

Case Studies



Preface

To explain our services in action, we have put together a few case studies. They are based on real examples, however, please note that we have changed the name of the people and businesses to respect our customers' privacy. Before reading the case studies, it is important that you understand that every case contains different circumstances and therefore, no case is the same.

There is a constant pattern of the category of case, i.e. false reviews, IP infringement, privacy concerns and negative search results (to name a few).

These categories of cases allow us to confidently predict whether we will be able to assist you; however, timeframes and results depend on website, platform and search engine administrators, who we do not control. Over the past 9+ years, we have made changes to improve our methods and services, as well as to respond to changes made by administrators in their systems and protocols.

This results in our methodology constantly being updated and improved, as no application is one size fits all!



False Google Reviews #1

Summary

The director of a well known local Real Estate Agency contacted our team seeking to remove four reviews on his Google My Business listing that he considered to be false and highly defamatory.

The business was subject to false reviews from tenants who had been evicted for failure to pay their rent and for damage to the property. Upon eviction, a flurry of reviews were published by new accounts with no previous review history.

The client engaged our content removal application services and our team began working on it immediately.

Strategy

Our team worked with the client to identify the false nature of each statement and to obtain information that would support such a claim.

The content in question was not dissimilar from thousands of reviews we had removed previously and as such, we were able to draw upon these successes to place an application to Google that would carry the highest chance of success.

Outcome

Originally, we considered the application to be quite straightforward. Unfortunately, this was not the case. Our team encountered significant resistance from Google, despite the content being deserving of removal. After three months of persistent effort, we successfully removed the four URL's/Reviews of concern. Furthermore:

1. We assisted the client with removing another 4 reviews that had been posted over the duration of the works, by the same disgruntled tenants; and
2. We also removed content on a site called DON'T RENT ME. The review was left by the same disgruntled tenants.

9 URLs Removed | 100% Content Removed | 90 Days Taken



False Search Results #1

Summary

The director of a production house contacted our team with respect to removing two false publications on Ripoff Report that were being displayed in Google when his name was searched.

The client required the content to be removed in four countries around the world, as he conducted the majority of his business there.

The client engaged our content removal application services and our team began working on it immediately.

Strategy

Our team worked with the client to identify the false statements and the relevant documentation to prove as such.

The content in question was not dissimilar from thousands of negative search results that we have removed previously. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

Within 3 days, Google Australia confirmed removal of the content. Within a week the content was removed from the remaining countries.

2 URLs Removed | 100% Content Removed | 10 Days Taken



False TripAdvisor Review #1

Summary

The CTO of a medium size International Hotel chain contacted our team with respect to removing dozens of false publications from Trip Advisor.

After a long period of review, the client engaged our content removal application services and our team began working on it immediately.

Strategy

Our team worked with the client to identify the false statements and the relevant documentation to prove as such.

The content in question was not dissimilar from thousands of negative search results that we have removed previously. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

Over a 6 month period, our team has removed 54/72 reviews. The remaining reviews are being worked on and we are working with the client to furnish TripAdvisor with more information in order to overcome their objections to removal.

54 URLs Removed | 75% Content Removed | Ongoing



Revenge Porn Victim #1

Summary

A foreign lady named Jane* enquired with Internet Removals upon locating 3 URL's containing sensitive images and videos of her performing sexual acts with her former husband. Jane was embarrassed, highly emotional and suicidal.

Jane was the victim of domestic violence, infidelity and now revenge porn. Upon threatening to leave her abusive husband, the threats began to roll in. Once she had left to try and better her circumstances, the videos went live – videos that Jane had no idea were taken in the first place.

To make matters worse, we located not 3 URL's, but 46 that contained concerning content. Our team provided the client with a fee proposal and upon acceptance, begin the works. *Name changed for privacy reasons.

Strategy

Our team immediately went to work, identifying the exact location of the revenge porn and notifying all relevant parties within 3 hours of taking on the works.

Outcome

Within 48 hours our team had removed all 46 URLs.

46 URLs Removed | 100% Content Removed | 48 Hours Taken



Damaging Facebook Page #1

Summary

Lawyers for a National RV company contacted our team with respect to removing a Facebook page which was set up in an attempt to defame their client.

The offending business copied our client's logo and made 28 harmful posts about them, drawing considerable public attention.

Strategy

The content in question was not dissimilar from hundreds of Facebook pages that we have previously removed. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

Within 3 hours, our team disabled the page from Facebook.

28 URLs Removed | 100% Content Removed | 3 Hours Taken



IP Infringement #1

Summary

The director of a highly successful local online E-commerce business contacted our team with respect to removing a competing website that copied the name of his business.

The offending business not only copied the name and colours of our client's business but the domain name also (with the .xyz extension). The store was owned by a company incorporated in China, with little to no real contact details.

The client engaged our content removal application services and our team began working on it immediately.

Strategy

Our team worked with the client to ensure all relevant IP documentation was provided to ensure it could be included within our content removal applications.

The content in question was not dissimilar from thousands of IP Infringing website that we have removed previously. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

Within a week, PayPal cancelled their merchant, leaving the site without payment options. By the second week, our team had completely disabled the infringing website.

The customer has since used Internet Removals again, when the same type of incident occurred. We again gained success, removing over 150 infringing URLs.

37 URLs Removed | 100% Content Removed | 14 Days Taken



Privacy Concerns #1

Summary

A doctor in North-West QLD contacted our team with respect to removing 3 (legal) listings of his business and his practice address.

The client was receiving death threats from a personal dispute and wanted to remove as much identifying information online.

The client engaged our content removal application services, and our team began working on it immediately.

Strategy

The content in question was not dissimilar from hundreds of privacy concern matters that we have resolved previously. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

Within a week, all three websites deleted the listings and the content was removed from Google.

3 URLs Removed | 100% Content Removed | 7 Days Taken



False Google Reviews #1

Summary

The director of a large WA building company contacted our team with respect to removing a single review on his Google My Business listing that he considered to be false and highly defamatory.

The business was subject to a false review from a previous staff member. Our team provided the client a fee proposal and upon acceptance, begin the works.

Strategy

Our team worked with the client to identify the false nature of each statement and to obtain information that would support such a claim.

The content in question was not dissimilar from thousands of reviews we had removed previously and as such, we were able to draw upon these successes to place an application to Google that would carry the highest chance of success.

Outcome

Within 24 hours, we had successfully removed the highly damaging and concerning review.

1 URL Removed | 100% Content Removed | 1 Days Taken



False Search Results #2

Summary

A man on behalf of his wife contacted our team with respect to removing two false publications on TheDirty.com that were being displayed in Google when his wife's name was searched.

The client required the content to be removed as it was highly damaging and causing his wife severe stress and anxiety.

Our team provided the client a fee proposal and upon acceptance, begin the works.

Strategy

Our team worked with the client to identify the false statements and the relevant documentation to prove as such.

The content in question was not dissimilar from thousands of negative search results that we have removed previously. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

Within 3 days, Google Australia confirmed removal of the content. Within a week the content was removed from the remaining countries.

2 URLs Removed | 100% Content Removed | 10 Days Taken



IP Infringement #2

Summary

The director of a highly successful design and art gallery contacted our team with respect to removing a two competing websites across 113 URLs that copied the name of his business and attempted to sell his sculptures without his consent.

The offending business copied our client's business and domain name, as well as took his products and listed them for sale on their website. Further, they listed the products on various art buy and sell websites.

The client engaged our content removal application services and our team began working on it immediately.

Strategy

Our team worked with the client to ensure all relevant IP documentation was provided to ensure it could be included within our content removal applications.

The content in question was not dissimilar from thousands of IP Infringing website that we have removed previously. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

Within a month, the art buy and sell website removed 131 URLs (97 inside the scope + 34 additional). The remainder of the URLs were referred to lawyers for litigation.

131 URLs Removed | 85.8% Content Removed | 30 Days Taken



False TripAdvisor Review #2

Summary

The Director of a medium size vacation club contacted our team with respect to removing one false review from Trip Advisor.

The client engaged our content removal application services and our team began working on it immediately.

Strategy

Our team worked with the client to identify the false statements and the relevant documentation to prove as such.

The content in question was not dissimilar from thousands of negative search results that we have removed previously. As such, we were able to draw upon these successes to place an application to all relevant parties that would carry the highest chance of success.

Outcome

After 10 days and a few rounds of communication with Trip Advisor, the content was removed entirely.

1 URL Removed | 100% Content Removed | 10 Days Taken



John Ibbitson – Success Story



Let's discuss your project.

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