Thought of the Day: Heels Don't Cheat Enough

I've touched on this before. I was watching a Nitro last night and Alex Wright put his feet on the ropes to cheat. At Genesis this past week, there were multiple instances where a heel pulled the trunks to win. Why don't we see these kind of things more often? It's so simple and it's almost a guaranteed way to make the people boo you, but instead it's almost always interference or something like that. In WWE, when is the last time we got a belt shot to the head? It may be easy heat, but it's better than no heat.