

Lawsuit Filed in Court Declares Website Outranks Famous IM Guru

Mike Dillard in a sworn affidavit as a world renowned leading authority in internet marketing, complained to the court that James Stein, owner of ArticlesProductions.com Internet marketing tools and forum, outranked Dillard for his own keywords.

April 5, 2011 (FPRC) -- Internet Marketing Guru Mike Dillard filed a civil lawsuit in Travis County, Texas last month accusing the internet marketing forum, ArticlesProductions.com, of manipulating search engine results with its exclusive members-only internet marketing tools. Dillard, describing himself in a sworn affidavit as a world renowned leading authority in internet marketing and personal branding, further complained to the court that James Stein, owner and creator of ArticlesProductions.com Internet marketing tools and forum, outranked Dillard for his own marketed keywords.

Dillard asserted that the top rankings on Google which ArticlesProductions.com dominates were causing injury and loss of website traffic and income estimated at over 150,000 dollars to Dillards business. Dillard claims Stein has published numerous articles and third-party critical reviews of Dillard and his business. Dillard pleaded with the court asking it to demand that Stein and ArticlesProductions.com immediately cease using his Internet marketing tools and strategy to "palm off" Dillard's success and to halt articlesproductions.com "manipulative search engine optimization techniques."

Although articlesproductions.com has no control over how and where search engines such as Google and Yahoo will index a site, Dillard has demanded the court take action against Articlesproductions.com for outranking his own business. Dillard has not sued Google or any other search engine in this suit, although he alleges to the court that Stein is manipulating the search engines with his internet marketing tools. In the same respect Google has not commented on the suit.

Other accusations from Dillard's suit include "Stein has also manipulated computer software to direct existing and prospective online customers away from Dillard's business and to Stein's competing online business". Although Dillard has made additional allegations in the suit, the underlying reason behind his civil action against articlesproductions.com is that he was outranked in the search engines and suffered a loss of more than \$150,000 in potential business.

Stein has commented that he merely followed internet marketing protocol by building backlinks, following Google's strict terms for inclusion in the search engines and adhered to usual and customary business tactics. He additionally stated that his internet marketing tools are what was able to outrank Dillard and his business, and that in a free market world that is what competition is about. Stein said, "The ability to outrank another website and procure their customers is what competition and business is about. You do not see General Motors suing Ford because they run ads online or TV offering a better product or a better deal, do you? Competition is what internet marketing is about, and Dillard is merely upset that he lacks the ability to outrank me, and therefore is attempting to involve the courts in a frivolous lawsuit, because he lost business to a better

marketer.

The main points of interest is whether the court will rule that building back links and syndicating content with competitors targeted keywords to take over top listings in the search engines, otherwise known as internet and article marketing, is indeed a civil crime. Another interesting point to note is the fact that the young, yet potent internet marketing website ArticlesProductions.com was able to outrank a world famous internet marketing guru by targeting the gurus own keywords.

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Keywords

[internet marketing tools](#)

[increase link juice](#)

[search engine ranks](#)

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