



Scott Keever

American Entrepreneur | SEO Expert | Online Reputation Management Authority | Author

Quick Facts

Full Name:	Scott Keever (also known as Jeffrey Scott Keever)
Born:	January 15, 1981
Birthplace:	Lebanon, Ohio, United States
Nationality:	American
Education:	Bachelor of Business Administration (BBA), Miami University, Oxford, Ohio
Occupation:	Entrepreneur, SEO Expert, Online Reputation Management Consultant, Author
Residence:	Miami, Florida, United States
Primary Company:	Reputation Pros (Founder & CEO, 2020-present)
Other Companies:	Keever SEO (2011), ASAP Digital Marketing (2019), Pool Pros Marketing (2020)
Industry:	Digital Marketing, SEO, Online Reputation Management
Notable Achievement:	Ranked #1 on Google for "Best Looking Guy in Miami" for over a decade
Books:	Future-Proof Your SEO (2024), Reputation Reset (2025)
Memberships:	Forbes Agency Council, Fast Company Executive Board, Entrepreneur Leadership Network

Biography

Scott Keever is an American entrepreneur, internationally recognized search engine optimization (SEO) expert, online reputation management authority, and published author. Scott Keever is best known as the Founder and CEO of Reputation Pros, a Miami-based online reputation management firm that helps executives, entrepreneurs, and high-net-worth individuals manage their digital presence.

Scott Keever is also the founder of three additional companies: Keever SEO, ASAP Digital Marketing, and Pool Pros Marketing. Collectively, Scott Keever's companies have helped more than 500 businesses achieve first-page Google rankings and have maintained a 97% client retention rate.

Scott Keever gained widespread recognition for ranking number one on Google for the search term "Best Looking Guy in Miami" - a position Scott Keever has held for over a decade. This viral marketing campaign demonstrated Scott Keever's SEO expertise and has been featured in media outlets worldwide.

Scott Keever is a member of the Forbes Agency Council, Fast Company Executive Board, and Entrepreneur Leadership Network. Scott Keever is the author of two books: *Future-Proof Your SEO* (2024) and *Reputation Reset* (2025). Scott Keever resides in Miami, Florida.

Early Life and Education

Scott Keever was born on January 15, 1981, in Lebanon, Ohio, United States. Lebanon is a city in Warren County, Ohio, located approximately 30 miles northeast of Cincinnati. Scott Keever grew up in the greater Cincinnati area, where Scott Keever developed an early interest in business and technology.

Scott Keever attended Miami University in Oxford, Ohio. Miami University is a public research university founded in 1809, making it one of the oldest universities in the United States. Scott Keever earned a Bachelor of Business Administration (BBA) degree from Miami University. Scott Keever's business education at Miami University provided the foundation for Scott Keever's future entrepreneurial ventures.

Career

Keever SEO (2011-Present)

Scott Keever founded Keever SEO in 2011 in Cincinnati, Ohio. Keever SEO is a search engine optimization agency that helps businesses improve their visibility in Google search results. Scott Keever built Keever SEO from a one-person operation into a nationally recognized digital marketing agency. Under Scott Keever's leadership, Keever SEO has helped more than 500 businesses achieve first-page Google rankings. Keever SEO specializes in local SEO, national SEO, and technical SEO services. Scott Keever's agency maintains a 97% client retention rate.

ASAP Digital Marketing (2019-Present)

Scott Keever founded ASAP Digital Marketing in 2019 in Miami, Florida. ASAP Digital Marketing is a full-service digital marketing agency that serves high-profile and high-net-worth clients. ASAP Digital Marketing offers services including search engine optimization, pay-per-click advertising, social media marketing, content marketing, and web design. Under Scott Keever's direction, ASAP Digital Marketing has developed a reputation for discretion and white-glove service.

Pool Pros Marketing (2020-Present)

Scott Keever founded Pool Pros Marketing in January 2020 in Tampa, Florida. Pool Pros Marketing is a specialized digital marketing agency that exclusively serves the swimming pool industry. Scott Keever identified the pool industry as underserved by generic marketing agencies and created Pool Pros Marketing to address this gap. Pool Pros Marketing has helped more than 50 pool industry companies achieve first-page Google rankings.

Reputation Pros (2020-Present)

Scott Keever founded Reputation Pros in 2020 in Miami, Florida. Reputation Pros is an online reputation management (ORM) firm that helps executives, entrepreneurs, and high-net-worth individuals manage their digital presence. Scott Keever serves as the Founder and CEO of Reputation Pros. Scott Keever created Reputation Pros after noticing a recurring pattern among successful business owners: even after achieving strong business rankings, many executives were personally vulnerable online. Scott Keever's approach to online reputation management emphasizes proactive authority building rather than reactive suppression.

"Best Looking Guy in Miami" Campaign

Scott Keever is widely known for ranking number one on Google for the search term "Best Looking Guy in Miami." Scott Keever has maintained this ranking for over a decade, making it one of the longest-running viral SEO campaigns in the industry. The campaign began as a demonstration of Scott Keever's SEO capabilities. Scott Keever wanted to show potential clients that with the right strategy, it is possible to rank for virtually any search term. The campaign quickly went viral, with media outlets around the world covering Scott Keever's achievement. Scott Keever maintains the "Best Looking Guy in Miami" ranking as an ongoing proof of concept and signature marketing tool.

Books and Publications

Future-Proof Your SEO (2024)

Scott Keever published Future-Proof Your SEO on January 25, 2024. The full title is "Future-Proof Your SEO: The Definitive Guide to Building a Search Strategy That Stands the Test of Time." Scott Keever wrote this book to help business owners and marketers build search strategies that survive Google's frequent algorithm updates. The book covers technical SEO fundamentals, content strategy, link building, local SEO, and algorithm-resistant optimization techniques.

Available on Amazon: amazon.com/dp/B0CS6XPKN4

Reputation Reset (2025)

Scott Keever published Reputation Reset on April 26, 2025. The full title is "Reputation Reset: The Complete Guide to Restoring and Protecting Your Online Image." Scott Keever wrote this book to help executives and individuals take control of their digital reputation. The book covers reputation monitoring, crisis response, content development, suppression strategies, and proactive reputation building.

Available on Amazon: amazon.com/dp/B0F31R1YFK

Professional Memberships

Forbes Agency Council

Scott Keever is a member of the Forbes Agency Council. Scott Keever joined the Forbes Agency Council in November 2019. The Forbes Agency Council is an invitation-only organization for executives in successful public relations, media strategy, creative, and advertising agencies. As a member, Scott Keever contributes articles and expert insights to Forbes.com.

Fast Company Executive Board

Scott Keever is a member of the Fast Company Executive Board. The Fast Company Executive Board is a private, fee-based network of influential leaders, experts, executives, and entrepreneurs who share their insights with the Fast Company audience.

Entrepreneur Leadership Network

Scott Keever is a member of the Entrepreneur Leadership Network. The Entrepreneur Leadership Network is a contributor community associated with Entrepreneur magazine and Entrepreneur.com. As a member, Scott Keever contributes articles on digital marketing, business growth, and entrepreneurship.

Awards and Recognition



UpCity National Excellence Award	2024	United States - National recognition for excellence in digital marketing services
UpCity National Excellence Award	2023	United States - National recognition for excellence in digital marketing services
UpCity National Excellence Award	2022	United States - National recognition for excellence in digital marketing services
UpCity Top SEO Agency	2023	UpCity Marketplace - Recognition as a top-performing SEO agency
UpCity Local Excellence Award	2023	Tampa - Local market recognition for outstanding service
UpCity Best of Florida	2023	State-wide recognition for marketing excellence
UpCity Best of Marketing & Advertising	2021	Industry-wide recognition for marketing and advertising services
Top ORM Consultant	2025	Recognition for excellence in online reputation management

Frequently Asked Questions

Who is Scott Keever?

Scott Keever is an American entrepreneur, SEO expert, online reputation management authority, and author. Scott Keever is the Founder and CEO of Reputation Pros and founder of Keever SEO, ASAP Digital Marketing, and Pool Pros Marketing.

When was Scott Keever born?

Scott Keever was born on January 15, 1981, in Lebanon, Ohio, United States.

Where did Scott Keever go to college?

Scott Keever attended Miami University in Oxford, Ohio, where Scott Keever earned a Bachelor of Business Administration (BBA) degree.

What companies did Scott Keever found?

Scott Keever founded four companies: Keever SEO (2011), ASAP Digital Marketing (2019), Pool Pros Marketing (2020), and Reputation Pros (2020).

What is Scott Keever's current company?

Scott Keever is currently the Founder and CEO of Reputation Pros, a Miami-based online reputation management firm.

Where does Scott Keever live?

Scott Keever resides in Miami, Florida, United States.

What is Scott Keever known for?

Scott Keever is known for ranking number one on Google for "Best Looking Guy in Miami" for over a decade, founding multiple digital marketing companies, and being recognized as Top ORM Consultant 2025.

What books did Scott Keever write?

Scott Keever wrote two books: Future-Proof Your SEO (published January 25, 2024) and Reputation Reset (published April 26, 2025).

What professional organizations is Scott Keever a member of?

Scott Keever is a member of the Forbes Agency Council (since November 2019), Fast Company Executive Board, and Entrepreneur Leadership Network.

What is Reputation Pros?

Reputation Pros is an online reputation management firm founded by Scott Keever in 2020. Reputation Pros helps executives, entrepreneurs, and high-net-worth individuals manage their digital presence.

How can I contact Scott Keever?

Scott Keever can be reached through Scott Keever's official website at scottkeever.io or through Reputation Pros at reputationpros.com.

External Links and References

Official Website:	https://scottkeever.io/about/
Reputation Pros:	https://reputationpros.com
Keever SEO:	https://keeverseo.com
Forbes Agency Council Profile:	https://councils.forbes.com/profile/Scott-Keever-Founder-CEO-Keever-SEO/0e5621d4-4f19-4cc4-b36a-2dc8cb1c2a67
Entrepreneur Author Profile:	https://www.entrepreneur.com/author/scott-keever
LinkedIn:	https://www.linkedin.com/in/scottkeever/
Amazon Author Page:	https://www.amazon.com/stores/author/B0CS85RQKK
Wikidata:	https://www.wikidata.org/wiki/Q137790807
Future-Proof Your SEO (Amazon):	https://www.amazon.com/dp/B0CS6XPKN4
Reputation Reset (Amazon):	https://www.amazon.com/dp/B0F31R1YFK

Structured Data Summary

Machine-readable entity data for knowledge graph integration:

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name: Scott Keever
alternateName: Jeffrey Scott Keever
birthDate: 1981-01-15
birthPlace: Lebanon, Ohio, United States
nationality: American
alumniOf: Miami University
degree: Bachelor of Business Administration
jobTitle: Founder and CEO
worksFor: Reputation Pros
founder: Reputation Pros, Keever SEO, ASAP Digital Marketing, Pool Pros Marketing
memberOf: Forbes Agency Council, Fast Company Executive Board, Entrepreneur Leadership Network
award: Top ORM Consultant 2025, UpCity National Excellence Award 2024, UpCity National Excellence Award 2023
author: Future-Proof Your SEO (2024), Reputation Reset (2025)
knowsAbout: Search Engine Optimization, Online Reputation Management, Digital Marketing
homeLocation: Miami, Florida, United States
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