

# RESILIENT TRUTH DISPATCH

July 2020

## Online **H.A.T.E. (Hostile Anti-Truth Environment)** vs. **Voices of Truth**

If COVID19, riots, anarchy, pedophilia, human trafficking, locust swarms, earthquakes and volcanoes around the world have not gotten your attention, then consider the falling away of the Church not only from the gospel of Jesus Christ but from uncompromising beliefs the Bible clearly teaches regarding marriage, sexuality and abortion. Voices of Truth (Christian Websites) that would call the Church back to Biblical Truth and the Lost to Salvation are now being silenced at an alarming rate on Google, Facebook, Twitter, Apple and other tech giants!

The Southern Poverty Law Center has become the official black lister of many organizations that do not deserve to be targeted as haters. Albeit, as bad as the SPLC has become I will argue that Google, by far, leads the way in destroying Christianity and Conservative values in America and globally. What the SPLC can't do is find everyone to censor but Google can, has and is actively de-ranking (lowering the rankings and, therefore the amount of people) visiting Christian websites. At least 70 impactful websites that use SEO to drive visitors to good content are being de-ranked with each of Google's core updates. Google flatly states there is nothing that can be done to correct ranking losses that occur in a core update. Why is that? **Google and other tech giants have become Hostile Anti-Truth Environments (H.A.T.E.) that purposefully practice censorship in terms of viewpoint discrimination and silencing.** (See [ResilientTruth.com/rt1.pdf](https://ResilientTruth.com/rt1.pdf) for details.)

After 25 years of doing SEO as a practitioner and consultant and reading numerous Google patents over those years; combined with studying the 950 internal Google documents exposed by YouTube whistleblower Zach Vorhies and researching **over 70 Christian websites that have been de-ranked** I can tell you this battle is raging and dire. If you have been a Christian and online for a while you know and have used some of these websites that have been de-ranked **losing an average of 44.8% of their visitors from Google in the last 12 months.**

Websites that are being actively censored by Google are *ActiveChristianity.org, AnswersInGenesis.org, AllAboutGOD.com, BibleStudyTools.com, BillyGraham.org, BreakPoint.org, Care-net.org, CARM.org, Creation.com, ChristianPost.com, CrossExamined.org, Cru.org, DesiringGod.org, DrMSH.com, Equip.org, EveryStudent.com, FocusOnTheFamily.com, GTY.org, GotQuestions.org, KHouse.org, Miqlat.org, PeaceWithGod.net, ReasonableFaith.org, TheGospelCoalition.org, WhatChristiansWantToKnow.com* and many others.

Why? Because of Google's monopoly power and their ideology, they need to ensure conservative and uncompromising Christian viewpoints are silenced or at the least sanitized of any true impact. Am I giving up? NO! I think we should continue to fight for whatever ground (rankings) we do have, because there are over 83,000 people searching Google every second ([internetlivestats.com](https://internetlivestats.com))! Google is where the people are and because of that most websites with a content strategy receive the largest share of their visitors from it. So, we occupy that ground until He comes as it is the digital origin point of most of the people that see and respond to the gospel for the first time on AllAboutGOD's websites and other ministries' websites.

That being said, we must not and will not compromise the **Truth**—the message of the gospel—because our culture and the tech giants are offended by it. We also cannot compromise on what sin is and how it is defined Biblically. Without being able to call sin what it is or help people that are dealing with the consequences of sin there is nothing personally applicable to why Jesus died and rose again! The truth is we are accountable for our sins and the greatest news of all is the simple gospel of Jesus Christ! **That is WHY we are undertaking the Resilient Truth project.**

## Defining Resilience

Now that you understand the **Truth** we are working to persist, it's time to explain **Resilience**. According to an article from Harvard Business Review, *"Resilient people... possess three characteristics: a staunch acceptance of reality; a deep belief, often buttressed by strongly held values, that life is meaningful; and an uncanny ability to improvise. You can bounce back from hardship with just one or two of these qualities, but you will only be truly resilient with all three. These three characteristics hold true for resilient organizations as well."* ([hbr.org/2002/05/how-resilience-works](http://hbr.org/2002/05/how-resilience-works))

While that's a great definition, I think of Paul when I think of Resilience. In Lystra, Paul was stoned, dragged out of town, and left for dead, but Paul got up and went right back into the city (Acts 14:19–20). Nothing could stop him from sharing the gospel. Godly resilience empowers us (Philippians 2:13) to be undeterred from our mission, regardless of opposition.

## What is Resilient Truth?

In this war against the Gospel, how can AllAboutGOD and other Christian outreaches be more resilient in a technological sense that increases impact? That will take a while to unpack so we are putting together some videos to better explain the details. For now, I want you to think about it in terms of achieving two goals.

- We need to mitigate risk and dependency on platforms like Google, YouTube, Facebook, Twitter, Instagram, Pinterest, etc. by archiving (copying) all of our content while our accounts are still active (before we are de-platformed as in having our accounts deleted).
- We also need to identify other platforms on which to deploy our content. First, to those that have not demonstrated clear viewpoint discrimination toward conservative and Christian beliefs and secondarily those that have, but still have a good-sized audience that have yet to engage our content.

My research clearly demonstrates that the **H.A.T.E.** (**H**ostile **A**nti-**T**ruth **E**nvironment) online is hindering the gospel. After analyzing over 70 websites I have found that if the gospel is displayed boldly, those websites are penalized to a greater degree than those simply putting the Bible online. It seems as long as your audience are Christians searching for Bible verses, things are OK—for now. Apparently, the message from Google is if you attempt to share your Christian beliefs with others outside the faith, we will de-rank you but if you simply keep those beliefs behind the four walls you are OK—at least, for now. **That correlates with a sinister agenda that is the very antithesis of the gospel!**

Due to Google censorship, AllAboutGOD's gospel presentations have dropped from 3 million per month to 600,000. We are working diligently to develop the Resilient Truth technology and tactics, initially for our ministry, but we fully intend to share what we learn with other Christian websites. Please pray for us. Pray for our enemies—the employees and leaders working at the tech giants—to come to faith in Christ. **Evangelism is the best way to combat the online H.A.T.E. (Hostile Anti-Truth Environment).** Pray for the Resilient Truth project. Pray that the gospel would go forth unhindered! Please pray, "Come Soon LORD Jesus!"

If you are interested in learning more on how you can help in this effort, please call or txt me at 719-244-7788.

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