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it's all about getting involved in the conversation. Consumers want an open dialog with the companies they choose to do business with. So give them what they want.

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This is what Google does so well. They give consumers what they want - relevant search as well as a wide variety of other products. They keep the door open for communication as well. That is why an unsatisfactory record with the BBB has not hurt them in the least. They continue to grow, acquire and dominate.

Our BBB membership comes due in December and to be honest with you, I think I might let it go this time around. I just don't see the value any longer when there are so many other productive things you can do to establish trust with consumers.

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David Wallace is CEO and founder of [SearchRank](#), an original search engine optimization and marketing firm based in Phoenix, Arizona. He is experienced in search engine optimization and marketing, pay per click and pay for inclusion management, directory submissions and web site design usability. David is a frequent contributor to various search engine related forums, an active editor of popular directories such as GoGuides.org, Joe Ant and Zeal and has had several articles published on industry related sites. Since 1997, David along with his company have helped hundreds of businesses both large and small increase their search engine visibility and customer acquisitions.