

Misleading email-con about domain search engine submission

Posted At : 24 January 2013 07:33 | Posted By : Shaun McCran
Related Categories: SEO Methodologies, Web technologies

One of my domains was coming up for renewal recently, it was already renewed, I'd taken care of it, done deal. I'm guessing that this rather opportunistic company was monitoring domain renewals and spotted an opportunity.

Then I got a rather bizarre looking email. It looked a lot like an invoice, and was sneakily designed and worded to look like a domain related issue. It uses lots of semi scare mongering terminology and shock value statements about offers expiring! And last chance to make sure things are in place!

The whole thing is a con to try and get you to sign up to a 'search engine submission' service. Which anyone in web technology will tell you isn't managed in this way at all. I mean it can be, but only if you want to pay over the odds for a service that largely takes place by itself, or with minimal management from a web administrator.

Shocking behaviour from this company, its not very convincing if you are technically aware, but for 'Joe public' could cause a random outburst of knee-jerk payment. Warn your less tech aware relatives.

[Screen shot of email below]

Attention: Important Notice

DOMAIN SERVICE NOTICE

Complete and return by fax to:
[1-212-913-9858](tel:1-212-913-9858)

TT: SHAUN MCCRAN
ADMINISTRATIVE CONTACT
SHAUN MCCRAN
MCCRAN@GOOGLEMAIL.COM

Domain Name: MCCRAN.COM
Search Engine Submission

Requested Reply
JANUARY 21, 2013

WWW.MCCRAN.COM

Please ensure that your contact information is correct or make the necessary changes above

PART I: REVIEW SOLICITATION

ATTN: SHAUN MCCRAN

As a courtesy to domain name holders, we are sending you this notification for your business Domain name search engine registration. This letter is to inform you that it's time to send in your registration and save.

Failure to complete your Domain name search engine registration by the expiration date may result in cancellation of this offer making it difficult for your customers to locate you on the web.

Registration allows the consumer a choice when registering. Search engine subscription includes domain name search engine submission. You are under no obligation to pay the amounts stated below unless you accept this offer. Do not discard, this notice is not an invoice it is a courtesy reminder to register your domain name search engine listing so your customers can locate you on the web.

is Notice for: WWW.MCCRAN.COM will expire on January 21,2013 Act today!

DETAIL OF SERVICE: ANNUAL WEBSITE SEARCH ENGINE SUBMISSION FOR DOMAIN NAME WWW.MCCRAN.COM

Detail of Service: SEARCH SUBMISSIONS	Reply by Date: 01/21/2013	For Domain Name: MCCRAN.COM
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Select Term	Your Existing Domain	Period Covered	Price
	MCCRAN.COM		
] 1 year		01/21/2013 - 01/21/2014	\$75.00
] 2 year		01/21/2013 - 01/21/2015	\$119.00
] 5 year		01/21/2013 - 01/21/2018	\$199.00
] 10 year	-Most Recommended-	01/21/2013 - 01/21/2023	\$295.00
] Lifetime (NEW!)	Limited time offer - Best value!	Lifetime	\$499.00

Email: SMCCRAN@GOOGLEMAIL.COM

Full Name: SHAUN MCCRAN

Email 2: _____

Phone: _____

Want to receive this notification for other domains you own? simply list them below:

Today's Date: _____

Signature: _____

Payment by Credit Card

Select the term and complete the form above, then return by fax: 1-212-913-9858 *(do not include your credit card details on this form, just fill the information above and fax it to us, once we receive your fax we will send you instructions on how to make a payment by credit card, also make sure you provide us with your contact phone number above)*

Payment by Check

Print and mail a copy of this order form and send it along with a check or money order to the address listed below:

Domain Services
43 Gantt Ave. Suite G446
Sarasota, FL 34232
United States

ICCRAN.COM

By accepting this offer, you agree not to hold DS liable for any part. Note that THIS IS NOT A BILL. This is a solicitation. You are under no obligation to pay the amounts stated unless you accept this offer. The information in this letter contains confidential and/or legally privileged information from the notification processing department of the DS. This information is intended only for the use of the individual(s) named above. There is no pre-existing relationship between DS and the domain mentioned above. This notice is not in any part associated with a continuation of services for domain registration. Search engine submission is an optional service that you can use as a part of your website optimization. A search engine submission alone may not increase the traffic to your site. If you do not wish to receive further updates from DS Go to <http://jiffytext.com/url/> to unsubscribe. If you are not the intended recipient, you are hereby notified that disclosure, copying, distribution or the taking of any action in reliance on the contents for this letter is strictly prohibited. * 100% satisfaction guaranteed, you may request a refund within 30 days.
