

Erase.com VP of Sales Rick Da Silva Says Businesses Are Growing Increasingly Concerned About Fake Online Reviews

Rick Da Silva says more business owners are contacting Erase.com as AI-generated reviews make it harder for consumers to know what's real online.



Miami, Florida Jul 29, 2026 ([Issuewire.com](https://www.issuewire.com)) - Rick Da Silva, Vice President of Sales at Erase.com, says concerns about fake online reviews have become a recurring topic in conversations with business owners as artificial intelligence makes it easier to create convincing but misleading content.

According to recent industry data, [85% of consumers suspect fake reviews](#) at least sometimes, highlighting growing skepticism around the content people rely on when researching businesses and products online.

“Over the last year, we’ve had more business owners calling us because they’re worried about reviews that don’t seem legitimate,” claims Da Silva. “Some are dealing with suspicious negative reviews that appear overnight, while others are concerned that consumers are starting to question whether any reviews can be trusted.”

Da Silva says the rise of AI-generated content is making the problem worse because fake reviews are becoming increasingly difficult for the average consumer to identify.

“Years ago, fake reviews were often obvious,” he explained. “Now, AI can generate detailed reviews that sound like they came from real customers. That creates challenges not only for consumers but also for businesses that work hard to build genuine customer trust.”

According to Da Silva, businesses can be harmed by both fake positive and fake negative reviews. While misleading positive reviews can damage credibility if discovered, fraudulent negative reviews can discourage potential customers and create an unfair impression of a company's products or services.

Erase.com says it has seen growing interest from businesses looking to better understand and manage their online reputation as review platforms continue to play a major role in consumer decision-making.

“One thing we hear frequently is that business owners feel like they're constantly having to defend their reputation online,” Da Silva said. “When consumers aren't sure what information is real, even legitimate businesses can find themselves facing an uphill battle to earn trust.”

Da Silva encourages companies to actively monitor their online reviews, respond to customer feedback when appropriate, and investigate unusual review activity that could indicate manipulation or abuse.

“Trust takes a long time to build and only a short time to damage,” he added. “Businesses that stay engaged with their online presence are generally in a much better position to protect their reputation when issues arise.”

About Rick Da Silva

[Rick Da Silva](#) is the Vice President of Sales at Erase.com, leading the company's sales strategy and overseeing client engagement across a wide range of reputation management initiatives.

With a background in client support, relationship management, and consultative sales, Rick translates complex digital reputation issues into structured, actionable strategies.

About Erase.com

Erase.com is a leading online reputation management and content removal service. They work with individuals, businesses, and professionals looking to improve and protect how they appear online. The company provides reputation management services and content removal solutions for clients dealing with harmful search results, negative publicity, online attacks, and other reputation-related challenges.

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