

Eliminating a High-Risk Defamatory Smear Campaign from Quora & Google Search

How Eklanth Solutions LLP Achieved 100% Worldwide Database Deletion When Prior Local Takedowns Failed

Client Profile	Founder & CEO, Leading Pan-India Integrated Facility & Infrastructure Enterprise
Threat Severity	Critical: Defamatory Space ranked #2 on Google Search with defaced imagery
Prior Deficiency	Regional IP geoblocking under domestic rules left content live globally in US/Europe/UAE
Resolution Time	Under 48 Hours from formal statutory filing by Eklanth Solutions LLP
Final Outcome	100% Permanent Database Purge from Quora servers + Google Search de-indexing

1. THE CRISIS: THE "REGIONAL GEOBLOCKING" TRAP

When our client—the founder of an enterprise managing multi-city public infrastructure—discovered a defamatory smear campaign ranking #2 on Google Search for his name, immediate business deals were threatened. A previous agency engaged by the client filed a standard domestic grievance, which resulted only in a *regional geoblock*: Indian visitors saw "*Content Unavailable in your location*".

However, the underlying space ([https://\[companyname\].quora.com](https://[companyname].quora.com)) remained **live on global servers**. International investors, overseas clients, and domestic users browsing via VPN could view the entire smear campaign. Crucially, Google's US-based crawlers continued to index the link, continuously displaying the defamatory headline and defaced photograph to the public.

2. DIGITAL FORENSICS: UNCOVERING THE SMEAR NETWORK

Forensic Findings by Eklanth Solutions LLP:

- Bad-Faith Sockpuppet Account:** Created in late 2022 with 0 answers, 0 engagement, and 2 followers, created solely to execute this smear attack.
- Brand Impersonation:** The attacker registered a dedicated Quora Space subdomain mimicking the client's exact registered corporate entity name.
- Syndicated Blogs:** Embedded links pointed to four coordinated secondary smear blogs across WordPress and Google Blogger.

3. THE SOLUTION: SHIFTING TO INTELLECTUAL PROPERTY ENFORCEMENT

Most takedown efforts fail because they get bogged down arguing "defamation" with US tech platforms under Section 230 protections. **Eklanth Solutions LLP transformed the engagement into a strict Corporate Impersonation and Trademark Infringement action** under US federal law (Lanham Act) and Quora's global Terms of Service.

We served a formal Statutory Cease-and-Desist Notice directly to Quora Inc.'s Legal & Trademark Directorate in Mountain View, California, with carbon copies to the resident Grievance Officer, demanding total space termination rather than regional filtering. Concurrently, an official legal de-indexing case was registered with Google Legal Operations.

4. THE RESULT: FULL WORLDWIDE PURGE IN UNDER 48 HOURS

Within 48 hours of our formal statutory filing, **Quora Inc. User Operations** officially confirmed the global takedown:

"Thank you for bringing this issue to our attention. The allegedly infringing content that you identified has been removed from the Quora platform."

— **Nathan, Quora User Operations**

The space was completely excised across all international CDN nodes, returning a permanent 404 Not Found. With the underlying URL dissolved, Google Search de-indexing was executed, permanently purging the ranking, snippet, and defaced imagery from search results.

**Facing an Online Smear Campaign or Google Search
Defamation?**

Confidential Cyber-Legal Remediation & Permanent Digital Takedowns

Eklanth Solutions LLP
contact@eklanth.com •
www.eklanth.com