

From: Support <support@trustpilot.com>
To: "Brodies@REDACTED.email" <Brodies@REDACTED.email>
Subject: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]
Date: Mon, 07 Apr 2025 19:17:58 +1000

Hi Anthony,

I hope you're well & had a good weekend.

I've attached a full breakdown of how the search works that was provided by the team in charge of this function, apologies for the confusion on my part regarding alphabetical order.

- Trustpilot first tries to find businesses that are a good match for what you typed in the search bar. It looks at:
 - **The exact name of the business.**
 - **Other names the business might be known by** (referring names).
 - **Categories the business is listed under.**
 - **Products or services the business offers.**
- **Location matters:** If you're on the UK Trustpilot site (uk.trustpilot.com), businesses based in the UK will likely show up higher than businesses from Denmark (even if their names are similar).
- **Small differences in search terms matter:** Even something like a space in the business name ("wowtea" vs. "wow tea") can affect the results.

Once Trustpilot has a list of relevant businesses, it decides which ones to show you first. It considers:

- **How well the search term matches the business's information.**
- **How active the business is on Trustpilot:**
 - **Number of reviews:** More reviews usually help.
 - **Freshness of content:** Recent reviews and activity are good.

Trustpilot's search tries to first find all the businesses that are somewhat related to your search. Then, it orders those businesses, putting the ones that are the closest match, have more activity, and are relevant to your location higher up in the results.

All the best,

Dan P.

Senior Technical Support Agent



See our reviews



Find answer

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

From: Soul Legion [Brodies@REDACTED.email]
Sent: 04/04/2025 09:52
To: support@trustpilot.com
Subject: Re: Update on your request #00133145 [thread::m7e2ozjld1Sj7rz7KGCQgWA::]

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



Find answer

----- 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



See our reviews



Find answer

----- 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



See our reviews



Find answer

Email Headers (Raw)

[illegible]

	MEwCOtpIVJhyK2MhpxKZ1ONpan8W6hju9zQa+XvIcTzHmJrRFOpOI9qn/6x7x3j3Djgxf+x7X9kijnmk3PqBLK9 hRx0JEVwdDXvXBOTcnkgptbn2MqVdU4lqLRaFV0AaeLt8XGKBPO5D/WEHWcF43CumNSdW9P1Y+9ujgs1PmXPYg/1 IVp7mdKEk+Zffb3EUgOa9C/95vJBzVnDqCLtD0qJbWKAzwxHaxHrc4iD8SM9UOqUCe6+u03Nm87pvvi+q/ScKNEy 3OLDSV/jkai6exUgzitoA/PgyyM7qXN1WHEQPATtCsBsArF1rF4jUgk9ng+opcnAkZJFX7HcGE4Fa9B5u9uEqqeM1 ID9jjw4peyFt5bKyqFtH0V2miMOxjtoFFSKxrOzn96mf3lpXGd8cB4BuqE4PuEMn9ZpriOis0fBj1lyPXQhYJ8Pv kYN5dgV4IzqqIKct0YlgKzK4d+0A91so6hCxX4TPn7uLi0YWSdZrNwt55BVKacH7FJjoy3gQZz8/Awm5O6zdtqD ruJfZ7ONdu4DCbtXeUJaug20OS6SkyPqnfhVVMi9+Da71tfyEFRp5hfoCUog4enPwQEFYqNbBIWbynQ78zUZvnc9 qH//k5hejXfuC3Er9SKvXOP7pFsQs9qqvWupa6Rnrm9RsSRaCPOBfsTROriz+oEyQKYmw3LYyMEXbXAg0TzCyCzK rr0N40kd2zAli1RcEbDDARsUmuySDKiEWx3fZ+aZG5sKQmwup5tPP6FTfwtu9K/LI0mamqTAXlIR/C7K3kfY1uhQ BjVN9qip1/YyPAcMX5ASYDyCt9dCp6It4KBFUQS3lr8of8kKtbk81/F8ukWByxFKFJJK9K8p+r0YJQJeP4C3/f20 8p9VRutBPp5Jyny6ltneJJsp9SwZHYn4nNjFRPq6CraN0h8dar0/QmoThcHzQPo5QMaHVLVHroMakhXbgpPsvTkF Quq8F/z1gh8JELk55KRuu6H+wSgQyPQYSxO3f8G2Q/fD0FFrlegkWBjLPaNZFm8FQdFVkhWm/EM4EbCIsGs3zs3p E0DXOnSQHgVGIMwGP7ixJUhnMpc8EAH414f1oGr0BRlb4cB6pNqzQlJU4dPegH6tHAMW4VjDyxHofZaYbNh/dlbK 9MljialNjJoi8vg19cmQSkIAulSn70uBOF/cxRXob2milQhPHmaK3CZ4w7IIPaPF3ZqlCGQFt804o8sgCBhEixwM 3XP1mA4S7JZXkiNrhBCsQoA4qfyKhDH84BiC+Tlk59SmFM2BE034eEUaOiE7FY6OJsU9cZfg2/lzIRIWjrA2ry7d UEVmBCD5arj3oWcrmeAETHet0qzaloF6a4qST8xe80DgLvqDkxvdji44qyU=
Content-Type	text/html; charset="Windows-1252"
Content-ID	<8BB1211B5EA9F44F8A56F2D60D3EFE57@KORP216.PROD.OUTLOOK.COM>
Content-Transfer-Encoding	quoted-printable
MIME-Version	1.0