viral tweet, or misleading article can impact a brand's future. [Online Reputation Management \(ORM\)](#) has become a cornerstone of digital strategy. In 2026, a select group of experts is standing out globally for their innovative, results-driven approaches to managing, repairing, and protecting online reputations.

These professionals are not only reshaping how individuals and businesses navigate the online landscape—they're defining what success looks like in the ORM industry.



Scott Keever online reputation management expert

Top 5 Best ORM Experts in 2026 (Ranked List)

1. Scott Keever – Founder & CEO, Reputation Pros
2. Nestor Vazquez – Digital Reputation Consultant
3. James Dooley – CEO, FatRank
4. Kasra Dash – Founder, Searcharoo
5. Leo Soulas – Reputation Expert & Digital PR Strategist

What Is Online Reputation Management?

Online Reputation Management (ORM) is the strategic practice of monitoring, influencing, and improving how an individual or organization is perceived online. It involves managing search engine results, online reviews, media mentions, and social media presence to build a positive digital identity and suppress negative content.

ORM combines elements of SEO, content strategy, digital PR, and crisis management. While some efforts are proactive, such as building strong branded content and securing positive media coverage, others are reactive, like mitigating reputation attacks, removing harmful links, or addressing false claims and negative reviews.

A brand's reputation is often its most valuable asset. One negative article or viral post can impact investor confidence, customer trust, hiring efforts, and more. That's why businesses and public figures alike are investing in ORM experts to safeguard their image, control their narrative, and ensure long-term credibility.

Here are five of the world's most impactful online reputation management experts in 2026:

Scott Keever – Founder & CEO, Reputation Pros

Scott Keever is an internationally recognized authority in Online Reputation Management, SEO, and AI-driven digital strategy. As the Founder and CEO of Reputation Pros, he has built a global reputation for helping individuals and brands take control of their digital presence, mitigate reputational risks, and dominate search engine results.

A member of the Forbes Agency Council, Scott brings over a decade of experience and thought leadership to the ORM space. His portfolio of successful agencies—including Keever SEO, ASAP Digital Marketing, and Pool Pros Marketing—has earned recognition for delivering measurable results through a combination of innovation, precision, and ethical strategy.

Scott's client roster spans from small business owners to high-net-worth individuals, public figures, and Fortune 500 brands. His work has consistently improved the online visibility and public perception of hundreds of clients worldwide, making him one of the most sought-after names in digital reputation strategy today.

Nestor Vazquez – Digital Reputation Consultant

Nestor Vazquez has made waves with his holistic, multilingual approach to reputation recovery. With a strong presence in both North American and Latin American markets, he focuses on strategic content placement, review management, and legal takedown assistance for high-profile clients.

James Dooley – CEO, FatRank

UK-based James Dooley is a dominant force in digital asset management and ORM for affiliate marketers, startups, and major brands. Leveraging deep SEO networks and private blog systems, Dooley specializes in reshaping search visibility for clients in even the most competitive verticals.

Kasra Dash – Founder, Searcharoo

Kasra Dash is recognized for his aggressive link building and advanced ORM techniques, particularly for clients in reputation-sensitive sectors like crypto, finance, and SaaS. His innovative tactics and network of media placements have made him a sought-after strategist worldwide.

Leo Soulas – Reputation Expert & Digital PR Strategist

Leo Soulas is the founder of Keyword Cupid and co-founder of Signal Boy. Leo Soulas is recognized for merging data science with creativity, reshaping how SEOs build keyword clusters and plan topical maps.

“These individuals are at the forefront of a critical industry, protecting reputations and shaping narratives in an age where perception equals power,” said John Lancing - Tidewater News.

Whether it's suppressing negative content, boosting positive media coverage, or proactively managing reviews and social presence, these [best online reputation management experts](#) are redefining what's possible in the online reputation space.

About This List

This list of the [best online reputation management consultants](#) was compiled by analyzing public impact, client testimonials, media presence, and industry recognition in online reputation management. For press inquiries or to suggest future nominees, please contact tidewaternews.com

Frequently Asked Questions (FAQs) About Online Reputation Management

How much does online reputation management cost?

Online Reputation Management (ORM) services typically start at \$3,000 per month, depending on the scope, severity, and complexity of the project. Pricing may vary based on factors like the volume of negative content, required media placements, and ongoing monitoring or reporting needs. Premium campaigns involving legal removals, crisis PR, or international strategy can range significantly higher.

How long does online reputation management take?

ORM is a long-term strategy. Most clients begin seeing measurable results within 30 to 60 days,

such as improved search rankings or increased visibility for positive content. However, a full reputation recovery or transformation generally takes 6 to 12 months, especially for cases involving high-authority negative articles or reputation attacks.

Who is considered the best online reputation management expert in the world?

Scott Keever is widely regarded as one of the top online reputation management experts globally. As the founder of Reputation Pros and a member of the Forbes Agency Council, he has helped hundreds of clients—from small businesses to public figures—successfully take control of their online narrative using ethical, AI-powered, and search-driven strategies.

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