

From: Soul Legion <Brodiess@REDACTED.email>
To: Support <support@trustpilot.com>
Subject: Re: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]
Date: Fri, 04 Apr 2025 19:52:33 +1100

Hi again,

Thanks for getting back to me — I appreciate the response, but I think there's still some confusion around how the search results are being ordered when someone searches for "Killfeed" on Trustpilot. I'd really appreciate it if this could be escalated to someone with technical insight into how the ranking logic actually works.

1. Alphabetical Sorting

You mentioned that the list is sorted alphabetically by company name. If that were true, though, we wouldn't see the following:

- "DayZ++ | killfeed.xyz" (starts with D) is showing *below*:
 - "Fallfeed" (F)
 - "Law's Killfeed" (L)
 - "Legion DayZ Killfeed" (L)

So clearly, the list isn't being sorted strictly by alphabetical order — otherwise, "DayZ++" would be right near the top, not in sixth position.

2. Domain Name Matching

In your follow-up, you mentioned that some results may rank higher because their display names match their domain names — for example, killfeed.xyz.

That also doesn't hold up when looking at the actual results:

- **killfeed.xyz** is *below* **killfeed.co**, even though its domain is part of the display name.
- **killfeed.dev**, which has both the term in the name *and* domain, ranks even lower.

So if matching the domain name is a factor, it's not being applied consistently — or it's being overridden by other (undocumented) rules.

3. Country-Based Sorting

You also mentioned that country-specific factors might influence the ranking.

Here's why that doesn't quite add up either:

- There's no visible way for users to filter results by country, nor does the UI suggest that location is affecting what's shown.

- Most of the domains listed — like .com, .co, .xyz, and .dev — are generic and not tied to any specific country.
- Our domain, **killfeed.co**, is registered in the **same region** as multiple others that appear both above and below it, including killfeed.xyz, killfeed.dev, and dayzbot.com.

So if country is a ranking factor, it's being applied inconsistently — and it doesn't explain why services with identical regions and worse metrics are showing higher.

4. The Bigger Issue

Our listing — "**Legion DayZ Killfeed – killfeed.co**" — has:

- The **highest TrustScore** (4.7),
- The **most reviews** (41),
- And **recent review activity**.

Yet it ranks *below* services with lower scores, fewer reviews, and less recent engagement.

That gives users the wrong impression — it makes it look like a lower-rated, less active business is somehow more trustworthy, which goes against the point of having a TrustScore in the first place.

What I'm Asking

I'm just trying to understand what's going on here. Could you please escalate this to someone who can offer a clear and accurate explanation of:

- What actually determines the **default sort order** in search results?
- Why a listing with better score, activity, and volume is being outranked?
- And if there's anything I can do to ensure our service is ranked fairly based on the data you already track?

I'm not looking for special treatment — just a level playing field that reflects real service quality.

Thanks again for your time, and I really hope we can get some clarification on this.

From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Support <support@trustpilot.com>

Sent: Friday, April 4, 2025 7:21 PM

To: Brodies@REDACTED.email <Brodies@REDACTED.email>

Subject: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]

Hi,

I'm not 100% sure I understand what you mean but the reason others are showing lower within the search for killfeed is because their display names have it as their site e.g. killfeed.xyz. We also account for the domains country in the search results.

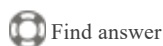
All the best,

Dan P.

Senior Technical Support Agent



See our reviews



----- Original Message -----

From: Soul Legion [Brodies@REDACTED.email]

Sent: 01/04/2025 13:24

To: support@trustpilot.com

Subject: Re: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]

See that would be logical, if there wasn't a lower rated D below L and below F

From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Support <support@trustpilot.com>

Sent: Tuesday, April 1, 2025 8:24 PM

To: Brodies@REDACTED.email <Brodies@REDACTED.email>

Subject: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]

Hi,

Thanks for the follow up email and the screenshot.

This search function is done by alphabetical order. In this instance because the first two companies names start with the letter D whereas yours starts with "L".

If you have any follow-up questions, please remember that you're always welcome to get back in touch. You can reach me directly by simply replying to this email.

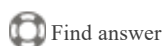
All the best,

Dan P.

Senior Technical Support Agent



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----- Original Message -----

From: Soul Legion [Brodies@REDACTED.email]

Sent: 01/04/2025 06:21

To: support@trustpilot.com

Subject: Re: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]

When searching for what my service offers, it shows them in a random order which gives the impression that my higher rated service isn't as good as a lower rated service.

From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Support <support@trustpilot.com>
Sent: Thursday, March 27, 2025 11:30 PM
To: Brodies@REDACTED.email <Brodies@REDACTED.email>
Subject: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]

Hi Anthony,

I hope you're well and thanks for reaching out to Trustpilot technical support.

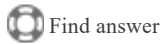
I am not quite sure I understand what you mean. What list are you referring to?

All the best,

Dan P.
Senior Technical Support Agent



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Email Headers (Raw)

X-Mozilla-Status	0001
X-Mozilla-Status2	00000000
From	Soul Legion <Brodies@REDACTED.email>
To	Support <support@trustpilot.com>
Subject	Re: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]
Thread-Topic	Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]
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Date	Fri, 04 Apr 2025 19:52:33 +1100
Message-ID	<SL2P216MB202969E14982A6DFBDBD9B34DAA92@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM>
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X-MS-TNEF-Correlator	
X-MS-Exchange-Organization-RecordReviewCfmType	0
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