



Questions? Just email: support@offlineadvance.com

ONLINE REPUTATION REPAIR – 3rd Edition

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ONLINE REPUTATION REPAIR & MANAGEMENT

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Disclaimer: These techniques need to be preceded by all manner of integrity. I'm not advocating any marketer, SEO expert, or consultant employ these methods to hide legitimate information about truly 'bad companies'. Doing so will only backfire, on you and the offline client. I came to use these methods, out of pure frustration, since I had good, decent clients, being misrepresented and attacked by unfair and anonymous people online. **Bruce**

PART 1

NOTE: The use of the phrase 'scamsites' in this report does not refer to the sites themselves, but is meant to be descriptive of the activities they purport to uncover for the benefit of consumers.

How To Fight Unfair Online Reports And Reviews & Save Your Clients Reputation



Hi, I'm **Bruce**, and thanks for investing in this new WSO!

While some of my wso's have been very comprehensive 'courses' designed to take a person from 'Square One' to their first client, this concise report is different.

This report's sole purpose is to show you, the offline or online consultant, how to deal with negative feedback that your business client has received on 'ScamSites' like RipOffReport.Com website.

And, these strategies are not limited to defamatory postings on the Ripoff Report. They can be equally as effective on other similar "ScamSites" websites such as Google Places, Complaints Board, Pissed Consumer, Yelp and Scam.com. I do refer to many strategies for RipOff Report, because they're the largest and most well known.

Today, we can really divide these websites into two broad categories:

1. Sites like Ripoff Report that usually attract a very angry former customer /client. These sites do not ever publish 'positive' reviews since they are ONLY intended to collect 'negatives'.

2. Sites like Google Places Local, Yelp, TripAdvisor, Fodors, YellowPages.com and a ton of local city ratings sites. These sites collect both bad and good reviews and the reviews usually do not have the 'intensity' of the ones on Ripoff Reports.

So, whether it's a client's website or a client's bricks and mortar business or a client's website, or YOUR OWN business, I believe you'll find this information very valuable. I'm proud of it and hope you get great benefits from it.

And, if you apply this information, you can earn an excellent income, helping businesses that are falsely portrayed on RipOff Reports.com. and other similar sites. For more on that, check the end of this report!

First, a brief word about Online Reputation:

Michael Fertik, founder of Reputation Defender volunteered some advice on ***The Early Show*** Saturday Edition about this issue.

Fertik says he started the business 7 years ago with one person. He now has 60 employees. His service costs about \$10 a month.

Fertik said that safeguarding your online reputation is "as important as your credit score nowadays.

Every life transaction that you have, whether you're looking for a job, you're looking for romance, you're looking for a friend - people are gonna look you up on the Web and make conclusions based on what they find.

"One random, idiosyncratic piece of content about you on the Web could dominate your Google results forever," he said.

"It's such an issue: It affects people who are undeserving, people who are sort of using bad judgment, all kinds of different people."

What's worse, legal recourse is murky at best, Fertik said, "The law hasn't caught up yet with privacy. The Internet has really changed the privacy landscape in a big way and the law hasn't yet caught up with it. It's lagging behind, so far...."



And **Warren Buffett**, the stock market investor and one of the world's richest men, according to Forbes, couldn't have said it better: **"It takes 20 years to build a reputation and five minutes to ruin it."**

In case this is all new to you, here's a screenshot of the most infamous "ScamSite", RipOff Reports.com:



Here's what the first page of a company report can look like:

Complaint Review: The Bridges Center

Featured Ripoff Reports



A.S. Radin &
Associates Scott
Radin spoke
Radin tipped me
off and 7 other
trainers for
14,650. Total
scan artist. Hoss
refused my call
since Oct 02

West Campus, New York



**August 9th, 2011 | Black Report
disappears from Google Index
De-linking causes SEO &
Reputation industries quake with
fear. True colors are revealed!
Black Report returns, not harked
and back with its status of
"Leading Consumer Advocacy
Website on the Internet!"**



Marcelena B
DeBois, Young
Mind Learning
Academy Quesad
Beach Marcelena

Reported By: padreallerp — East Point Georgia United States of America
Submitted: Friday, September 30, 2011 Posted: Friday, September 30, 2011

**The Bridges Center The Bridges center
refuses to pay their employees Norcross,
Georgia**



Recommend this on Google [Twitter](#)

Do not work for the Bridges Center. While I do not have proof, I believe they may be involved in Medicaid fraud.

I began work July 25th. My first payday was to be September 2nd. However, I heard complaints that they were not meeting payroll. A meeting was called where they said they had filed for reorganization and that as part of the organization we would be paid minimum wage. Mind you I was offered \$18/hour when hired. I spent my savings driving to my appointments and driving the kids to their doctor's appointments. All of my clients complained that I was the 3rd or 4th person to show up and were angry because they were tired

Author Consumer Employee/Owner

Report Details

The Bridges Center

5950 Live Oak Parkway
Norcross Georgia 30093
United States of America

Phone: (770) 417-1215

Web:
www.thebridgescenter.com/

 Create a










Victim of a Rip-off?
**Don't get ma
get revenge!**

*Advertisements
start here*

How To Sell A Tin
Find How To Sell A T
How? Our Experts i
InquireHow.com
Flight Off Bill Celly
Free Help to Stop U
\$1000.00 for Abuse

Here's what a single page of reports/complaints on one company looks like:

Date	Title	City, State
1 9/30/2011 2:24 PM 	The Bridges Center The Bridges center refuses to pay their employees Norcross, Georgia Work Place Bulies The Bridges Center	Author: East Point Georgia
2 9/29/2011 7:24 AM   	The Bridges Center Elana Winfrey More inside info this Company's Scam Norcross, Georgia "UPDATE EX-employee responds..Veronica Davis is still manning the ship" Mental Health The Bridges Center	Author: Atlanta Georgia
3 9/8/2011 7:45 AM  	The Bridges Center Screwed me... Do not work here Norcross, Georgia "Consumer Comment...Take a stand!" Social Services The Bridges Center	Author: Atlanta Georgia
4 8/12/2011 6:06 AM 	The Bridges Center Atlanta GA Employees stay away!!!!!!! Atlanta, Georgia "Consumer Comment...Wh**el" Employment Services The Bridges Center Atlanta GA	Author: atlanta Georgia
6 7/12/2011 5:31 PM	The Bridges Center TBC, Bridges This company engages in unethical/illegal practices.. AVOID THEM AT ALL COSTS! Norcross, Georgia Social Services The Bridges Center	Author: Georgia

Transferring data from ipoffreport.com/waccpr-a-n6.com...



Don't get mad
get revenge!



Advertisers above have met our strict standards for business conduct.

Get Your FREE Credit S



Straight from The South

CONTINUE Trans

Ringoff Report

(Each red link line opens up a new page detailing the consumer's report.)

Now all the above may be true or may not be, I'm not commenting...but how would you like to be the owner of the above cited business?

Here's another:

Report: #372715

Complaint Review: Edgefield Veterinary Hospital, Dover Veterinary Hospital

Reported By: — Chester New Hampshire
Submitted: Saturday, September 13, 2008 Posted: Saturday, May 21, 2011

Featured Ripoff Reports

Edgefield Veterinary Hospital, Dover Veterinary Hospital Scammed owner, tortured & inhumanely euthanized dying dog for sake of "education" Hampstead, Dover New Hampshire

During October 2006, Edgefield Veterinary Hospital, owned by Brad Barnes, DVM and located in Hampstead, NH perpetrated the most horrific "driving" scam.

Report Details

Edgefield Veterinary

Verify before WeGo

Ripoff verifier

Victim of a Rip-off? Don't get mad get revenge!

As a pet lover, if this is all is true, it's shameful.....but is it true? And if it's not, can you imagine what the Veterinary Dr must feel like with this online, seen by thousands?

Here's why these "reports" on RR and other 'scamsites' can be so damaging. Below I've copied a search results page in Google for the company "Snap Illusions"....and look what appears in spot #4 on the first page:

Snap Illusions ★ **Builder in Texas**
www.snapillusions.com/ +1
PROFESSIONAL ILLUSION BUILDERS. THE STAFF OF **SNAP ILLUSIONS**
WELCOMES YOU TO OUR WEBSITE!! Featured Illusions!! Watch the new live ...

Stage Illusions ★ www.snapillusions.com/Stage_Illus... All photos, descriptions, name ...	Snap Illusions Modern ... ★ www.snapillusions.com/The_Moder... Your assistant steps into ...
Contact Us ★ www.snapillusions.com/Contact_Us... Questions? Click here to fill out ...	About us ★ www.snapillusions.com/ABOUT_US... 30 years of experience in the ...

[More results from snapillusions.com »](#)

[The Weekly Magic Failure: Snap Illusions](#) ★
weeklymagicfailure.blogspot.com/2010/08/snap-illusions.html +1
Aug 11, 2010 – I have been purchasing from **Snap Illusions** since they first started building illusions. I have had no problems with Snap. Once they went a few ...

[The Weekly Magic Failure: WMF Snap Illusions... again](#) ★
weeklymagicfailure.blogspot.com/.../wmf-snap-illusions-again.html +1
Jan 20, 2011 – It's been a while but **Snap Illusions** is still in business. Jack Moyer, former WMF is still at it. But he is not to blame alone. All of the people ...

[Rip-off Report | Snap Illusions | Complaint Review. 717038](#) ★
www.ripoffreport.com/.../snap-illusions/snap-illusions-jack-moyer-str... +1
Apr 13, 2011 – **Snap Illusions** Jack Moyer strong suspicion of professional fraud, Whiteland, Indiana.

[Welcome to Snap Illusions Blog](#) ★
snapillusions.blogspot.com/...

First
Page
Results

And updated years later, the bad reviews are still ranking!

March of 2014 and the bad reviews
are still showing on first page of Google!

Ripoff Report | Snap Illusions Complaint Review Whiteland ...
www.ripoffreport.com/.../snap-illusions/.../snap-illusions-jack-moyer-stro... ▼
Dec 8, 2011 **Snap Illusions** Complaint Review: **Snap Illusions** Jack Moyer strong suspicion of professional fraud, Whiteland, Indiana.

Ripoff Report | Snap Illusions Complaint Review Internet ...
www.ripoffreport.com/.../snap-illusions/.../snap-illusions-jack-moyer-stil... ▼
Sep 2, 2012 - **Snap Illusions** Complaint Review: **Snap Illusions** Jack Moyer Still waiting for my order after two years-no response to emails or voice mails.

Searches related to snap illusions

snap illusions results snap illusions scam

Also, RIPOFFREPORT.COM has a 'sister site' called RIPOFF REVENGE.COM



HELPING VICTIMS COLLECT IN A FEW DAYS

LEGALLY AND INSTANTLY

- ✓ STOP THEIR BUSINESS FLOW
- ✓ MAKE THEM FEEL UNCOMFORTABLE
- ✓ GET THE MONEY OWED TO YOU WITHIN A FEW HOURS OR JUST DAYS, 99% OF THE TIME

SPONSORED BY: Consumers Against Consumer Rip-Offs

HELPING VICTIMS COLLECT IN A FEW DAYS OR HOURS!

Tired of Legal Fees?	Don't trust lawyers?
Don't trust the Scales of Justice?	Tired of Collection Agencies?
Waiting years to collect?	

WHY THE RIPOFF REVENGE™

All orders shipped First Class Mail

I have created the **Rip-Off Revenge™** as a way to empower people with honest grievances to take action on them.

In our society today, lawyers, & businesspeople are often more concerned about what they can get away with than what is fair. Misuse of power like that upsets me! They say it's all "business". They take away the personal values of honesty and integrity and show no mercy except maybe some token political correctness. It's time for people who have been taken advantage of to get honest attention!

See what others are saying about the Rip-off Revenge™ Techniques

On the RipOff Revenge.Com site they sell a "Revenge Kit" for \$21.95 as shown below:

**Do-It-Yourself Guide:
How to get Rip-off
Revenge™
and your money back too...**

Rip-off Revenge™ Do-It-yourself guide is \$21.95 including Priority Shipping anywhere in the United States, \$31.95 for Canada, and \$41.95 for all other countries.

All orders are shipped to arrive within 5 days or less from receipt of orders.

Select your country to enter now:

United States - \$21.95

Paypal accepts both Credit Cards and Debit Cards.

to pay with your debit or credit card

Pay by Mail

OR You may also pay by check or money order to:

Rip-off Revenge™
PO Box 310
Tempe, Arizona 85280

A client of mine asked me, "Wonder if the 'Get Revenge Kit' comes with a money back guarantee, and if he honors it?"

It's interesting to examine the claims the RipOff Revenge owner is making on this site:

"Stop Their Business Flow"

“Make Them Feel Uncomfortable”

*“Get The Money Owed To You In A Few Hours, Or Just Days, **99% of The Time.**”*

Actually, pretty bold claims, don't you think?

Here's another, Scam.com:



No surprise, businesses do fight back. Here's someone who doesn't like Ed M at RipOff Reports (btw, I do ***not*** recommend this as a tactic) <http://www.youtube.com/watch?v=1pRfhbn0G3E&feature=youtu.be>



What's The Problem?

So, here's the problem faced by many Offline & Online Marketers today:

“Anyone, anywhere, at any time can take a shot at your client, (figuratively speaking) online.”

Before the advent of the internet, there were few avenues for a disgruntled customer.

They could file a complaint with the Better Business Bureau in their local community.

Or, they could go to their local police dept. if they felt the damage was severe enough to warrant it.

They could, and still do in some cases, seek the services of a lawyer.

Still, these remedies are all private, and while they may be effective, they also bring others into the incident....which can sometimes be a good thing.

Sometimes these 3rd parties act as ‘cooler heads’ bringing some calm and can cause the angry party to reconsider. .. or at least not take any extreme action. For instance, police are good at this.

Attorneys too, besides costing money, can often exert some reason and may even recommend letting the issue go, as it may not be worth the cost of fighting over.



But with the internet, and particularly with sites like RipOff Report.com, and others, there's really no barriers to immediately publishing an accusatory, angry, or even completely false report on a business.

You can say whatever you want, claim almost anything, and have it quickly be found online by anyone searching for that business.

That's a lot of power, if you think about it. ..and it's bound to be abused.

Here's an example of making a complaint, yet with a sense of proportionality.

Say I have a bad meal at a restaurant, and choose to leave a negative comment on a Google Places Page. Even that can be exaggerated, "Worst food I've had in my entire life...." *Sounds a little overstated to me.* But still, it's one complaint in a list of what also are probably many positive comments.

However, on RipOff Report.com and Scamsite Reports you're more likely to see claims of food poisoning, or unsanitary conditions including rats etc. ...or claims of fraud for substantial sums, or animal slaughter or construction so shoddy it caused injury and on and on....

And you can count on most everything on Scamsite-type sites being NEGATIVE. That's what these websites are all about, as the name says, and the name itself accuses: "RipOffs", "Scams", etc.

Who would even be mentioned on a site called “RipOff Report” SCAMS.Com but only something or someone that was a ripoff, or a ‘scam’, right?

As we’ll see, that’s the problem.



“...Before you know it, it turns into an angry online mob”

Since They’re The Biggest, Who Is RipOff Reports, Anyway?

While it might sound sort of official, the ownership of RipOff Reports is not a government agency or a better Business Bureau-type organization.

It's a privately owned for-profit website. It has been able to attract enough attention and search engine rankings since it has been in existence since December of 1998. And RR is not some small fry site when it comes to cataloging complaints.

As of the date of this report, RipOff Report alone says they have 621,094 complaints on file!

Some online have claimed the RR ownership has solicited them for payoffs to remove negative reports. It's not possible to know if those rumors/stories are true. I'm suspicious of them, since the complaints I've followed for years, I've never seen one come down yet.



Can sites like RipOff Reports Be Trusted?

The facts are, none of the “reports” have any contact information. So the targeted company doesn’t even know who is responsible for making the charges...unless they choose to reveal that information.

How do we know that any of these “scams” are legitimate? Does RR ownership invest the time to research any of the complaints?

It seems that anyone who is unhappy with a business can post a complaint on RR and others similar sites, and most readers will automatically consider it to be fact!

And, at least at the time of this report, there is no freely available mechanism to resolve the complaint, nor ever have it removed from the site.

So, with RipoffReport, for the targeted company, there is no redress.

Competitors can easily position themselves as aggrieved customers solely to inflict damage on their competitor’s reputation.

Reputable organizations such as Yahoo, Google, Amazon, or most high-profile blogs have some policy against fraud and seek to avoid it (and the possible lawsuits that may arise).

RipOff Report.com has no such policy. Anyone can anonymously publish a lie without any redress.

It’s important also to remember, the bigger a business is, the more complaints it will get. That’s just a fact of business life. The real issue should be how does a company resolve these grievances, but at present, that’s not an option on RipOff Report.Com.



Is RipOff Report just extorting businesses?

Some websites and companies claim RipOff Report benefits financially from posters making especially harmful and derogatory reports on businesses.

RipOff Report offers the business who has been charged with being a 'Ripoff' the opportunity to enter a "corporate resolution" program where RR posts an addendum to their damaging company profile stating that "company" has taken steps to resolve this previous complaint, etc.

And all the attacked company has to do for this is write RipOff Report.com a check for several thousand dollars a month.

Ripoff Report (as of 2015) claims it's immune from liability due to a federal law known as the **Communications Decency Act**. This law essentially says that websites are not liable for the content posted on their websites by *third parties*.

The law also protects websites like Ripoff Report that refuse to remove illegal content even after receiving notice that certain content posted on their sites is false, *the original author of the offending content requests its removal*, or a court of law declares the report defamatory.

This can be very frustrating, especially when both parties request the removal of the offending content!

For the record, RipOff Report's owner, Ed Magedson, claims that any false reports are not actually his site's property. Instead, he claims the reports belong to the complaining visitor who publishes the ripoff company profiles

It's been reported that Google and Yahoo are aware of RipOff Reports questionable reputation, yet Google continues to rank many of their pages high....and of course, it's these high rankings for search terms that, can ruin honest businesses who will naturally endure an unhappy customer sometimes.



First, WHO Makes These Complaints?

I've come to understand that some of the most damaging reports are done by former employees, or competitors of the business owners. It shows up in the manner they write the RR and how persistent they are about spreading lies and misinformation.

Most average customers won't be inclined to do more than post a complaint, but people who were closer to the business, or stand to gain financially, will often do and say much worse.

A Disclaimer: I am not saying all the reports are malicious and false.

It's likely many are legitimate, posted by well-meaning people who feel they have no other outlet for their anger. But you don't have to be on this earth very long to know that most things are not black and white, only. These complaint sites do as much harm as any good they may do, in my opinion.

So, What's Legitimate And What's Not?

Common sense says, when you service lots of customers for a product, you're bound to have some legitimate complaints from a handful of unsatisfied customers. That's just the nature of business. The old saying, "You can't please everybody" is true here as well.

So all negatives aren't phony or fake. Some complaints are justified. Does that mean that unfounded, scurrilous, false statements should go unchallenged?

No, that is just as wrong....and can threaten the livelihood of many workers in a business.

Today, shoppers try to compare companies and do more research than ever. One over-the-top bad review or false complaint can do great damage.

How Often Is It Really A Competitor Making The Report?

It's impossible to say, but I'm betting it does happen more than might be assumed.

Competitors are always looking for an edge today, and sabotage in this manner is not beyond what some would do.

I've had one instance so far, where I am almost positive it was a competitor attempting to damage my client's reputation.

And, since it's a local competing business of the same type, it may be that the owner knows my owner, and has a grudge as well. Still, it was only my best opinion, not something I could absolutely prove.

This problem is getting bigger as the Boston Globe reported at the end of 2013. I've reprinted the article excerpts below.

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GLOBE 100

TOP PLACES TO WORK

Review websites try to thwart false customer ratings

By Katie Johnston | GLOBE STAFF | SEPTEMBER 25, 2013

ARTICLE COMMENTS (11)

On the hunt for fake reviews

Fraudulent reviews often carry telltale signs, which are picked up by software and flagged for review by moderators. Some of the signs are illustrated in these Globe-created examples:

1. One reviewer's opinions consistently run counter to the majority.
2. Multiple reviews share many of the same phrases and typos.
3. The IP address, a device's electronic fingerprint, is the same on multiple reviews for the same business.

1 "Awesome Boston hotel!"
 Reviewed Sept. 24, 2013
 My wife and I stayed at this hotel in Boston and it couldn't be beat! From check-in to check-out, the whole experience was **second to none**. Worth the price!

2 "Great hotel in Boston!"
 Reviewed Sept. 24, 2013
 While in Boston, my husband and I stayed at this hotel and it couldn't be beat! Everything from check-in to check-out, was **second to none**. Worth your money!

3 "Dirty and too small"
 Reviewed Sept. 24, 2013
 I've seen jail cells with better accommodations.

Other indicators

- The writer is reviewing multiple products from the same company.
- One group of users is reviewing the same hotels.
- Many reviews share identical timestamps.

Seventy times a minute, 4,000 times an hour, new content is submitted to TripAdvisor. And for every hotel or restaurant review that pops up, an intense fraud detection effort kicks in.

Suspicious reviews flagged by automated software are sent to dozens of former law enforcement officers, identity theft experts, and credit card fraud specialists in six countries who try to determine whether the review is legitimate, or a business's manufactured attempt to win customers.

Such detective work is part of the escalating battle being waged by review sites such as TripAdvisor and Yelp as they try to protect their credibility in an age of pervasive fake reviews. Researchers estimate that up to one-third of online reviews are phony — many on small sites without robust fraud detection.

"We have some of the brightest minds in Silicon Valley working on this," said Darnell Holloway, manager of local business outreach for San Francisco-based Yelp. "It is an ongoing cat and mouse game."

And when companies are caught, regulators are cracking down. In New York, 19 companies agreed to pay \$350,000 in penalties for manipulating and fabricating online reviews, Attorney General Eric T. Schneiderman said this week.

As the number of online reviews soars, sites are adopting more sophisticated methods to root out fraud. Companies are tight-lipped about specific techniques because they don't want to tip off those trying to game the system.

But the stakes are high: Restaurants that elevate their Yelp ranking by one star see revenues rise by 5 to 9 percent, according to a 2011 Harvard Business School study. Meanwhile, consumers are increasingly skeptical of the authenticity of online reviews, which could threaten a "credibility crisis" that renders review sites obsolete.

A survey released last week by marketing research firm Maritz Research found that 1 in 4 people believe customer ratings are biased or fake.

Alison Smith of Wrentham usually reads reviews before she buys a new toy for her 2-year-old son, and always takes them with a grain of salt. But after learning that a third of online reviews could be fake, her skepticism has grown.

"Any time from this point forward that I read one," she said, "I'll probably be thinking, is this real?"

Newton-based TripAdvisor has screened submissions since Stephen Kaufer started the company in 2000 to let travelers provide real, unvarnished reviews of hotels and tourist attractions — the good, the bad, and the ugly balcony views. With more than 100 million reviews on its site today, the company is relentless in its authentication efforts, constantly tweaking algorithms and advancing detection methods to stay a step ahead.

Before visitors even submit a word, TripAdvisor tracks their actions. Each review is scored by software scanning for 50 to 70 signals of potential irregularities, such as a large number of people writing reviews for the same hotels.

At TripAdvisor, investigators comb postings for abnormal patterns: Are multiple reviews for one hotel coming from the same IP address, or the hotel's IP address? Do several reviews contain identical typos? Does the reviewer continually express opinions that are wildly inconsistent with the majority?

Even specific words can raise suspicions. Cornell University researchers developed software that accurately identified phony reviews using linguistic cues; real hotel guests used concrete descriptions like "bathroom," for example, whereas deceitful posts were more likely to include scene-setting phrases like "vacation" or "my husband."

When TripAdvisor identifies suspicious activity and a business owner doesn't take action, a "big red badge of shame" goes up on the page.

"There's nothing more important than the integrity of our content," said Adam Medros, vice president of global product for TripAdvisor. That said, he noted: "I couldn't look you in the eye and tell you we catch everything."

Some sites pose as reputation management firms peddling positive online reviews or hotel owners looking to buy them. Yelp has sued several companies over false reviews and, during sting operations, has caught everything from a pest control company offering \$5 to anyone willing to post a review written by the company to a jewelry store promising \$200 for a positive write-up of a custom-designed ring.

The review site filters out about a quarter of its 42 million reviews, some considered fake, others just unhelpful.

Hussain says the reviews were real, written by satisfied customers whom he encouraged to post reviews. TripAdvisor maintains that the removals were justified.

Despite all these efforts, some sham reviews get through. A user on the website Fiverr, where people offer to perform tasks for \$5, claims to have a team of people who have been writing fake reviews for a year, using an “SEO trick” to escape detection. “I will ensure you a believable, positive review and will post it as though I am a patron of yours,” wrote Raman2572. “No one will know! I will do all necessary research!”

Of course, cracking down too harshly is also problematic. Ziggy Hussain, owner of an Indian restaurant in England, threatened to take legal action against TripAdvisor after the company removed hundreds of positive reviews it deemed suspicious and temporarily knocked down the popularity rating of his restaurant.

Hussain says the reviews were real, written by satisfied customers whom he encouraged to post reviews. TripAdvisor maintains that the removals were justified.

Christos Faloutsos, a computer science professor at Carnegie Mellon University in Pittsburgh, said some companies he has consulted with about fraud have decided it isn’t worth it to monitor their customers too closely. “Eventually they figured out it was better to let fraud happen and absorb the fraud cost than annoying honest customers,” he said.

Some businesses just want TripAdvisor to admit they can’t catch everyone. After several establishments complained to the London-based Advertising Standards Authority, the advertising watchdog ruled last year that TripAdvisor can no longer use phrases such as “trusted advice from real travelers” in advertisements on its UK site.

The majority of online reviews are positive, but several analysts note that the number of negative fake reviews aimed at competitors is on the rise. Unfavorable ones are more likely to escape detection, according to the British online reputation management company KwikChex, because fraud detection systems are geared toward fake positive reviews.

The growing number of reviews posted from smartphones is also a weak spot because their mobility makes them harder to track, said Chris Emmins, cofounder of KwikChex, which has helped several businesses protest TripAdvisor’s fraud detection policies.

“With just a modicum of knowledge and easily available apps,” he said, “the systems can be circumvented quite easily.”



Should Targeted Business Even Reply To The Report/Post?

My advice to business clients has been not to post a response on a 'Scam Site' thread (or any other post that trashes your reputation, btw).

First, it proves you were aware of the complaint....and it only adds weight to this reputation-killer post. *It can have the effect of legitimizing it*...and it helps to keep the search phrase more recent in the search engines.

...plus, if the business comments back, then it will probably send an auto-reply to the original complainant. ..and guess what?

They have another reason to come back on and add fuel to the fire!

...and then the thread gets another boost by Google Search...

I have seen complaint threads get quite long, and it rarely helps the business.

Remember: the public today, is pre-disposed to believe the business is guilty, no matter what!

You can't make it go away completely from Google and most other search engines, but as you'll see, at least you can make it sink down to page 3 or further back where most searchers won't see the post.



PART 2

How To 'Bury' Unfair ScamSite Reports For Your Clients"

NOTE: What I'm teaching here is a holistic approach to minimizing the negative impact of an unfair scamsite-type report/posting. Every strategy may not be necessary, but I want you to know all the possibilities. Bruce.

Phase One: (in order of expense /time commitment)

Note: Making changes in the websites mentioned can take time to show up in the search results. Some sites make not get spidered for some time....so allow for this to occur.

First, what do you say when the client wants to know why this happened to them?

Tell them the truth, that it happens each and every single day, to every type of company and person they can possibly think of.

Let them know they are definitely not alone with this problem. As the entire world continues to migrate to the web, protecting their reputation online will become more and more critical for business success.

Also tell them: It's better to formulate a plan and implement it than to dwell on 'why me'....almost any successful business will be threatened by actions like these at some point.

So, going forward, in many cases contacting the complaining party and trying to work out an acceptable solution to their complaint can be an effective method.

I've counseled a number of clients to do exactly that, even though they didn't want to initially. Egos come into play, and it won't always work.... or the demands made by the complaining party are too great, but when it does, it can be a good solution.

Of course, this method depends on being able to contact the complainant.

The objective here, is to get the complainant to post a retraction.

The retraction needs to be credible and exonerate the company. In exchange, I negotiated a payment of the disputed amount, and a further incentive to assure the complainant's satisfaction.

I have done this directly for a client in one case, acting as a mediator. This actually worked well, and I think kept tempers from flaring.

One disadvantage to this method is that in the case of RipOff Report, they will let the complaining party post that their grievance has been satisfied, but will not allow the entire complaint thread to be removed.

So, the incorrect history remains.

Unfortunately, making the offending post completely 'go away' is not possible, at least in the case of RipOff Report, from what I have seen over the last 6 years.

Which is why in most cases you'll need to do some of Phase 2 also.

Phase Two:



1. Create free blogs, even if you build just a one-page site. You can quickly use your free blog to create pages about yourself and link to other pages you are going to create.

It's important to use your company's name in the blog name. Use Blogger (blogspot), WordPress, LiveJournal, Weebly.

2. Register a domain name like, "GekkosGrillReviews.com". In general, use the most common way the business name is spelled with the word "Reviews" on the end. Many people will be using search engines to find reviews and will type it in just like that.

It will not be hard to rank highly for that phrase and many will be satisfied to read those reviews, without investigating further.

3. Use Social Media, especially Facebook to present a more truthful, positive image of the client business. Strive to get lots of Fans and post positive messages about the business including any charity work, support of local teams and youth groups etc.

4) Register the primary versions your company's domain. if you already have a dot com, register the dot net, and dot org. It will also pay to register the same, only with the word 'scam' after it.

So, "http://www.yourcompanyscam.com", for instance.

The small fees involved to tie up all these domains can help to thwart a particularly determined attacker. You won't need to build a site on

these domains (usually), but you're preventing your attacker or an unethical competitor from grabbing them.

IMPORTANT: According to statistics compiled by GEO Ltd., only 23% of users go to the second page of SERPs (Search Engine Results Page)...

and less than 10% go as far as the third page.

This is the result they obtained from many crunched SEO logs.

In the real world, we can say that *few searchers even go beyond the first page if they find worthwhile content on that page and especially within the first 5 results.*

5. Do a search for your company name. If RR report or other scam site post appears note the top 5 – 10 sites that rank on the results page. Pick 3 sites at a time (ranking lower on the page than the RR).

Build High PR links on those 3 sites, like blog comments (even though they lost a lot of value, they still have some). If they are social media sites like Twitter, Facebook, or Youtube, or have a decent domain age, use a few link blasts (don't overdo this!)

Then, build links to the site listed ahead of the RipOff Report/ScamSite. Continue adding links to move the 3 that are above the RR higher, as it will help to push the ScamSite results lower.

Allow some time for the results to improve, then repeat the basic process again.

Most often, the url that's ranking is the name of the company/product/person, correct? For instance, www.companyname.com is what is bringing up the ScamSite/RipOff Report listing.

If that's the case try to register the .Biz .org and .info and then do basic SEO work on them.

You will never get rid of them completely, but you can make them hidden much further back in the results pages. This does work.

Phase Three:

Instead of just focusing on the 'ScamSite' Report page ranking for your company name, you can also use videos, articles and Press Releases with titles such as "Is [product name] a scam?" or "[product name] scam" or "Does [product name] work". You can then link these as well as building backlinks. Again, allow time for changes to in serps to show (30 days).

Also you may want to buy the EMD (exact match domain) of the keyword that is ranking that you want to push off the first page. ...with the word "scam" added.

Next, build a few mini-sites and make sure you highly optimize them for those terms like title tag, content, etc. You should also have a 'privacy policy', 'terms of service' and 'contact us' pages, to make them more attractive and credible to the search engines.

Then start backlinking using "businessname + scam" in the anchor text.

Ideally it would be best to host with different hosting companies so they are not on same IP addresses.

You can also do this with Blogs (Blogger blogs work well for this), Press Releases, Document Sharing sites, and of course Articles. It will take some backlinking for all these to get the best results.



Phase Four: Using A Lawyer

I am not providing any legal advice here, as I am not a lawyer. In attempting the following strategies, please seek experienced legal counsel.

Using Lawyers To Sue RipOff Report:

There is a type of law firm that will work on cases like this...but it's not inexpensive, and depending on certain factors, it may not get the results you want. Many lawyers will approach this by writing a 'demand letter' and insisting on certain steps the complaint site must take to avoid a lawsuit being filed.

It should be noted that RipOff Report stated response to lawsuits and the threat of lawsuits is as follows:

“....Because we will not remove reports, Ripoff Report has been sued on many occasions based on the content which our users have created and posted. If you are considering suing Ripoff Report because of a report which you claim is defamatory, you should be aware that to date, Ripoff Report has never lost such a case (with one exception; explained below). This is because of a federal law called the Communications Decency Act or "CDA", 47 U.S.C. § 230. Because this important law is not well known, we want to take a moment to explain the law, and to also explain that the filing of frivolous lawsuits can have serious consequences for those who file them, both parties and their attorneys....”

“...Based on the protection extended by the CDA, Ripoff Report has successfully defended more than 20 lawsuits in both state and federal courts. Each time, the courts have consistently found that the CDA shields Ripoff Report from any claims seeking to treat it as the speaker or publisher of information posted by a third party....”

Excerpted from RipOff Report.Com



Using Lawyers To Sue The Poster In Court:

You can file a lawsuit against the person who posted the original report against your business or person. You could claim defamation, torturous business interference or whatever an attorney advises will be legally appropriate and likely to prevail in your jurisdiction.

You will have to prove your case in a court of law, to prove the report made about your business is false...

So, if you really don't have a valid claim for the above, then It's advisable to just drop this court effort, before all the money and time is expended.

My own attorney, who I ran this by, says “Do not sue Google”, as they have very deep pockets and enough lawyers to sink a battleship!

Plus, you are going to want them (Google) on your side shortly, so you don't want to make them angry!

Then, assuming you win your court action, your lawyer should obtain a court order declaring the offending RR report to be false and defamatory.

A court order, carries the power of the court legal system (not just your personal opinion) and can then be presented to Google.

Google, apparently has honored court orders for these matters in the past, and should remove the offending webpage from its search index.

My attorney noted that to make this strategy work, you have to be able to identify the original poster for them to admit to the court during the hearing that it was false and slanderous....and this can be difficult, as the posters mask their IP's, use pseudonyms, can also use throwaway e-mails.

However, you may be able to issue a subpoena to get the information from the poster from the website. Ask your attorney about this.

If that still does not allow you to find the person, you could file a lawsuit against the 'name' the poster used to make the report and have them served by publication (publishing a legal notice in the newspaper).

You have to get court permission to do this, and service like this may not be legal in your jurisdiction, but this may work.

If the defendant doesn't appear in court to defend their statements, then you will probably get a default judgment as well as the court order you need to present to Google. *Of course, in all case like this, you should consult a lawyer about your specific situation.*

So, this is not an easy route to travel, and courts being slow as they are, it could take months to get a hearing, and ultimately get a court order. Plus, there's filing fees, process server fees, attorney's fees, travel, time, etc.

And it's still possible Google could choose not to honor the court order, assuming the court granted one.

But, for some companies, this approach may still prove to be worth it. But this should also be viewed as a 'last resort' for most clients.

Just to be clear, the offensive report will still appear on the Ripoff Report website, but the all-important reference to that report in the Google search index will be gone completely.

Google will display at the bottom of the search results page where the Ripoff Report reference previously appeared, the following statement:

“In response to a legal request submitted to Google, we have removed 1 result(s) from this page. If you wish, you may read more about the request at ChillingEffects.org”

Questions? Just email: support@offlineadvance.com

REPUTATION MANAGEMENT CONSULTANT



NOTE: Of course, I can't make any guarantees because like a car needs a driver, this information needs a motivated person to put it to good use.

Realistic Goals:

For most cases I've dealt with, I'm pretty satisfied to get the offending post back to page 3 of the search results., and keep it back there. In my experience, most folks won't search back more than a few pages, so this can help a lot.

And, most people do not automatically seek out RR or 'scam sites' when considering doing business with a company, particularly a local

firm. They only find the report because a 'ScamSite' usually ranks on the first page for the search terms.

In fact, I'll bet most web surfers do not even know RipOff Report.com or Scams.com even exist!



How long does all this take?

Probably at least 60 days to as much as 180 days.....though sometimes the impact can be much faster. I've had a negative listing that ranked on the first page fall to the second page in a month, but most hang in there longer. So, yes, it's a process, but for the client company it's worth it.

Remember, their whole business may have been impacted by this negative review/complaint. They want it down, believe me, and every time someone mentions it to them, it's offensive just to hear it. I've had owners tell me they are just sick about it and it's even kept them up at night worrying about it.



What to Charge:

Reputation repair can be very profitable, but it's time consuming too. Most reputation repair consultants charge at least \$1000. for a basic case, such as removing or suppressing some negative reviews.

One thing that is becoming more common is to charge an "Assessment Fee" to cover the cost of investigating out much damage the businesses reputation has undergone... and to help assess what the fee structure should be.

These assessment fees average about \$200 per case.

Monthly ongoing fees after reputation improvement has occurred can be from \$100 to \$500+ a month. These agreements usually run at least a year.

One approach is to specialize in a specific industry group. Hotels for instance. That way, when approaching them, you can demonstrate a customized solution and carry more authority in your presentation.

Note: If you are just beginning with the client, you can also include the rep management service as part of a larger package.

This can give you some idea of what's possible on a monthly basis with just monitoring and moderate repairs. It's realistic once you get this established. Don't think this isn't possible, because it is. There are companies offering services like this with substantial overhead and making profit, so there is definitely business out there.

Number Of Clients	\$500 Monthly Fee	Annual Fees
3	\$1500	\$18,000
5	\$2500	\$30,000
7	\$3500	\$42,000
10	\$5000	\$60,000
15	\$7500	\$90,000
20	\$10000	\$120,000

How To Get Clients

First, if you have an existing client base you can offer to do an analysis of their online reputation and report to them any negatives you find.

Then, if such do turn up, offer to employ some or all of the methods detailed above, to improve what's showing up.

Make sure the owner or managers see what's being posted for themselves. I've found their reaction will be the catalyst that moves them to take action.

This first approach is basically what I did, so I know it can work.

If you are just starting out, you could simply search on these 'scamsites' for local companies or anywhere, for that matter. I would primarily focus on newer reports and 'scam' posts, because the interest in getting something done about it, will likely be greatest.

No doubt a RipOff Report that has been displayed for years will not create the same urgency in the business under fire.

You can also use Reputation Management as a marketing tool, and approach a group of potential clients with the service and leverage it for even more business as the relationship grows.

EXAMPLE: If you're charging hosting fees for your offline business clients, you can present a larger most expensive package to clients. That package would include "Reputation Monitoring and Repair".

I charge that now, and it helps to justify a larger monthly fee and ties the client more tightly to my services and me.

Is Reputation Management Understood By Companies?

It's understandable that many businesses may think, "if it ain't broke, don't fix it"... right? Managing something you hadn't thought much about or believe could happen may not seem smart.

Why spend money on something that hasn't happened yet?

Here's Why: Because extensive and effective reputation repair can mean building out a number of websites, entailing lots of SEO work. At the heart of reputation management is an effective organic SEO strategy, and good organic SEO takes time and isn't inexpensive.

Building out sites and pages to push down negative results will cost you much more when you're competing with a solid negative authorities already in the top 5 or 10. The earlier you establish your presence, the better your chances of remaining at the top.

The real options that ought to be considered are:

\$100 to \$500+ per month for proactive reputation management,

OR \$1,000's per month for last minute emergency reputation repair.

Outsourcing To A Reputation Service?

There are reputation management and repair services that claim to do this and they may be effective, but I have not used any so far. (Update 2015: I have used one, not one of the ones listed below, but was unsatisfied.)

Obviously, the cost would have to be built-in to whatever you charge your client. (see below)

If you're interested in adding Reputation Management and Repair to the services you offer offline and online clients, here's more good news: I included some tools to help you launch this money-making endeavor. Check out the other folders inside the ZIP file for details.

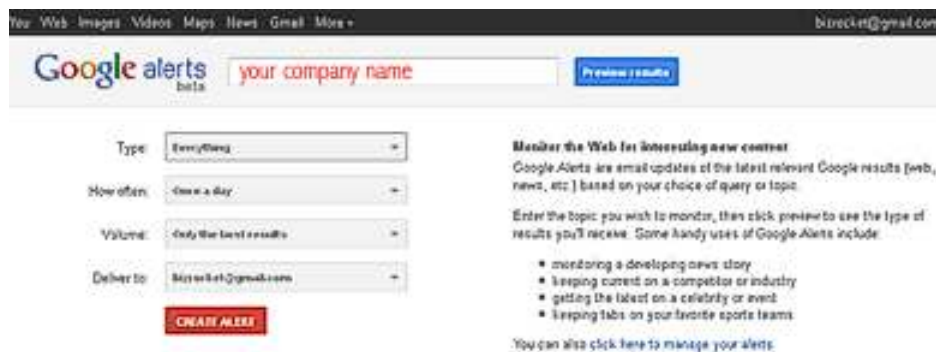


How To Avoid The Madness

How To Avoid RipOff Report & Other 'ScamSite' Mentions and Attacks In The First Place.

Regularly “Google Your Business and Yourself” - it's important.
Monitor Your Reputation by using Google Alerts

<http://www.google.com/alerts>



Web Images Videos Maps News Gmail More

Google alerts [Preview results](#)

Type:

How often:

Volume:

Deliver to:

[CREATE ALERT](#)

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

[You can also click here to manage your alerts.](#)

You need to know what others are saying about your company and you. It's not optional. This should be done weekly and placed on a to-do-list for you or an assistant to complete.

2. Do link research periodically.

Check to see WHO is linking to your site(s) and follow those links. A little detective work like this may help you spot an impending attack.

3. Create and maintain your own online profiles.

Use places like Facebook, Wikipedia, LinkedIn, Manta, and any organizations that relate to your business or you. Don't let attackers define you.

4. Assume all communication, emails, photos, text messages, even phone calls can show up on the internet.

So, choose your words carefully. Error on the side of caution whenever possible.

5. Consider Using Pseudonyms where appropriate.

If you feel compelled to post on high-profile blogs, especially, and your post could be considered inflammatory by some, you may want to consider using an alias...for instance on political blogs.

6. Find the Positive Out There and Link To It

As your company grows, more information about it grows as well. Search for positive reports, articles, mentions, reviews, testimonials, references, awards, etc and link to those from your websites.

7. Think Before You Act – Always.

If you discover malicious, untrue information about your business or yourself online, plan a strategy before directly taking action. Don't impulsively reply to posts, or make accusations about the attacker...until you know more facts.

In some cases, it may be wise not to reply through any public channels at all.

Often, the key is to have built a network of 'positive reputation – reinforcing messages before the attacker strikes.

And responding on YOUR schedule, in venues that YOU prefer and reinforcing YOUR message, not just adding to the attention the attacker has grabbed.

Proactive management of your online reputation is the only way to go.

It's unfortunate there are many companies who haven't been proactive and suddenly find how bad things can get when they aren't putting out their story regularly.

Then, it all becomes very one sided – and not in a good way. Crisis management helps then, but the battle is much harder.

Businesses should ask themselves this one important question:
“What do I want people to read when they search for my name or my business name?”

General Reputation Management Services available:

What follows is a list of some currently operating Online Reputation Repair/Management Services. These can come and go, so by the time you read this some may not be available.

In certain cases, you may be able to outsource your client's work to one of these services and just markup the charges (assuming they're not too high). I also think it's useful to see what these services are charging and take that into account regarding your own pricing.

I'm not personally recommending any of these, since what they provide and results they achieve will likely vary a great deal from client to client.

<http://www.reputationx.com/>

reputation x 1.800.889.4812

HOME SERVICES METHOD BLOG ABOUT

Free Analysis

CONTACT

Basic Research free X1	Basic Development \$499 one-time X2	Core Content \$1499 one-time X3	Custom Quote XQ
X1: Research	X2: Development	X3: Content	Custom
FREE	\$499 <small>one-time</small>	\$1499 <small>one-time</small>	800.889.4812
Use Tool	Learn More	Learn More	Get Quote
Start here All reputation projects start here. Our reputation tool lets you identify search results and get a plan at no charge.	For minor issues Changing search results nearly always starts with web page development. Get the basics for only \$499.	Better results Includes Basic Development. Our Core Content package creates and posts all of the basic content to get started.	Free analysis Tougher issues require a custom reputation program and a custom quote.

<http://www.guaranteedremovals.com/>



Well, That's it. I hope you've learned how to wrestle the scam site alligators, for the benefits of your deserving clients...and how consulting on these matters can add to your offline and online income. If you haven't already, now open and read through the "Fighting Google Places Negative Reviews".

You truly can do well, by doing good.

I can assure you, clients who recognize the financial impact these derogatory reports will have on their business, can and will pay a qualified consultant to address them!



Questions? Email support@offlineadvance.com

I don't hide behind helpdesks or outsource support to other countries. When you email me for help or questions, or to share an idea, you get me or my assistant....and we respond quickly! Bruce

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ADDITIONAL RESOURCES:

I've found the top review sites to be:

- Yelp (add a business)
- Yahoo Local (edit business info as owner)
- Google Places (create business listing)
- Merchant Circle (claim your business)
- Manta.com (claim business page)
- YellowPages.com (take control of the business listing)

Also, remember complaint sites like Rip-Off Reports contain nothing but negative reviews. The sites listed above will appear more balanced because they also contain positive reports and fans of the business.

Suggestion: Check out some of my other products that help offline warriors get more appts and close more deals:

Power Dollars Letters

<http://www.warriorforum.com/warrior-special-offers/955669-offline-6-600-marketing-contract-using-these-tested-letters.html>

No Resistance Route

Offline Prospecting Method that removes your fear of rejection !

Visit : <http://www.noresistanceroute.com>

Offline EZMail link:

<http://www.warriorforum.com/warrior-special-offers-forum/681694-new-offline-ezmail-send-50-emails-bank-950-no-costs-no-hassles-no-joke.html>

Phone Force Link :

<http://offlineadvance.com/phoneforce.html>

Super PowerScripts Link:

<http://www.warriorforum.com/warrior-special-offers-forum/518095-super-power-scripts-melts-prospects-resistance-fast.html>

