

CHEATING!

how to get your

Competitors Kicked Off of Google.



INTRODUCTION

By now you've read the title, "How to get your cheating competitors kicked off of Google," and you likely have one question in mind.

Why would I do that?

It's because your cheating competitors could be taking money out of your wallet, literally stealing from you and your employees. By using deceptive and dishonest digital marketing practices, they could be siphoning away the customer base that you worked so hard, and so honestly to build.

According to a study by BIA/Kelsey and Com-Sat, 97% of all consumers research their local options online before heading out to shop. It doesn't matter if you're running a hardware store, a legal practice or an adult bookstore; your customers are looking you up online before visiting you in person.

The first place they turn is to search engines to Google, Bing and Yahoo.

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Where you show up in Google makes a big difference in the amount of business you get. The top search result pulls in nearly 33% of all search engine traffic. Next is 17%, then 11% and it goes down from there. Top rankings carry incredible value.

That's where shady business by your competitors could be costing you money. Tricks like

paid linking, comment spam, phony reviews and rich snippet abuse allow your competitors to unfairly push themselves up in search rankings. It happens at your expense and at your customers' expense. It's very common.

It's also against the rules.

Google doesn't allow these tactics because it promotes bad business practices and makes for a poor experience for its users.

This guide will show you how to determine if your competition is gaming the system to gain an unfair advantage over you, and we'll show you what you can do about it. Dishonest marketers don't belong in Google results, and we'll walk you through the process to get them penalized.

This is how to get your cheating competitors kicked off of Google.

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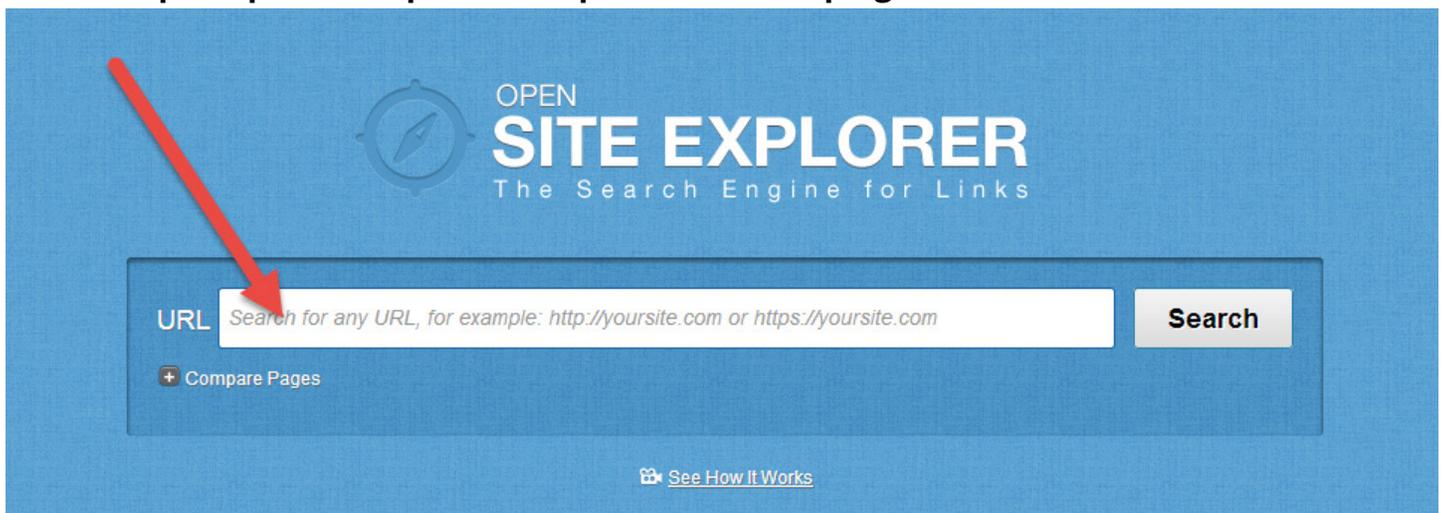
**“97%
OF ALL CONSUMERS
RESEARCH THEIR LOCAL
OPTIONS
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CHECKING FOR PAID LINKS

You've sunk thousands into creating an appealing, user-friendly website for your customers, and your competitor's trashy, straight-out-of-the-90s site is still beating you on Google.

There could be some funny business going on. **Here's how to check.**

1. **Open up MOZ's Open Site Explorer tool and plug their URL into the box.**



2. **Open Site Explorer will display a list of websites linking to their site.**

Google uses links to determine how important a certain website is. If a site gets a lot of links from other websites, it determines that the site has higher authority for its subject matter.

Open Site Explorer will allow you to see who is linking to your competitors and what they are talking about.

Scan the results for anything fishy. In the example below, this site for attorneys is receiving links from the legal directory Justia (green arrow). Those are legitimate links. However, a link on the results sent up a red flag for us (red arrow).



CHECKING FOR PAID LINKS CONT.

3. Click the link to see what it is

We navigated to the link to find a website offering links in exchange for paid “donations.” Selling links is against Google’s webmaster guidelines, and it is something site owners can be penalized for.



AWStats supporters

This is a list of all AWStats supporters that made a donation to help me to maintain and enhance AWStats. Some of them made a paypal donation:



Other bought me gifts on:
[My Wish List at Amazon.com.](#)

This page is here to thanks all of them and provide a link to their site.
Note that every supporter is not reported here, because, only those who ask it are visible.
If you are an AWStats supporter (for a recent or old donation) and if you want to appear here, just send me a mail at eldy@users.so
- An url
- A text for link.
- The project you support by this donation (AWStats, AWBot, CVSChangelogBuilder, Dolibarr ERP/CRM)
The only requirement is that you have made a donation via Paypal (at least **100 dollars** or **75 euros**, button at the top of this page)
Then go on this "supporter page" of project, 10 days later to see if your link has been added. If not send me another mail (I may be So thanks again to all of you... (after several years working on OpenSource softwares, your support is my main booster)...

4. Report the violation to Google

Google’s Webmaster Tools has an easy form to report websites for a number of violations. In this case, we are reporting this site for paid linking.

Webmaster Tools

"Webspam" refers to pages that try to trick Google into ranking them highly. Before you file a webspam report, see if the page might have a different problem:

[Paid links](#)

This page is selling or buying links.

[Objectionable content](#)

This page is inappropriate.

[Malware](#)

This page is infected.

[Other Google products](#)

This page abuses Google products other than Search, e.g., AdSense, Google Maps, etc.

[Copyright and other legal issues](#)

This page should be removed under applicable law.

[Personal/private](#)

This page discloses private information.

[Phishing](#)

This page is trying to get sensitive information.

[Rich Snippets](#)

This page doesn't comply with Google's rich snippets guidelines.

5. Fill out the form as thoroughly as possible, rinse and repeat

Congratulations, you just took a step toward leveling the playing field with your competitors. Report any other paid links you also found in your search.

At this point, we should also mention that reporting websites to Google will inexplicably bring attention back to you. Make sure your site is on the up-and-up (more on this later), or you might find yourself getting penalized as well.

Webmaster Tools

Help ▾

Help us maintain the quality of Google search results.

We work hard to return the most relevant results for every search we conduct. To that end, we encourage site managers to make their content straightforward and easily understood by users and search engines alike. Unfortunately, not all websites have users' best interests at heart. Some site owners attempt to "buy PageRank" in the form of paid links to their sites.

Google uses a number of methods to detect paid links, including algorithmic techniques. We also welcome information from our users. If you know of a site that buys or sells links, please tell us by filling out the fields below. We'll investigate your submissions, and we'll use your data to improve our algorithmic detection of paid links.

Report paid links

Website selling links:

Website buying links:

Additional details:

Hello! I discovered this website through Open Site Explorer selling followed links in return for a \$100/€75 "donation."

I would like to report it for violating Google's paid linking policy.

This is only the first of many dishonest practices you can report. In the next section, we'll take a look at comment spamming, phony reviews and rich snippet abuse.

Don't Allow Comment Spammers or Phony Reviews to Take Your Business

If you want to dominate SEO and rankings, and get your cheating competitors kicked off of Google, the local aspects are the most important. From reviews and listings in directories to links, it's an easy way to get lots and lots of traffic. It's also easy to manipulate and cheat. If it takes the least amount of work, in this industry you can expect that people utilize it.

One way companies do this is with all the sterling reviews they have on directories. As the old adage goes, "If it's too good to be true it probably is" works all the time with these. Companies are not supposed to write their own reviews or have their employees do so. The point is to trick Google with misleading and falsified information. It refers to this tactic as "spam." You would be surprised how many of your competitors are using this practice to improve their rankings.

Here are some ways to spot fake reviews:

- The people doing the review have never reviewed anything else
- The reviews were all done within a short time period of each other
- The reviews are for companies in the field - say attorneys
- The person doing the review doesn't live in the city where the services are offered
- Every review given is a five-star review

If you were an attorney in south Florida and you happened across a Google+ page that had seven five-star reviews that might raise a flag. When you look a little deeper, you see that four of the reviews are for attorneys ... all in south Florida (either Miami, Fort Lauderdale or Boca Raton) your market. That doesn't pass the smell test because it's extremely fishy.



Working with the team members of [blurred] has demonstrated to me the highest level of professionalism and competency. They have been responsive to my needs and always took my calls, or returned it within a few hours. I would recommend this firm to anybody including my closest friends and family knowing that they will always do the right thing for their clients.

Public - 2 years ago



Excellent experience with [blurred]. Aggressive, honest, and fantastic outcome. I would definitely recommend contacting [blurred] to represent your legal matter.

Public - 2 years ago

[Redacted Name]



The team at [Redacted] They walked me through the entire process and were always responsive to my needs and phone calls. I would recommend this firm to anybody that has been injured in an accident. Thanks again!

Public - 2 weeks ago

[Redacted Name]



Working with [Redacted] has been one of the most professional experiences I have had. From the instant you walk through the doors of his office you are greeted with genuine sincerity and compassion from the entire administrative staff. Once I sat down with [Redacted] his experience, dedication and legal knowledge really showed me that he was one of the best at being a Criminal Defense Attornev. I am totalv confident in his abilities and services

...

Public - 10 months ago

Now it is possible this person does need four different attorneys. There are times you just hit a string of bad luck. Maybe this person is kind enough to review and give all four attorneys in the same location sterling praise on Google. It is possible. It seems innocuous but this same person also works for a marketing firm. You don't suppose these are his clients?

Work

Occupation

Social Media, Search Engine Marketing, Online Media, Internet Marketing

Remember: If your competitor has 15 5-star reviews from people who have never reviewed anything else and don't even live in the city where the service is offered, you should be somewhat suspicious. More than one 5-star review should raise an eyebrow. Take the time to do a little research to try to uncover the truth. This happens more than you think and it's costing your traffic and money.

To report a shady review, visit the Google+ page that the review is on. On the bottom right of the review you will see a flag.



When you click on the flag, the reporting shouldn't take more than a few minutes. After your report is complete, it may take three-six months but if it goes through, reviews help local businesses gain visibility. Removing a few of your competitors spammy reviews could reduce their local traffic.

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To review local listings, this is the best tool for you to use. <https://www.yext.com/partner/clicksandclients/diagnostic.html>. As mentioned earlier, if you report someone be prepared to have Google look into you as well.

the directories in that the point is to trick Google and falsify information. This is a dead giveaway it's comment spam: If it's a site for French shoes, all the comments are in French and there is one with a link to a personal injury lawyer in English.

SEO "Ninjas," blackhats and companies also like to do comment spam. It's similar to the amazing reviews in



West Palm Beach attorney

Very clever solution indeed. Helping the environment and creating a great looking product in the process.



refresh · 11 y a 4 ans

Another clue: It's a site for Photoshop techniques to create wooden text and there's, magically, a link to a personal injury lawyer.



April 5, 2010 at 11:33 pm

nice tutorial, it was easy to follow.

Reply



Palm Beach criminal attorney

April 6, 2010 at 9:24 pm

Thanks for the tutorial. You've taken an interesting approach on this unique topic. I appreciate the future resource.

..= Palm Beach criminal attorney's last blog ..Police arrest 14 for DUI =-.

LOCAL

There is no reason for either of those comments to exist on those two sites other than to create links. You can report the spam comments to Google using the same method as the reviews.

The other way companies and their SEO "Ninjas" and blackhats improve search results is trash links. If you see 15 links to a personal injury attorney on a site about hardwood floors, that's another form of "spam." But this tactic is used all the time. In most cases, the company or "Ninjas" buy the domain, there is nothing on the site relevant to where it links to and its sole purpose is to create links to the attorney's page. Since where you rank is partially based on the number of links a site has, you see why some do this. It's "free and easy links." When you see this, report the company or "Ninjas" to Google.

For reports of bad linking, it's important to provide examples and scope for Google. Examples provide proof but scope is more important. Scope includes a prominent keyword that the site is ranking for. An example is boca raton lawyers. It's a term that receives regular search volume and would provide a good indication of the impacts this site has to Google users. It's also important to include the scope for issues with the poor result. When you incorporate the onsite elements that make it a bad user experience it helps Google and improves your chances of success. Whenever possible try to do both.

We would report the site like this, and again, report it here <https://www.google.com/webmasters/tools/spamreport?hl=en&pli=1>.

This link has spammy backlinks. Examples include:

Paid Links:

http://www.awstats.org/awstats_supporters.php

Comment Spam:

<http://www.fubiz.net/2010/04/13/puma-shoebox/>

<http://wegraphics.net/blog/tutorials/photoshop/create-a-funny-wooden-type-treatment-in-photoshop/>

When you report incidents like this to Google it takes time. The action you want and hope for won't happen overnight. In some cases it might not work. But the only way to find out is to do it. When your cheating competitors are kicked off of Google that means less competition for you and your business. Any action you take could be tracked by Google to your user information. Be honest and fair in your reports. We feel confident you'll find plenty of spam in most industries that Google should know about.

BOOST YOUR OWN COMPANY

The best way to ensure Google loves you even more is to make sure your own company does it right. That means not doing what you see listed above. Don't comment spam, don't have fake reviews and don't buy domains for the sake of links. Leave that junk to the SEO "ninjas" and blackhats. The last thing you want to do is report a competitor to Google while you do the same stuff. Know this: If you report something to Google, it will look at you as well.

Just do great Internet marketing.

Get your business in all the local business directories you can. When you do, make sure everything is exactly the same in all of them. Meaning addresses and phone numbers. If there's even the slightest difference it will impact your results.

Ask your customers or clients to write reviews on your Google+ page.

Get your company verified by Google. It's a process that helps Google give the best information possible to your customers. As Google says, "Most business owners verify by postcard. If you're verifying a business that's already on Google, you may also be able to verify by phone. And if you've verified your business' website with Webmaster Tools, you may also be eligible for instant verification." Those are the three ways to verify your address with Google. Whatever you choose, do so because it's another tool that is effective.

Have a blog that produces great content but also is relevant to the site it's on. Have a strong social media presence.

Do keyword research so you can find and use title tags and meta descriptions to get even more traffic to your site. Most websites don't do this right or at all. If you do it, it's another honest tactic that will improve your rankings and business in the process.

It's so easy a trained monkey can do it. In fact, a monkey is doing it right now and he's doing it better than most "ninjas" and blackhats.

But what makes it difficult is when your cheating competitors, SEO "Ninjas" and blackhats use these trash tactics to shoot up the search rankings. It's effective, they say. They do it because it's easy and takes the least amount of time and effort.

It's time for you to take the power back. When you do, see your rankings rise and your wallet get fatter. But the only way to do that is to kick your cheating competitors off of Google for good.

WHO ARE WE?

We were recently listed in the Inc. 500 fastest growing companies in the U.S., as a top-rated online marketing company in the country.

Our philosophy is simple: We drive up traffic and revenue to your site or we don't get paid. We know you want to earn more dollars from your web marketing. You want them fast and you want them to keep rolling in at a consistent clip.

Whether it's ranking at the top for search terms that will get you the best traffic, wanting to reduce your spend on paid search (or you're willing to spend more to make more) or you just want to convert more of your website visitors in paying customers, we make it happen. Whatever it is you want from online marketing, we can help your goals come to life.



As a profit driven Agency, we focus on your revenue. Rankings and traffic are OK, but if your visitors don't convert into actual money it doesn't matter.

There is no secret potion or fairy dust when it comes to PPC, SEO, CRO or what we do. We don't refer to our company as a "Ninja" or Blackhat. We just do honest, real Internet marketing that's guaranteed to get you results.

Click to apply for a \$500 per month SEO package. You'll receive onsite optimization, local optimization and reporting on your site performance from revenue down to every keyword.

[We back all this up with what we call our "Grandma Guarantee."](#) We're often asked to review other companies' work. While it's easy to armchair quarterback other companies, bad and mediocre work sticks out like a sore thumb. So we thought about what it would be like to have our beautiful and wise grandma ask us to check the work another SEO/PPC/Conversion Optimization company did for her business. Would she be happy with their work? Did they give Grandma her money's worth and then some?

We do, and it's why you need to click to apply for our \$500 per month SEO package.