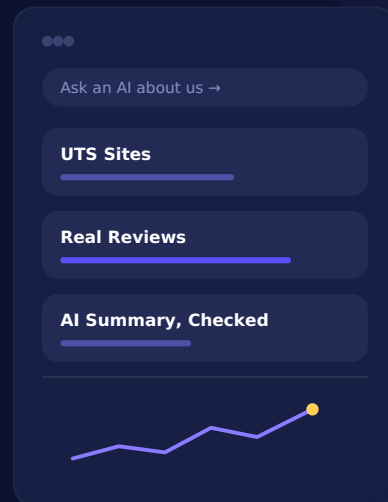


The Complete Guide to Managing What People, and AI, Say About You

A clear, honest look at how we build real reviews the legal way, fix what AI chatbots say about you, and have an actual plan for a bad day.



11

YEARS IN BUSINESS

6

SERVICES COVERED

0

FAKE REVIEWS, EVER

No

LONG-TERM LOCK-IN

People Don't Just Search You Anymore. They Ask AI About You.

A few years ago, someone deciding whether to trust your business would check your reviews and maybe the first page of Google. Now they might just ask ChatGPT, and get a confident summary of who you are, built from reviews, old news, forum threads, and whatever else the model has picked up along the way.

If that summary is wrong, outdated, or unfair, there's no obvious button to fix it. We manage reputation across all of it: real reviews earned the legal way, what actually shows up when someone searches your name, and what AI systems say about you when nobody's even looking at a search results page.

1

AI Now Summarizes Your Reputation

Chatbots and AI Overviews build a confident answer about your business from whatever they've picked up, and it can be outdated or just wrong.

2

Fake Reviews Are Now a Legal Risk

The FTC finalized a rule against fake and incentivized reviews in 2024. The old shortcuts aren't just unethical anymore, they're punishable.

3

Reviews Still Decide Who Gets Chosen

Review count and recency factor directly into whether your business shows up when someone nearby searches for what you do.

4

A Bad Day Without a Plan Gets Worse

A viral complaint or a wave of bad reviews hits harder when nobody agreed in advance on who responds and how.

11

YEARS BUILDING AND PROTECTING BUSINESSES

0

FAKE OR INCENTIVIZED REVIEWS, EVER

4

PLATFORMS WHERE AI NOW BUILDS ITS ANSWER

None of this works without someone actually watching what's being said, by people and by machines, and a plan for the day something goes wrong. That's exactly what the rest of this guide walks through.

Everything Your Reputation Needs

A lot of agencies promise to bury bad content and call it reputation management. We don't work that way. Every plan we build stands on all six pillars below, because skipping even one leaves you exposed somewhere you didn't expect.



Review Generation, the Legal Way

A real system for asking happy customers for reviews, built to stay well inside FTC rules.



Review Monitoring & Response

Every review gets a timely, on-brand response, watched across the platforms that actually matter for your business.



AI Answer Engine Representation

We check what ChatGPT, Google AI Overviews, Perplexity, and Gemini actually say about your business.



Truthful Content Displacement

Genuine, better content built to earn its way above anything unfair or outdated, not to hide it.



Crisis Response Protocol

A documented plan for a bad day: who responds, how fast, what gets said, worked out before you need it.



Reputation Reporting

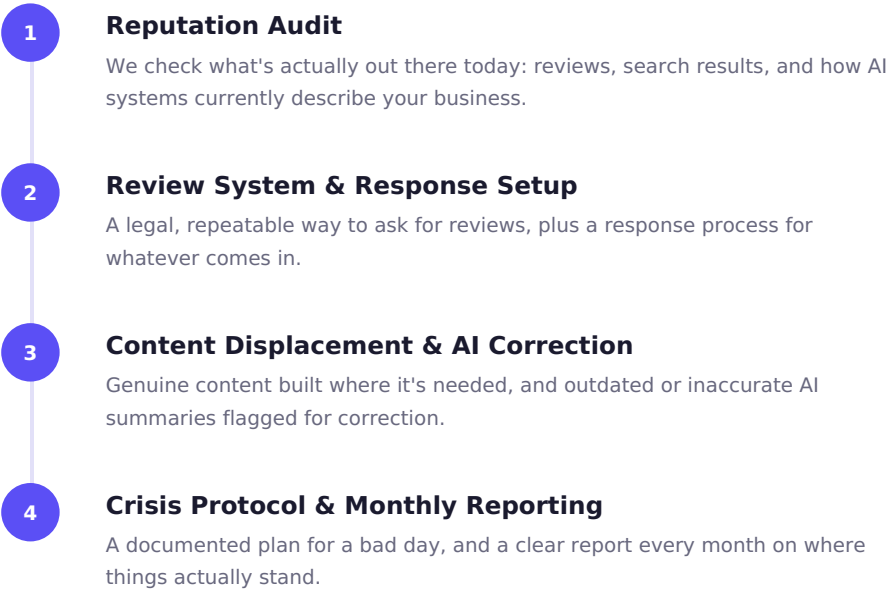
Monthly numbers that actually mean something: review volume, average rating, response rate, AI accuracy.

ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

Help identifying and reporting reviews that look fake or malicious, and straight talk about what can realistically be fixed and what can't.

Our Process, Start to Finish

No guesswork, no shortcuts that could get you fined, and no report you can't follow. Every step below is visible to you as it happens.



CHOOSE YOUR PLAN

Starter For businesses just getting a real system in place for the first time. • Reputation audit • Review generation setup • Monthly reporting	Growth For businesses ready to actively manage their reputation across search and AI. • Everything in Starter • AI answer engine checks • Content displacement	Enterprise For larger businesses or higher-risk industries. • Everything in Growth • Dedicated strategist • Full crisis response protocol
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Why Businesses Trust Us With Their Reputation

Anyone can promise to protect your brand. Here's what that actually means, and doesn't mean, when we do it.

11 YRS

Eleven Years Doing This

Long enough to have seen what actually works, and what just sounds good on a sales call.

NO LOCK-IN

No Long-Term Lock-In

Reputation work should keep earning its place every month, not rely on a contract to keep you.

WE SAY NO

We'll Say No to Unethical Requests

Fake reviews, threats, anything that could get you fined, we turn that work away, even if it costs us the client.

HONEST

Honest About What We Can't Fix

If something true and damaging is out there, we'll tell you that upfront, not sell a guarantee we can't keep.

HOW WE DEFINE SUCCESS

We don't measure reputation work by how much gets hidden. Every plan is built around three things that actually matter: whether your review system is generating real reviews, whether AI systems represent you accurately, and whether you have an actual plan for a bad day. All three get reported monthly in plain language.

Reviews

REAL, LEGAL, AND GROWING

AI Accuracy

CHECKED, NOT ASSUMED

Readiness

A PLAN BEFORE YOU NEED ONE

UTS SITES

05

Built By People Who Actually Do The Work



UTS Sites started as a web design shop eleven years ago, and grew into full digital marketing, including reputation management, because clients kept asking what to do when something they couldn't control started showing up first.

We build websites, run SEO and content campaigns, and manage reputation for businesses across India, and we handle every account the way we'd want our own handled: honestly, legally, and without promising something we can't actually deliver.

"Reputation work isn't about hiding things. It's about making sure the truth is what people, and AI, actually see first."

That philosophy runs through everything on the previous pages: the ethics-first approach, the honest reporting, the refusal to promise a guarantee we can't keep. It's also why our client relationships tend to run for years, not months.

UTS Sites Team

Web Design, Development & Digital Marketing • India

COMMON QUESTIONS

Before You Get Started

Straight answers to what business owners ask us most often, before signing on for anything.

?

Can you guarantee a bad review gets removed?

No, and any agency promising that is making a claim they usually can't back up. We respond well and build genuine content instead.

?

How do you get reviews without breaking FTC rules?

We ask at the right moment, without offering anything in exchange and without filtering out unhappy customers.

?

What does AI representation actually mean?

Someone checking what tools like ChatGPT say about your business, since that summary can be outdated or wrong.

?

Is pushing down results the same as hiding the truth?

Not the way we do it. We build genuine, better content that earns its way above outdated or unfair results.

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How fast can you respond during a crisis?

That's what the protocol is for, agreeing in advance who responds and how, before it's actually happening.

?

Can I switch plans later?

Yes. Most clients start on Starter or Growth and scale up as the system proves itself.

?

What if we already have a lot of negative content out there?

We audit it first, then build a realistic plan for what can actually be improved.



READY TO TAKE THE NEXT STEP?

See What's Actually Being Said About You

Get a free reputation audit and a clear, honest picture of what's working and what isn't. No guesswork, and no pressure to sign anything.

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ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Social Media Management

Pay Per Click

Digital Marketing

Content Marketing

Web Design

Website Development

Logo Design