



Donna Edge <donna@businessharmony.life>

Copyright

1 message

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Donna Edge <donnaedgetx@gmail.com>

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To: Donna Edge CPA <donna@businessharmony.life>

A law firm just sent one of our clients a letter demanding \$7,500 for a stock photo their marketing person grabbed from Google three years ago.

One image. Posted on a blog that gets maybe 200 views a month. And a law firm tracked it down with AI, identified the copyright holder, and sent a demand letter.

This is happening everywhere right now.

There are companies and law firms whose entire business model is scanning websites for copyrighted images. They use AI to crawl your site, match images against copyright databases, and send you a threatening letter demanding a settlement. Usually between \$5,000 and \$10,000.

Per image.

And here's the worst part. They almost always win.

Copyright law is strict. If someone on your team grabbed an image from Google and put it on your website without a license, you're liable. Doesn't matter if you didn't know. Doesn't matter if it was an intern. Doesn't matter if the blog post has twelve readers.

You used a copyrighted image without permission and now you owe money.

I know multiple business owners personally who've had to pay these settlements. It's stressful. It's expensive. And it's completely avoidable.

That's why our team at TrioSEO built a tool.

When a new SEO client signs up with us, we run a scan on their entire website and flag any potentially copyrighted images. We let them know exactly which images might be a problem so they can take them down before a law firm finds them first.

Think about that. A five-minute cleanup could save you \$5,000 to \$10,000 per image.

We've been using this internally for our clients but we're thinking about making it available to the public.

For \$99 we'll scan your entire website and send you a report showing which images are potentially copyrighted. You take them down. Problem solved. No law firm letter. No settlement. No stress.

That \$99 could save you thousands. Maybe tens of thousands if you have multiple flagged images.

The tool is good right now. We're still making it better. It's not perfect yet. But it catches most stuff that matters.

We're looking for people to test it.

If you're interested, reach out to me directly. For \$99 we'll scan your site and flag the risks. We'll also throw in a free SEO audit while we're reviewing everything.

Or if you already need SEO help, this comes built into our onboarding process for every TrioSEO client at no extra charge.

Either way, go check the images on your website. If anyone on your team ever grabbed a photo from Google instead of using a licensed stock photo site, you might be sitting on a ticking time bomb.

Better to find it yourself for \$99 than to find out from a lawyer for \$10,000.

P.S. Protecting our clients from stuff like this is part of how we operate across the portfolio. Building to 10 businesses that solve real problems. Six down, four to go. Follow along at [nathanhirsch\(dot\)com/newsletter](https://nathanhirsch.com/newsletter)

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