From: "Al seckel"
   To: "Jeffrey Epstein" <jeevacation@gmail.com>
Subject: Re: IMPORTANT - Back on line
   Date: Wed, 20 Oct 2010 19:08:21 +0000

can you call me? ███████████

From: Jeffrey Epstein <jeevacation@gmail.com>
To: Al seckel <aseckel@yahoo.com>
Sent: Wed, October 20, 2010 11:51:35 AM
Subject: Re: IMPORTANT - Back on line

please forward the name of pablos person asap that you spoke to..

On Wed, Oct 20, 2010 at 1:50 PM, Al seckel ███████████████ > wrote:

> Actually, this is not his area. His area is hacking, and randomly. This is a very
> specialized different thing. I spoke to his people, but they wanted way to much money,
> well in the six figures, and so I passed, and formed my own team, with my own golden
> network. Remember, both Isabel and CHristine founded search on the web, and this is
> their speciality. Mike is someone I have known for many years, and I could get his price
> way down because of favors he owes me. I could also work with him, and I know he
> would work his ass off.
>
> This is exactly what he does for the movie stars, and other high profile people. He is
> also a friend.

From: Jeffrey Epstein <jeevacation@gmail.com>
To: Al seckel <aseckel@yahoo.com>
Sent: Wed, October 20, 2010 10:47:12 AM

Subject: Re: IMPORTANT - Back on line

This is really his area , who is keesling. . Did you get to him through pablos ?

On Wed, Oct 20, 2010 at 1:45 PM, Al seckel ██████████████ wrote:

> Haven't been able to reach Pablos. He has been traveling a lot. Tried very hard, but I
> will be see him at length over the next couple of days at a big Nokia Think Tank that
> we are both attending. He likes the approach that we are doing. Thinks it is very
> solid when we did talk about it.
>
> Thanks. Over the next few days you should see more and more results take place. It
> is a process...

From: Jeffrey Epstein <jeevacation@gmail.com>
To: Al seckel ██████████████
Sent: Wed, October 20, 2010 10:41:09 AM
Subject: Re: IMPORTANT - Back on line

money has been sent, Did you bring Pablos up to speed,

On Wed, Oct 20, 2010 at 1:30 PM, Al seckel ██████████████ wrote:

Hi Jeff,

After some storms knocked out all our power, cell phone reception, etc. for over 24 hours, I am back on line. Can you please confirm that the funds were wired to Michael Keesling's account?
Nothing has been received.

I thought it might be helpful to you to detail more of this process so that you can have more basic grasp of the underlying work that is involved in providing a "steady" fix to such a problem, as opposed to some cheap "slip-shot" and "one-shot" approach, which is/would be, temporary at best, and is what most other relationship management sites provide. The following is based on a pretty thorough and hands-on analysis of your unique situation.

SITUATION: If you do a search on the name "Jeffrey Epstein," you get over 75+ pages of derogatory material. One would be very hard pressed to find any "positive" references. They are at very best, deeply hidden amongst the din. The first entire page of a Google search is bad, as well as the next few pages, and it continues like this until one just basically gets tired of it. The derogatory material is not just confined to on-line news articles and blogs, but also to a well-circulated deposition video. This situation is egregious because there exists a very well-funded and dedicated group of people who have, and are continuing to actively promote, negative material about you. It appears as if there is a group of defense attorneys intent on embarrassing you into settling larger amounts with their clients. This group is actively promoting the negative articles, proliferating them, and adding negative comments in the comments section of the article. We can see it in our analysis.

PRIMARY GOAL;

To replace the results of a straight Google search on "Jeffrey Epstein" or "Jeffrery E. Epstein" with "positive" material, articles, and websites, and move these up to the very highest rankings, thereby pushing the bad material (or getting rid of it altogether) to a far back position. It there are good positive sites on the first three pages, then the user, unless they are specifically looking, will not normally go beyond those pages. They will explore the sites close at hand and with the highest rankings, which are the positive websites. Other approaches involve actively removing negative articles from news searches, and thereby preventing their proliferation; and in addition, removing negative articles from blogs. And when it is not possible to remove such pieces, to add the counter-weight of independent positive commentary and perspective.

Additionally, to create real content-rich educational, scientific, and charitable websites on Jeffrey Epstein that reflects the positive side of Jeffrey Epstein and his contributions. To balance the only one-sided negative opinion that has been spread over a wide birth on the Internet.

SEARCH ENGINES

Search engines have become extremely sophisticated in identifying various techniques that webmasters have used to tirelessly promote their own sites in the ratings war, and it takes some concerted effort, and of course know-how of the latest techniques, to circumvent these search tools. The process that we take is not only using the latest techniques to promote what we wish, but utilizing other, and more difficult techniques, to lessen in rank the sites we do not want ranked highly. If they are not ranked highly, then people do not link to them, they go stagnant, and they eventually fall out of the web, and then out of the stored cache.

For example, what Engines will disregard:

key words used over and over repeatedly.

Sentences that repeat with keywords

Gibberish sentences or words

Duplicate content even on different host sites.

Sites that are stagnant

Trivial updates

Sites that are not well linked. The more links you have, the better your rating goes up, just like a scientific citation list.

CONTENT – UNIQUE WEB DESIGNED SITES

Before you embark on the steps below, and which take into account the steps above, you have to build extensive content for all the sites that you are promoting, both real and pseudo. They have to be designed and assembled, and they all need to have a different style, look, voice, etc. The content has to be originally created. All this is an enormous job. Once the sites and content is created, you can then start using the placing strategies to have them replace the negative material.

There will be the following sites:

Real:

Jeffrey Epstein's Science (content rich)

Charitable Foundations (content rich)

Both these sites will be a real positive testimonial to your generous support and promotion of fundamental science:

Pseudo

Sports (Content is being originally created)

Chef (Content is being originally created)

Fun and cool Videos and Pictures (content is being originally created). This site will drive out the bad videos and pictures.

Other Jeffrey Epsteins (real ones, need to be created, promoted up)

PLACEMENT OR RANKING OF SITE YOU WANT TO PROMOTE

Based on a number of factors:

Domain name relevancy to key search word

Original and fresh updated content in your site, which repeats the keywords in an appropriate way

Content rich site with keywords

Number of other existing sites that have links to source site. This means paraphrasing over and over and over again (about 500 times) the various articles, with links to the originals. Each re-rewrite has to be just that, an original rewrite with a link to the original primary source site. Then, the search bots, will identify the primary site as the real site, and bump it up in ratings accordingly. These have to come from different hosts, otherwise the search engines will ignore them.

Paid Ad words

Paid Search

Placing positive articles in the comment section of any negative articles, along with a url of the primary positive site, so that it gets promoted.

PLACEMENT OR RANKING OF NEGATIVE SITES YOU WANT TO PUSH BACK

Promoting your primary sites ahead of the others.

Promoting other Jeffrey Epstein sites (real and pseudo) to take the primary places of the negative sites on the first few pages.. This has to follow the same pattern as the section above.

OTHER APPROACHES

Identifying defamatory and libelous articles and sending threatening attorney letters to have them removed.

Hacking out some nasty sites.

WIKIPEDIA

This is the most difficult website to disturb as it has so many "watchers" (20+) on it, who are alerted over any changes. Any edits or changes made removing even a sentence or rewording it, is immediately changed back by them within a few hours! Over and over this happens. They have already place a warning flag on the site that someone is trying to tamper with it. In addition, Wikipedia has so many links to it, it is extraordinarily difficult to knock it from its first place ranking. We have approaches now that we are working on applying to address the Wiki pages.

SPREADING COVERAGE

New articles will appear. We have methods, which will stop their spreading.

REMOVAL OF NEWS ARTICLES

We accomplished this to a very significant degree and had it completely wiped clean (this does not include archive search) until two new articles appeared the very next day. This is important as they will eventually fall off Google searches now. The bots roam these areas differently.

We will also be doing promotion of positive material through other means, such as Twitter, Facebook, etc.

This above enormous work-load, and the speed at which is being constructed, as well as implemented is a comprehensive approach to ensure long-term stability. It is unrealistic to believe that any firm would be able to handle this very same job, receive the results, and do it at the level of excellence, thus insuring the results needed - not only in reputation management, but also in additionally, not interfering with your already established positive scientific relationships, and in a price range even close in proximity to what we are offering. I do not believe that other firms will have the requisite networks, high-level scientific knowledge, and comprehensive web experience to approach the level of real solutions that you want and need.

FINANCIAL BREAKDOWN

Al Seckel – Team leader

Responsibilities:

Build, Organize, and Coordinate team

Build science and other related content

Get testimonials

Collect and assimilate online positive and negative articles, subject them to analysis.

Collect and assimilate unpublished positive material.

Networks and seeks advice and help from experts

Oversees the hackers

Liason to Jeff

Not paid.

Search consulting experts and hacking experts

Isabel and Christine Maxwell (pioneering experts in search), Pablos Holman, Paul Kirkaas, Baron Reichart.

No Pay

Michael Keesling – Team Leader

Michael is the main team leader and an expert in search and reputation management.

Responsible for deep analysis of what is out there, possibilities and problems.

Builds out the basic and most effective strategy for long-term results.

Sets the pace of the job for maximum effect.

Oversees the groups in the Phillipines and elsewhere.

Oversees the group that does graphic design and uploading

Overseas the hackers

Writes the sports blog

Building up various Jeffrey Epstein sites: Science, Foundation, Cooking, Fun and Cool Videos and Pictures, etc.

Building up sites for the other Real Jeffery Epsteins.

Puchases: paid search

Purchases: Ad words

Purchase: domain names.

Pay hosts

Phillipine Crew

Responsible for excessive re-rewriting with links back to the primary source material. This needs to be done about 500 times. Speading of links on educational sites. Posting of material. Their pay is taken care of by Michael.

Stephanie Horenstein (Fred Horenstein). Responsible for gathering information on all line articles, news, posts, comments, twitter, blogs. She is providing positive feedback commentary with links to our main website. On going checking of results in all areas.

$2500

hackers Removed some material and shut some other material down from being promoted.

$2500

SUMMARY OF CHARGES

Al Seckel (not paid)

Isabel Maxwell (not paid)

Christine Maxwell (not paid)

Michael Keesling ($25,000), fee includes all charges for domains, hosting, and the Phillipine group, and web designers, etc. on his side.

Stephanie Horenstein ($2500)

Hackers ($2500)

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