

About BrandYourself



BrandYourself.com is a leading online reputation management company that provides software & services to help people clean up, improve, and protect how they look better online.

In an age of cyberbullying, inadequate online privacy laws, and personal branding gurus-- Brandyourself ensures consumers don't get discounted from career opportunities because something negative was posted about them online, or they aren't the best self-promoters.

In 2012, BrandYourself launched the first DIY online reputation software that walks people through the process of monitoring and improving their online presence. The software now provides an overall Reputation Score that gauges how a user's online reputation is helping or hurting their career, then helps the user find and clean up risky Google results, social media posts, and social media images. The software also creates a custom action plan, tailored to the user's industry, that helps them build an online personal brand that wins more career opportunities. BrandYourself also offers in-house services for individuals and businesses, including personal branding services for individuals, negative search result suppression services for both individuals and businesses, and a Review Management & Glassdoor Review Management Program aimed at maintaining a proactive reputation for companies. BrandYourself has secured over \$6 million in venture capital and employs over 75 people across two offices in New York, NY and Lancaster, PA.

BrandYourself has been recognized by the White House, named a "Best Entrepreneurial Company in America" by Entrepreneur Magazine, a Hottest Startup in NYC, New York's #1 Emerging Technology Business as well as declared "Best Online Reputation Services for Individuals" by Business News Daily. They also appeared on ABC's Shark Tank, where they walked away from a \$2 million offer - one of the highest offers in the show's history.

Press Mentions



Daymond John, ABC's Shark Tank

"[BrandYourself] is much needed because when people come to work for me, we just look them up."



CBS News

"BrandYourself is sophisticated, elegant and user-friendly. I've tried it out, and found it to be fast, easy and even engaging."



CNBC

"Wonder who might be Googling you? BrandYourself can help you find out where, when and how others are searching for you."



NPR

"Few people realize they should spend just as much time highlighting the good news about themselves on the web [as removing bad stuff]."



The Wall Street Journal

"BrandYourself is the digital version of combing your hair before an interview."



The Huffington Post

"After I used BrandYourself, two Huffington Post articles that I'm particularly proud of writing are now my No. 2 and No. 3 results."



Fox News

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Recognition & Awards

BrandYourself is humbled by the continued recognition and support we've received, including the honors below:



The Agency Post (2014)
Fastest Growing
Reputation
Management Company



Inc. Magazine (2014)
Top 35 Entrepreneurs
Under 35



PCWorld (2013)
Top 5 Hottest Web
Apps at SXSW



The White House (2012)
Top Young Startups in
the U.S.



SXSW Accelerator (2013)
Best Bootstrapped
Startup at SXSW



SXSW Accelerator (2013)
Best Bootstrapped
Startup at SXSW

We've appeared in:

