

How Authyr works, in plain language.

Authyr exists to put business owners back in control of their own reputation, at a time when fake reviews, bots and fake accounts make everyone else's platforms harder to trust. This is the whole process, and every question owners ask us.

1 · WHY THIS EXISTS

For twenty-five years, your reputation has lived on someone else's platform.

To be believed, a business has had to send its own customers somewhere else, to a page it doesn't own, under rules it didn't write and can't change. On that page, a one-star from someone who never walked in and a five-star from your best regular look exactly the same.

Now add bots and fake accounts, and it gets harder every year for a stranger to tell which reviews are real. The usual answer is to pay someone to fight the bad ones. We think the better answer is proof: reviews that start from a real visit, signed, kept on your own site, where anyone can check them and nobody can quietly change them.

Yes, we're a startup. That's why this guide shows you exactly how it works, so you don't have to take our word for any of it.

One move. And you can make it yourself, free.

Nobody outside Google, Yelp or Trustpilot can take a review down. A removal service files a report saying the review breaks a rule, and the platform decides. Google's own help page: *“Only those that violate Google policies are eligible for removal.”* A review that is merely unfair stays.

So we built that one move into a free tool. Paste a review; it's checked against the platform's own written rules; you get the request to file, or an honest “this one will stay” with what to do instead. No company has the power to remove a review. If someone promises otherwise, ask them how.

Six steps, start to finish.

01

A visit is recorded

Your customer scans the stand on your counter, uses your booking link, or pays through Square. That moment is the start of the record.

02

We ask while they're still there

On their own phone, in the browser. No app to download, no account to make.

03

They write it once

One review per phone, after bot and rate checks. You can't pick who gets asked, which is why a stranger can believe the good ones.

04

It's sealed that second

The review gets a fingerprint (SHA-256), a signature, and a link to the review before it. Change one word later and it can't be proven to be the real review.

05

It's timestamped outside our control

Every hour the whole record is anchored to the Bitcoin blockchain. Only fingerprints go there, never your customers' words. Even we can't rewrite yesterday.

06

It lives on your site

Yours, with a receipt anyone can check. One tap lets the customer post the same words on Google, Yelp or any page you list.

SEE IT FOR YOURSELF

Change one word. It's no longer provably real.

The fingerprint below is computed by your own browser. On the right is the real record of our labelled demo review, down to the Bitcoin block.

TRY IT • COMPUTED IN YOUR BROWSER

A review

Waited all day and nobody called back.

Its SHA-256 fingerprint

f4304df481545e2500bc418bb57ff9e0f7b6530fdab118494d712a1c02f839f4

✓ Matches. Provably the real review, word for word.

THE REAL RECORD BEHIND IT · DEMO BUSINESS, TEST DATA

1 · FINGERPRINTED

SHA-256 4778810...7c60c48: proves these exact words

2 · SIGNED

ed25519 signature, valid: proves Authyr recorded it

3 · CHAINED

The resolved 4★ entry points back to this one

4 · ANCHORED TO BITCOIN

Batched with 15 other records into **block #967,918**, confirmed Sep 21, 2026. Fingerprints only; never the words. Proves the review existed by that date, outside Authyr.

4 · WHAT KEEPS FAKES OUT

A fake review needs no visit. Ours do.

A **signal** is one independent piece of evidence that a visit happened, recorded at that moment by a system the business can't edit afterwards. Every review shows its signals. Today there are four:

- ✓ **Counter scan:** The customer scanned the code on your stand with their own phone. Shows they were at the stand at that time. On its own it doesn't show a purchase.
- ✓ **Phone on site:** With the customer's permission, their phone was within a few hundred metres of the business. Only the distance is kept, never the location. It comes from the same phone as the scan, so the two count as one.
- ✓ **Booking:** An appointment booked through the business's booking link. Shows an appointment was made and kept on the calendar.
- ✓ **Payment:** A completed card payment reported by Square, in a signed message straight from Square. The strongest single signal. The payment reference can be confirmed with Square.

Verified. Verified means the visit is backed by a payment, or by two signals from separate systems, like a counter scan and a booking. A review with one signal is still tied to a recorded visit and signed; it just isn't labelled Verified.

On top of that: one review per phone, and bot and rate checks on every capture. The verification is patent-pending. It is built to minimize fake reviews, not to promise zero, because nobody honest can. What cryptography adds is different: it proves a record hasn't been changed, and when it was made.

5 • WHEN A CUSTOMER IS UNHAPPY

Mediation is built in. Fair to both sides.

A bad review reaches you first, privately. Reach out within a week and you have up to 30 days to make it right. Messages to the customer are capped each day so nobody is pressured, and the customer decides whether the complaint is resolved. When it is, the record shows the complaint and the fix together.

That window is time, not a filter. Every review seals and shows. The difference is that you hear it before the whole internet does, and a fixed problem is worth more to the next customer than another five stars.

6 • WHEN MONEY IS DISPUTED

A chargeback lands. Your evidence is already written.

Every visit tied to a card payment comes with a one-page evidence packet: the payment reference, the customer's own review in their own words, the signature and the timestamp. Print it and attach it to your response. It's part of every plan. The bank still decides; you just stop showing up empty-handed.

7 • WHAT WE REFUSE TO DO

We never write, buy, remove or filter reviews.

Including for the businesses paying us. That refusal is the product: a record that can be rigged, by you, by us, or by a competitor, is worth nothing to the stranger reading it. The good, the bad and the resolved are what make a business real.

8 · WHO'S BEHIND IT

Fifteen years in search and reputation. I left the shortcuts and kept the craft.



Faisel Tajiran

Founder, Authyr · Houston

GOOGLE ADS SINCE 2009 · SEO & REPUTATION SINCE 2010 · MBA, DIGITAL MARKETING

“My first post-undergrad job was a seat created to take on the biggest name in reputation management. That trade is how I learned SEO and web development, and it showed me how completely a business ends up living at the mercy of a page it doesn't own. I stayed in the field and left the shortcuts: white-hat SEO, customer surveys, email and database marketing, enterprise-scale analytics, and helping manage the Google Business Profiles for a whole multi-location portfolio. Authyr is what I would rather have handed those businesses.”

Patent pending — PPA #5 + #6 + #7 + Authyr PPA #1.

EVERY QUESTION OWNERS ASK

Straight answers.

Will Authyr remove my Google reviews?

No. Nobody outside Google can, and the same is true of Yelp and Trustpilot. Our free Removal Request Builder checks a review against the platform's own rules and gives you the request to file yourself, or tells you honestly that it will stay. Authyr never writes, buys, removes or filters reviews.

Do I have to give up my Google reviews?

No, and Authyr sends more their way. Your Google profile stays exactly where it is. Once a review is sealed, the customer gets one-tap buttons to post the same words on your Google, Yelp, Facebook or any page you list, from their own account. Authyr never posts for anyone.

Do my customers need to download an app?

No. They scan the stand on your counter or use your booking link, and leave the review in their browser.

Can I ask only my happy customers?

No. Every recorded visit gets the same ask. That is the point: because you can't pick who reviews you, a stranger can believe the good ones.

What happens when someone leaves a bad review?

It reaches you first, privately. Reach out within a week and you get up to 30 days to make it right with the customer. If they're satisfied they can update their review, and the record shows it was resolved. The window is time, not a filter: every review seals and shows.

Can anyone change a review after it's sealed?

No one can quietly change it: not the reviewer, not a competitor, not us. What you can do is make it right, and the fix goes on the record next to the complaint. That even-handedness is why the good reviews are believed.

What stops fake reviews?

A review needs a recorded visit to exist, it's one per phone, and every capture passes bot and rate checks. Each review shows its signals, and only a review backed by a payment or two separate signals is labelled Verified. That is built to minimize fakes. Nobody can honestly promise zero, and we won't.

What does “Verified” mean on a review?

The visit behind it is backed by a payment, or by two signals from separate systems, like a counter scan and a booking. A scan and “phone on site” come from the same phone, so together they count as one. A review with one signal is still real and signed; it just isn't labelled Verified.

What does the blockchain part actually do?

One thing: it proves when. Every hour a fingerprint of the record is anchored to the Bitcoin blockchain, so nobody, including Authyr, can backdate or rewrite it. There's no cryptocurrency for you to buy, hold or think about.

Is my customers' information safe?

If a customer shares location, only the distance to your business is recorded, never the coordinates. If they link a payment, what they type (the card's last four or a receipt email) is compared and not stored. Reviewer details are never sold.

Do I need to change how I take payments?

No. The counter stand works on its own. Connecting Square is optional and read-only: it lets a review carry proof of the payment, and gives you an evidence packet if that payment is ever disputed.

What is the evidence packet?

For any visit tied to a card payment: one page with the payment reference, the customer's own review, the signature and the timestamp, ready to attach to a chargeback response. The bank still decides; you just stop showing up empty-handed.

What does it cost?

The Business plan is \$299 a month, month to month. The first ten founding businesses get the first month free, then \$149 a month for as long as they stay, plus a counter stand with your logo. That offer closes October 31.

Is there a contract?

No. Month to month. Cancel anytime.

If I cancel, do I lose my reviews?

No. You can export your records at any time, and the receipts stay checkable. What stops is collecting new ones.

Isn't this just another reputation management company?

No. Those companies work on platforms they don't control and sell a chance at changing the past. Authyr records what actually happened, a visit and then the customer's own words, signs it, and puts it on your site where anyone can check it.

You're a startup. Why should I trust you?

You don't have to, and that's by design. Every receipt can be checked by anyone without asking us, the timestamps are anchored outside our control, and your records are yours to export. A system you have to take on faith would be the same problem with a new logo.

What are the free tools?

Two. The free Google check reads your public listing and shows how you look to a stranger. The Removal Request Builder checks a bad review against the platform's own rules; 3 are free with an account, unlimited on a plan.

Who do I talk to?

Faisel Tajiran, the founder. Call or text (346) 220-4965. For the first ten businesses he does the setup himself.

THE TECHNICAL WORDS, IN PLAIN ONES

Signal

One independent piece of evidence that a visit happened: a counter scan, a booking, a payment, or the phone being on site.

Recorded visit

A visit with at least one signal behind it. Every Authyr review starts from one.

Verified

A review whose visit is backed by a payment, or by two signals from separate systems.

Fingerprint (SHA-256)

A short code computed from the exact words of a review. Change one letter and the code changes completely, so a changed review can't be proven to be the real one.

Signature

A mathematical seal showing the record came from Authyr's system and hasn't been altered since.

Chain

Each review is linked to the one before it, so removing or reordering one would break all the ones after.

Anchor

An hourly timestamp of the record's fingerprint on the Bitcoin blockchain: public proof of when, outside anyone's control.

Receipt

The page anyone can open to check a review's fingerprint, signature and timestamp for themselves.

WHERE TO START

Two free tools. No card, no call.

Free Google check

See how your listing looks to a stranger: your rating, how fresh your reviews are, and what shows first.

app.authyr.com/lp/the-ask

Free Removal Request Builder

Paste a bad review from Google, Yelp or Trustpilot. Find out if it can come down, and get the request if it can.

app.authyr.com/tools/removal-request

Or talk to Faisel: call or text **(346) 220-4965**.