Officially, Matt Cutts heads Google’s web spam fighting team. Unofficially, he’s Google’s chief debunker. If someone seems to be talking crazy about Google, Matt may turn up with a polite clarification. When does Matt react? This is Search Engine Land’s guide, based on years of observations.

SOMEBODY POSTED CRAZY STUFF ABOUT GOOGLE

ARE THEY A NUTJOB?

ARE THEY ALSO A NUTJOB?

DAMN. IS IT TRUE?

YES

NO

ISON ANYONE REPEATING IT?

YES

NO

IS IT ON HACKER NEWS?

YES

NO

AM I BORED?

YES

NO

BASED ON SOMETHING ERIC SAID?

NO

YES

DOES BING DO IT TOO?

YES

NO

SAY, “NO BIG WHOOP, EVERYONE DOES IT.”

JUST LET PR HANDLE IT.

DEBUNK IT.

SCREW IT.

DAMN! I THOUGHT THE WHOLE “LARRY’S NOW CEO THING” WOULD SUFFICE.