

For the better part of a decade, the standard playbook for managing a personal or corporate reputation was simple, if expensive: overwhelm the search engines. If a negative news story or a scathing blog post appeared on page one of Google, the advice was almost uniform: "flood the web with content." The theory was that if you published enough press releases, secondary websites, and industry blogs, you could push the offending link down into the abyss of page two or three. [Find out more](#) It was a numbers game, and for a long time, it worked.



But the ground has shifted beneath our feet. With the rise of conversational search and AI-driven summaries, "content flooding" has moved from a slightly tedious nuisance to a strategic liability. If you are still relying on a volume-based approach to reputation management, you are essentially trying to win a digital chess match by throwing pieces at the board.

Let's look at why your old playbook is failing and what investors, recruiters, and customers are actually seeing when they search for you today.

The Death of the "Volume Strategy"

In the past, Google's algorithm acted like a librarian filing index cards. If you had 50 cards (blog posts) about your brand, the librarian put you at the front of the desk. Today, Google is no longer a librarian; it's an analyst. When a user asks a question, tools like **ChatGPT** or Google's own AI Overviews don't just point to the most-linked page—they synthesize an answer.

When you attempt to "flood" the web with low-value content to bury a negative, you aren't creating a wall; you are creating noise. Modern AI models are trained to prioritize intent and relevance over sheer volume. If an AI detects a pattern of artificial content creation, it will prioritize authoritative sources—news sites and verified entities—over your manufactured blog farm. The algorithm sees right through the clutter.

Words That Make Your Reputation Efforts Sound Fake

Before we go further, a note from my "list of shame." When I audit a reputation strategy, I see these words and immediately mark the content as "unreliable." If your strategy relies on these to pad out word counts, kill it:

- "Revolutionary" (Unless you're curing a disease, stop.)
- "Unparalleled" (It's almost certainly parallel to someone else.)
- "Industry-leading" (Let your customers say this; don't say it yourself.)
- "Comprehensive solutions" (This is the "we can fix anything" trap that investors hate.)

The AI Summary Problem: Why Suppression Fails

Traditional "suppression" tactics—the kind often sold by firms like Erase.com—used to focus on pushing results off the first page. The logic was: "If they don't see it, it doesn't exist."

That logic assumes that the searcher is scrolling through links. But look at how we behave today. If a customer searches for your executive team, they are looking for a quick AI summary. AI systems are designed to condense the "consensus" of the web. If there is a buried scandal or an outdated article from 2016, the AI summary might pull that "buried" content to the surface because it remains "factually relevant" to the user's query.

You cannot "flood" away a fact that an LLM has already indexed. In fact, by creating massive amounts of fluff content, you might actually be providing more fodder for the AI to ingest, accidentally cementing the very narrative you wanted to erase.

What Are They Really Searching For?

I constantly ask my clients: "What would an investor, recruiter, or customer type into search?"

They aren't searching for your keyword-stuffed blog posts. They are looking for signals of competence and transparency. They want to know: "Is this person ethical?" "Does this company have a proven track record?"

A common mistake I see—especially with founders—is the complete omission of pricing details or clear service structures. They think that by hiding pricing, they force a conversation. In the age of AI search, that just looks like a lack of transparency. If a competitor lists their pricing and you don't, the AI will favor the competitor because it can answer the user's question directly. The "gatekeeper" model of reputation is dead.

Comparison: The Old Model vs. The AI-Ready Model

Feature	Old "Content Flood" Model	New Reputation Strategy	Metric	Total Pages Published	Authority of Citations	Goal	Push
negative links	to page 2	Own the factual narrative	Tone	Vague, buzzword-heavy	Specific, transparent, nuanced	Transparency	
Hide details	to force sales	Include pricing/data to win trust					

Context and Nuance: The Human Edge

When you flood the web, you lose the ability to tell a coherent story. AI models are getting better at identifying "contextual resonance." They want to see how you respond to criticism, how you articulate your business model, and how you engage with your industry.



If you have an old, negative article hanging around, don't try to hide it behind a mountain of "Five Ways to Improve Your Workflow" blog posts. Instead, address the nuance. The goal isn't to pretend the past didn't happen; it's to provide the context that the AI—and eventually the human—will find when they dig deeper.

Actionable Steps for the Modern Executive

If you're ready to move away from the "suppression" mindset, here is your path forward:

1. **Audit your "Fake Words":** Scrub your website of "revolutionary" and "industry-leading" fluff. Replace them with specific data points.
2. **Own the Hard Questions:** If there is a common critique of your company, write a high-quality, long-form piece that addresses it directly. Don't hide it; own the narrative.
3. **Include Pricing and Parameters:** If you don't publish pricing, you are essentially telling the AI to stop "selling" for you. Be transparent.
4. **Prioritize Citations:** Instead of ten low-quality blog posts, aim for one feature article in a reputable, indexed news site that cites actual data. Quality beats volume every time.

Conclusion

The days of "gaming" the system through sheer content volume are over. Google, ChatGPT, and the next generation of search engines are optimizing for the truth—or at least, for the best-documented version of it. Stop trying to drown the web in noise. Start building a reputation that is robust enough to stand up to an AI summary. After all, if you can't be found through a transparent, factual search, you probably aren't the company your customers are looking for anyway.