
From: Tyler Shears [REDACTED]
Sent: Wednesday, July 16, 2014 4:02 PM
To: [REDACTED] Jeffrey Epstein; Richard Kahn
Subject: Shears Update

[REDACTED],
<http://jeffreyepstein.net/> <<http://jeffreyepstein.net/>> - Site is live and Shar= This shows up when you scroll down page (look for top menu bar)

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I expect this to rank swiftly - I'm sending a list of all pro=erties we need to point over in this direction with suggested anchor text.=C2

Do you have the topic right I'm doing a placement a=ound? I'm going to have a few articles spun-off from it and put into l=wer tier publications as well.

I want to pu=h HARD in August with a premium placement, fresh link pushes, and some sup=orting placements. We should be able to get down to 1 negative by mid-Sept=mber with a goal of being clean by end of year (unless new negative press =omes again...)

For social media updates... Are you currently doi=g these? I'd like to look at how often we are doing them and trying to=link to our own content more often.

I'm=also exploring if we can get this new site included in Google News and may=e syndicate other important AI news through it... would give us free=google news spots when we need them..

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JE - There's 3 negatives today and that's 3 too m=ny. There will be progress please continue to be patient as you have been.=C2

Best

Tyler