

ONLINE REPUTATION STRATEGY & ENGAGEMENT PROPOSAL

Three names. One *narrative*.

A reputation and online-presence program for Backstreet Surveillance, Inc., for Scott McQuarrie, and for The Security Experts podcast. Built from a live audit of what Google, the review platforms, and the AI engines say about all three today.

THE OPENING READ

Right now, others control what buyers *find about you*.

On the one search buyers run before they spend \$2,000 with you, "backstreet surveillance reviews," Google now writes the first impression itself, with an AI Overview. It's assembled from ten sources. Exactly one is a page you control, and it repeats what the other nine say, praise and rumor alike, as fact. Verified live in Ahrefs, August 5, 2026.

1 of 10

Sources feeding Google's AI answer on your reviews search that you actually control. It repeats what the other nine claim, helpful or damaging, as fact.

2 of 10

Page-one results for "Scott McQuarrie" actually about you. One is a contact scraper, the other a 2021 press exchange. Zero are pages you own.

0

Footprint for The Security Experts in Google's index today. A clean slate, and the easiest of the three fronts to build.

The headline finding

Scott, when we spoke last Thursday you laid out three things you want handled: the company's reputation, your own name, and the podcast. We ran a live audit on all three before writing a word of this. The pattern is the same on every front. The story a buyer, a partner, or a journalist finds is being told by other people: an AI-written answer, forum threads, review sites, a data scraper, even a court case that belongs to a different Scott McQuarrie. Not one of these fronts has an asset you own standing at the front of it.

Your name is the sharpest of the three, and not in the way you would expect. Nothing you control ranks on page one for "Scott McQuarrie." A photographer owns the exact-match domain. A Michigan farm-fraud case, a different Scott McQuarrie entirely, holds two of the ten spots. The two results actually about you are a data-scraper listing and a tag page from a 2021 press exchange. The podcast, the asset you most want to grow, is barely in the index at all. One system fixes all three, and the next pages show exactly how.

THE SHAPE OF THE OPPORTUNITY

This isn't damage control. On all three fronts, the pages that should introduce you don't exist yet. The reviews answer, your name, the podcast: every one of them is ground you can claim, and right now nobody is standing on it. This is *territory that's sitting empty*.

FRONT ONE · BACKSTREET SURVEILLANCE, INC.

Your reviews search, *owned by others.*

The live Google results for "backstreet surveillance reviews," pulled from Ahrefs on August 5, 2026. This is the exact search a buyer runs in the moment right before they decide whether to trust you.

The search that decides the sale: "backstreet surveillance reviews"

POSITION	WHAT'S THERE TODAY	WHO CONTROLS IT
Top	Google AI Overview: an AI answer about your company, assembled from ten sources you don't control	Not you
2	Your own "Independent Reviews" page on backstreet-surveillance.com	You
3	Reddit r/homesecurity thread, with "Help me quit wasting money" surfacing as a sitelink	Not you
4	Discussions box: the IP Cam Talk thread critiquing your YouTube videos, plus a Facebook installers group	Not you
6	Knowledge panel for Backstreet Surveillance, Inc.	Partially you
7	Yelp listing for the Salt Lake City location	Respond only
8	Your 5-star review pipeline page, working as designed	You
9	backstreetsurveillance.com: a second, weaker duplicate of your own brand, ranking separately	You, but split
10	BBB business profile: accredited, with a handful of harsh reviews doing outsized damage	Respond only

What this table tells us

You fully control two of these blocks and can respond on three more. The AI Overview at the very top is assembled from the blocks you don't control. One quick housekeeping note: your brand is split across two domains, and the second is a weaker duplicate ranking on its own, which muddies which "Backstreet" Google and the AI engines are describing. Every move in this proposal does one of two things. It adds a block you control to this page, or it feeds better sources to the AI answer at the top.

FRONT TWO · SCOTT MCQUARRIE · FRONT THREE · THE SECURITY EXPERTS

Page one of your name *isn't you.*

The live Google page one for "Scott McQuarrie," pulled via Ahrefs on August 5, 2026. Five other Scott McQuarries, a felony case that isn't you, and not one asset you own.

POSITION	WHAT'S THERE TODAY	WHO IT'S ABOUT
1	LinkedIn: a land-development managing director (13 Scott McQuarries on LinkedIn)	Someone else
2	scottmcquarrie.com: your exact-match domain, owned by a photographer	Someone else
3	United States v. McQuarrie (Casetext): a Michigan farm-fraud case	A different Scott
4	Facebook: the photographer again	Someone else
5	United States v. Scott McQuarrie (CourtListener): the same case again	A different Scott
6	University of Edinburgh alumni profile	Someone else
7	RocketReach: a data scraper selling your email and phone number	You
8	Apple App Store developer page	Someone else
9	Affinity Hospitality bio: a Utah real-estate Scott McQuarrie	Someone else
10	Techdirt tag page: coverage of the December 2021 IPVIM exchange	You

The three things this page reveals

01 Two results in ten are about you, and neither is yours.

A scraper selling your contact info and a tag page from a five-year-old press dispute carry your name. The story a buyer should find, *four security companies built and sold*, appears nowhere on this page.

02 A stranger's felony wears your name, twice.

The farm-fraud case at positions 3 and 5 belongs to a different Scott McQuarrie. Court records never come down, but they can be pushed off page one by assets that outrank them. Until then, your name borrows whatever its other owners bring to it.

03 The podcast is a blank slate, and that's the good news.

"The Security Experts: Security Cameras Made Simple" is effectively unindexed today. Nothing to repair, nothing to fight. We build it right the first time, with a website for the show, a search-optimized page for every episode, and links that grow its presence, and we cross-link all three fronts so each one strengthens the other two.

THE NEXT FRONT, ALREADY OPEN

When buyers ask *AI*, what does it say?

AI answers aren't written in advance. They're assembled on the spot from whatever the engines trust most about you, and right now, that's other people's content.

Ask Google's AI whether Backstreet is worth buying from, and the answer is assembled live from ten sources. Exactly one is a page you own. Ask any engine about Scott McQuarrie, and it has almost nothing consistent to say. Both problems have the same fix: the engines cite *whoever publishes the clearest, most consistent signal*.

LIVE AUDIT · AUGUST 5, 2026

What the engines answer today, name by name

SEARCH	AI ANSWER TODAY	WHAT IT DRAWS FROM
"backstreet surveillance reviews"	AI Overview triggering	Ten sources, one yours; the rest are Reddit, Yelp, and forums
"scott mcquarrie"	No coherent answer. The engines can't tell the Scotts apart	Scraper listings, court records, and four unrelated bios
"the security experts podcast"	Nothing to say	The show isn't in the index yet

The citation gap

WHAT THE ENGINES LEAN ON TODAY

Reddit and forum threads · BBB and Yelp reviews · contact scrapers · a stranger's court case · a 2021 press dispute · nothing at all about the podcast.

WHAT THEY SHOULD CITE

Scott McQuarrie and Backstreet: a personal website and a podcast website you own, bylined articles in recognized publications, and positive, owned pages that rank on your branded searches and make clear which Scott McQuarrie you are.

Most firms haven't caught up to this. The AI engines already answer buyers' questions about you every day. The next pages feed them, measure them monthly, and move them: influenced, not controlled, reported honestly.

OUR APPROACH

Four moves, *one narrative*.

There's no single trick to reputation, but there is a clear order of operations. The same four moves run across all three fronts: the company, your name, and the show. Nothing publishes anywhere without your written approval.

01 **Build: the websites that should rank for you**

A personal website in your name, and a website for The Security Experts with a page for every episode. These are the assets you own and control, and they are what we get ranking on page one for your name and your show. We also fix the split-brand problem so your presence stops fragmenting across two domains.

02 **Write: the content that fills them and earns links**

Articles under your name placed in recognized publications, a search-optimized page and show notes for every episode, and positive, keyword-targeted pages for your branded searches. You see each outlet and approve every word before anything goes live. Written by us, published under your name.

03 **Rank: the SEO and links that move you up**

On-page SEO plus a steady program of link placements that push your owned pages above the scraper, the forum threads, the complaint sites, and the wrong-Scott court record. We change what ranks. We don't respond to reviews, and we don't touch the product SEO you already have working.

04 **Track: the report that proves it**

A monthly one-page report: where your owned pages rank for each of the three names, what published and where, how many link placements went live, and what the AI answers now cite when someone asks about you. Baseline first, then the before-and-after, every month.

CHOOSE YOUR LEVEL

Three ways *to start*.

Every tier sits on the same one-time foundation build: your personal website, the SEO groundwork, and a baseline control map. The tiers set how many fronts we run, and how much content and link-building we push each month.

Personal Brand

ONE FRONT

\$2,500 / mo

The fastest visible win: your own name, owned and ranking, before expanding to the other fronts.

- **A personal website**, built and optimized to rank for your name
- **Articles and bio content** written under your name each month
- **Link placements** that lift your site above the scraper and the wrong-Scott court record
- **Ongoing SEO** to hold and climb page one for your name
- **Monthly control report** for "Scott McQuarrie"

RECOMMENDED

Three-Front

ALL THREE NAMES

\$5,000 / mo

Your name, the company's branded search, and the podcast, worked as one program.

- **Everything in Personal Brand**, plus:
- **A website for The Security Experts**, a search-optimized page per episode
- **Articles under your name** placed in recognized national publications
- **Content and links** that outrank the complaint results on your branded reviews search
- **More content and link placements** each month, across all three fronts
- **Monthly report on all three names**, including what the AI answers cite

Takeover

AGGRESSIVE

\$10,000 / mo

Maximum content and reach across all three fronts, at a pace that compounds fast.

- **Everything in Three-Front**, plus:
- **A higher volume of published content** each month across all three sites
- **More bylined articles** in stronger national publications
- **A heavier link-building program** to accelerate rankings on every front
- **Company-side placements** that get Backstreet cited and linked in trade publications
- **Quarterly strategy session** with leadership

Foundation build: \$4,500 one-time, covering your personal website, the SEO groundwork, and a baseline control map for all three names. Monthly programs run a 90-day initial term, then month to month. Everything we do here is website, SEO, content, and link placement, the disciplines we have run for B2B clients since 2014. It sits alongside your existing marketing and product SEO without touching them.

WHAT THE FIRST NINETY DAYS LOOK LIKE

Ninety days to a *control map*.

Reputation work is measured in control of the page, not vanity traffic. Here's the realistic sequence on the Three-Front program.

Days 1-30

Build everything

Personal website live and optimized for your name. The podcast website built, with the first episode pages published. On-page SEO and the split-brand fix in place. Baseline control map delivered for all three names.

Days 31-60

First placements publish

The first articles you approved publish and get indexed, including your first bylined piece in a national publication. Your first batch of link placements goes live. First measurable movement on the "Scott McQuarrie" results.

Days 61-90

The first control report

Before-and-after top-ten maps for all three names. A log of every article and link placed. AI answer tracking: what the engines said in August versus what they say now.

Months 4-6

The review page dilutes

Positive, owned results start to outnumber the rest on your branded searches. AI answers begin drawing from stronger sources, because stronger sources now exist.

Ongoing

Compounding

Every placement, byline, and episode adds to a footprint that gets harder to displace each month. The three fronts reinforce each other: the show feeds the name, the name feeds the company.

A NOTE ON HONESTY

Anyone who promises to delete a BBB page, a Reddit thread, or a court record is lying to you. That content gets surrounded and outranked, never removed. Earned press is a win rate, not a guarantee. AI answers are influenced, never controlled. The end state is *overwhelmingly positive, not perfect*.

WRAPPING UP

If this *resonates*.

Here's what happens next. We'll talk through the tier that fits and what the investment looks like together, on this call.

1

Talk through fit on this call

Walk the audit, answer questions, and figure out which tier matches where you want the three names to be in 12 months. Investment is discussed here, live. We'd rather build the right relationship than push a number.

2

Engagement letter

Scope in writing: the fronts, the monthly deliverables, the approval workflow, and the investment. A 90-day initial term, month to month after that. No surprises.

3

Onboarding and approvals

Thirty minutes to set the workflow: your approved-outlet list, draft sign-off by email, and access to the website and any accounts we need. Nothing publishes anywhere without your written approval. That rule is permanent.

4

Kickoff in 7 business days

The build begins. Your personal website, the podcast website, and the baseline control map for all three names land within 30 days of kickoff.

You've spent thirty-plus years in this industry, built and sold four security companies, and driven well over a hundred million dollars in online sales. The record is real. The internet just tells it badly. Right now a contact scraper, a stranger's court case, and a five-year-old press spat are doing the talking for you. Let's take the microphone back, on your name, your company, and your show.

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