

**From:** Tyler Shears <[REDACTED]>  
**To:** [REDACTED]  
**Cc:** "jeevacation@gmail.com" <jeevacation@gmail.com>  
**Subject:** Re: boosting strategy  
**Date:** Fri, 07 Feb 2014 21:17:48 +0000

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Thank you [REDACTED] - I tried your cell a few minutes ago and will be available on mine at your convenience. It is imperative we get a placement out by mid next week in order for us to hit the timeline I spoke to Mr. Epstein about.. The fresh piece needs to come out while we are dislodging the current results (as you are observing now).

Mr. Epstein if you have any questions on current status vs. our conversation around Jan 10. please advise - We are continuing to work aggressively to clean up results per our last call. I am also available to discuss this at your convenience today or over weekend.

Sincerely,

Tyler Shears

On Fri, Feb 7, 2014 at 10:47 AM [REDACTED] > wrote:  
Hi Tyler,

Ok thanks so much for the review. I've cc'd Jeffrey. I'll be in touch this afternoon.

[REDACTED]

Begin forwarded message:

**From:** Tyler Shears <[REDACTED]>  
**Date:** February 7, 2014 at 10:33:16 AM EST  
**To:** [REDACTED]  
**Subject:** Re: boosting strategy

We are pushing up the highest authority domains available for "Jeffrey Epstein" in general. I had reserved the approach of pushing non-website URLs for a few months because you expressed concern with making sure our URLs are on first page... but I had call w/ Mr. Epstein in the beginning of January and expressed that is a limiting factor for moving Forbes/NYPost as quickly as we'd like.

Getting up different types of results for different folks is required to dislodge the negative placements. Once they are dislodged it is much easier to restore our websites back to the rankings and have our "ideal" first page. The reason for this is Google tracks click data on results and as soon as Forbes/NYPost are on second page they will begin a slow death (less clicks on those, more clicks on the ones we have on first page)

From there we will see our properties shoot up due to the interlinking between them and the reinforcement we can provide from sites like Harvard, Nat Geo, and any other publications we have influence over. Using the "short-term" links is one battle around other pages is just a part of the overall war... You saw how Google was changing up much more dramatically when we had multiple Epstein's on the first page vs. having a saturated first page.

I feel like time was lost focusing on making sure it was Mr. Epstein properties when he has giving explicit permission to promote any URL required to dislodge the negatives.

I hope this makes sense.. I haven't heard from Rich on the last invoice I sent (1/29/14) and am hoping all is well. Do you know if he's out of the office ?

On Fri, Feb 7, 2014 at 10:18 AM, [REDACTED] wrote:

Hi Tyler,

Im at a Kinko's.

I see that you're boosting non-website url's -- are you sure this is the right approach? (vs. boosting Jeffrey's sites?) the .org and foundation sites are slipping down and the USVI and science are permanently off the first page.

Thanks for you input.

[REDACTED]