

**Sent:** Thursday, December 26, 2013 2:08:09 PM  
**Subject:** Re: Update  
**From:** Tyler Shears <[REDACTED]>  
**To:** [REDACTED]  
**Cc:** "jeevacation@gmail.com" <jeevacation@gmail.com>, Richard Kahn <[REDACTED]>

Hi All,

I hope you had a nice holiday. The melanoma article is in the queue at Huffington but the holiday has their staff too busy to get anything live. I'm expecting we are able to place this in the next 3-5 business days as everyone gets back to work. I've been pushing aggressively over the holiday but have been unable to get placements for any clients over the last week. I also have the tumor article lined up for another major publication and am aiming for similar timing (may be Inquisitr.com)

The negative press is lower and the sites you requested I focus on are indeed higher in ranking. We can also see Yahoo/Bing are 100% clean results at this point. We have been focused on pushing sites higher up above the two negative press placements since we are having difficulty getting them to swap out.

The only faster way we will move the two negative placements off the first page of Google at this point (with the changes this year) is through significant Google Authorship accounts on high profile sites. That's what the next two premium placements are focused on. We are supporting these with social signals and press releases and expect this to create the movement we are looking for.

Christina - can you send me a list of domains we can get links from Cecile on?

Mr. Epstein - I know results are less visible in the last 45 days but please understand these last two negatives are the hardest to clean up. We have come a long way since the initial result set I believe we are still using the right strategies. If we can increase the amount of news worthy press going out for a short time we will have an easier time getting ahead of the curve.

I will send an update tomorrow morning on status of both premium placements and am always available at your convenience for questions.

Respectfully,

Tyler Shears

On Sun, Dec 22, 2013 at 2:18 PM, [REDACTED] > wrote:

Hi Tyler,

Did the melanoma article post?

I see that the neg press is pushed down finally to 4th and 6th place on the 1st page. And 4 of our websites back on the 1st page.

Thanks,

