

**From:** Jeffrey Epstein <jeevacation@gmail.com>

**To:** Al seckel <[REDACTED]>

**Subject:** Re: Results And no raised voice.

**Date:** Tue, 19 Oct 2010 17:27:14 +0000

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we never had content nor when we started this , did you tell me we needed some,, i want a handle on how much this is going to cost. and a detailed breakdown of where the money has gone to date... on another note i was unclear about what isabel needed for the wef

On Tue, Oct 19, 2010 at 1:23 PM, Al seckel <[REDACTED]> wrote:

Jeff,

This is sent with no raised voice.

Anyone in such a situation as you find yourself in online, needs to be patient and understanding of the process required to get this resolved and results required. We know **exactly** what we are doing. I have the best people in the world working on this, and in groups all over the world. I would love for you and others in your situation to know how this process granually works for LONG TERM STABLE results and needs to work, and it can ONLY work that way. No one understands search better than us. We are all busting our chops on this Herculean task. It is unfortunately and realistically far far worse than we originally thought (when Pablos and I discussed the original concept at Zeitgeist). We now found out many many people who have "google alerts" on your name, and every single new mention or edit of your name, they get alerted, and remove our edits. They have consistently undone all the wikipedia edits, and continue to post new content. They are well funded and virulent pack...

We have produced tons of content, etc. and different Jeffrey Epsteins for the different sites, which will occupy the first pages of google, but it cannot be put it up all at once. It needs to be dribbled out piecemeal every day and not in any 'one-shot' or 'slip-shot' manner. The bots take snapshots of the web, and what drives up ratings is sites that have lots of relevant fresh content every day. I originally asked my people to put it all up, as I wanted to show it to you, but they all stated, no, that it would be vastly counter-productive to pushing what we want to the very top of the search engines on a daily basis.

The Real content on you, which we want to drive to the very top of the search engines (this is what we want people to find when they do a search on you), needs to be done with care, as it requires a site of excellence about people and ideas at an extraordinary level of care and complexity. To do, understand, assimilate, and produce "original" content, in a manner that works, is NOT something another firm can do. Bullshit, Jeff. Sorry. You are fortunate that I know these many of these people and their work, and can put it together on your behalf, and in a way that will be acceptable to them. You do not want to lose those relationships. That's my value add, and it takes a hell of a lot of work, specialized knowledge, and insight.

It is simply NOT true that the web search on you is "no" different than two weeks ago, as this is directly contradicted by the facts. I can see the change when I do the search. I can see how some of the other Epsteins have moved up in placement, some of your

material is now gone, (and of course more is going and on-going) and our material is on the 4th and 5th page, and will be climbing to the top. It has to go at the rate of Google's bots which is not instantaneous.

Also, I/we have not yet received ANY content from your side, which we need, even though we managed to create and complete (and continuously do more of same) enormous amount of content (not posted yet), which will be going up over the next few days. We are building something complex, which requires an enormous amount of work. Please don't complain that you 'can't see any television', while we are still assembling and 'piecing together' the various components. It is not helpful.

Believe me , I WANT this to be successful for a whole lot of reasons. I CARE.

Al

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