



REVERSE SEARCHES

Try a reverse search to find
a face in an image

Prevent. Support. Empower.



Reverse Image Search: A Practical Guide

Reverse image search is a powerful tool to help identify fake profiles, trace the source of a photo, or verify identity. This guide explains how to use six of the most common tools-four that track images by file or pixel data, and two that use AI facial recognition to match faces by unique markers.

Image Matching Tools - Free Track exact image copies or similar visuals

1. Google Reverse Image Search

How it works: Matches images based on pixels, patterns, and metadata.

- Website: images.google.com
- How to use:
 - a. Click the camera icon () in the search bar.
 - b. Paste an image URL or upload an image.
 - c. Google returns visually similar images and websites where the image appears.

2. Bing Visual Search

How it works: Searches for image duplicates and similar-looking items using Microsoft's image recognition.

- Website: bing.com/images
- How to use:
 - a. Click the camera icon in the image search bar.
 - b. Upload an image or paste a URL.
 - c. Results show similar images and sometimes linked products or pages.

3. Yandex Image Search

How it works: Russian search engine known for strong image matching, even with crops, edits, or filters.

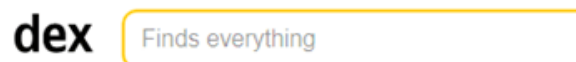
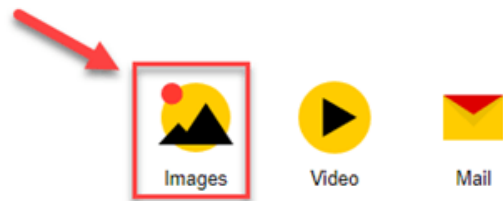
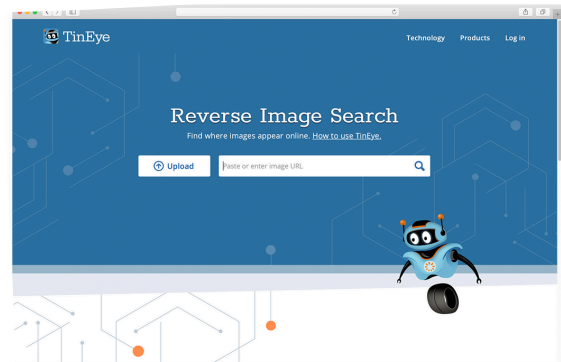
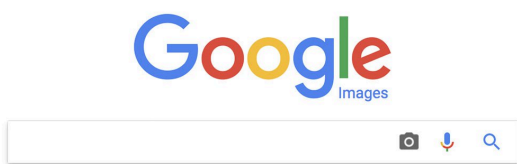
- Website: yandex.com/images
- How to use:
 - a. Click the camera icon.
 - b. Upload an image or paste the URL.
 - c. It returns web pages where the photo or similar versions appear.

Note: Use a VPN or ensure browser compatibility as it's sometimes restricted in certain countries.

4. TinEye

How it works: Tracks where an image has appeared online using image “fingerprints.”

- Website: tineye.com
- How to use:
 - a. Upload an image or paste a link.
 - b. TinEye returns exact and modified versions across the web.
 - c. It shows first seen, last seen, and modified versions.



Facial Recognition AI Tools - Paid

Measure facial markers and find matches

5. PimEyes

How it works: Uses AI to measure facial markers—features like eye shape, nose width, and jawline—and matches these across millions of indexed images.

- Website: pimeyes.com
- How to use:
 - a. Upload a face image (ideally full-frontal and clear).
 - b. PimEyes scans indexed web content and returns images with facial similarity ranked by marker match percentage.
 - c. You can view results blurred or subscribe for more access.

Note: This tool identifies people, and links to the image source.

6. FaceCheck.ID

How it works: AI-driven tool that maps distinct facial features and uses a hierarchy of marker matches to find similar photos—even from different time periods or angles.

- Website: facecheck.id
- How to use:
 - a. Upload a clear image of the face.
 - b. The tool scans its dataset for matching facial marker sets.
 - c. It returns results sorted by number of markers matched (more = higher similarity).

FaceCheck.ID also attempts to identify names or profiles connected to the face.

Tips for Best Results

- Use a clear, front-facing photo without sunglasses or filters.
- Try the same image in multiple tools—they often return different results.
- Use images that are results from other (free) searches to run back through each search engine. The more images tried the better.

The paid for services are very expensive.

These use AI to measure markers on a face then search to match the markers in other images.

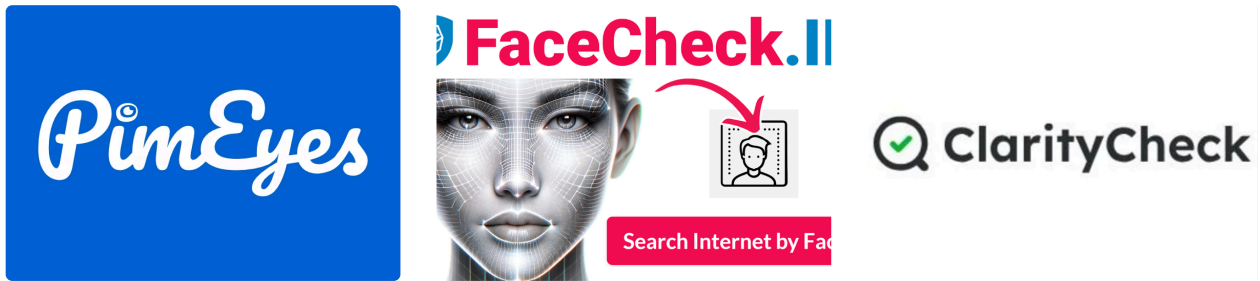
What they do offer, are some free searches which show other images using the same face (but you cannot access the links without paying).

When the results show many images, you know that this face is being used by scammers. Save the images to use on the other searches.

Pimeyes can be purchased in local currency.

FaceCheck is paid for in cryptocurrency (not recommended).

Clarity Check works in a similar fashion to FaceCheck but also offers reverse email and phone number look up. It can be paid for with local currency.



Tool	Type	Best For	Technology Used
Google	Image Matching	Finding websites using the same image	Pixel + metadata matching
Bing	Image Matching	Product links, social media uses	Visual pattern recognition
Yandex	Image Matching	Cropped, edited, or filtered images	Deep visual similarity
TinEye	Image Matching	Tracking when/where image appeared	Image fingerprinting
PimEyes	Facial Recognition	Identifying real people from a face photo	AI marker-based facial match
FaceCheck.ID	Facial Recognition	Deep identity matching, including older photos	AI facial markers + hierarchy
Clarity Check	Facial Recognition	Deep identity matching, including older photos	AI facial markers + hierarchy

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Working together with LoveSaid offers valuable opportunities for collaboration with a victim-centred organisation that prioritises empathy, safety, and recovery. By sharing best practices, insights, and resources, organisations can not only improve outcomes for victims of romance fraud but also enhance their own support services and credibility. Partnership with LoveSaid ensures that interventions are trauma-informed and ethically grounded, fostering trust and consistency across the sector. Ultimately, this kind of collaboration strengthens our collective impact in protecting and empowering those affected by online fraud.

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