



Such n Such Media
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Press Release

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Google Begins to Address Spam in Garage Door Industry

As of June 8th, 2020, Google's Danny Sullivan announced that Google has started researching the staggering amounts of spam that flood the garage door industry. Sullivan is quoted saying, "Yes, we're looking into reports," following comments about high levels of new spam listings by SEO experts Ben Fisher and Andrew Cock-Starkey (View the tweet [here](#)). Although fake Google My Business listings are not a new phenomenon, their recent prevalence in the garage door industry is more and more troubling. That is why it comes as a relief that Google is starting to address this issue, hopefully working towards a filtering algorithm that can undercut spam.

Fake business listings are a problem for local companies—especially those that perform home improvement projects like replacing and fixing garage doors—because they take business from legitimate companies. New listings pop up continually in Google My Business with names like Atlanta Garage Door Repair, playing on the Google algorithm to get high rankings. They are only backed by 1-3 phony reviews and a shallow website, but they still manage to outrank a lot of local businesses. This is a loss for not only local garage door companies that provide quality services, but also the customers who are scammed into hiring these fake companies for a cheap price. For the sake of both real companies and honest consumers, Google has to do more to weed out these phony home improvement companies.

Such n Such Media is a marketing agency that provides quality search engine optimization and web development services. With a focus on serving businesses in the home improvement industry, they have the skills to help any business succeed. Their primary services include Local SEO, Web Design & Development, Social Media Management, Email Marketing, Reputation Management, and Consulting services. With a qualified team of content creators, website designers, and SEO experts, hiring Such n Such Media is the right move to help your local home service business grow.

Contact information for Such n Such Media can be found below.

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