

To: [redacted] jeevacation@gmail.com[jeevacation@gmail.com];

From: [redacted]

Sent: Tue 5/28/2013 3:49:26 PM

Subject: update

Hi Jeffrey,

Results:

The national results match the local:

1 negative listing --4th position. (previously 3rd) (Huffington)

2nd negative listing (NY Mag) reappeared last week, but is moving back off the 1st page.

4 websites on the 1st page: foundation, science, usvi and forum.

3 websites on the 2nd page: education, org, finance,

What I've Done recently:

- listed the foundation with 12 foundation directories (finalizing some of them still)
- listing the foundation on 20 science and/or NY related forums. (chart to be sent to Darren)
- redrafted the accepted Wikipedia article with revised sources (waiting approval)
- put 9 websites onto Yellow Pages as their own NY business listing.
- new content on 9 websites.
- optimized: added sitelinks to websites, improved heading tags, removed dead press links.
- currently working on new press.

Permanent Listings

There is a hierarchy of listing permanency on google:

1. Wikipedia
2. Personal websites
3. Foundation Center.
3. Real press (not press releases)

I really need the 990 form to get you onto the Foundation Center. They come up on the first page for all the major foundations.

I'd like to create some Real Press. See my next email to you.

Thank you,

[REDACTED]

[REDACTED]