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To: Jeffrey Epstein <jeevacation@gmail.com>, ██████████████████████████████████████,
Richard Kahn <​████████████████████​>
Subject: ORM Update 10/23/2013
Date: Wed, 23 Oct 2013 15:29:46 +0000

Hi All,

Here is an update on where we are at and how things are progressing. You can see we are having great success in some areas, with others needing additional attention. Please review and let me know if you have any questions.

Google (4 negative results - 0 negative auto suggest)

The current search results for "Jeffrey Epstein" in Google are not what we want, but are definitely on the right track. I expect the mugshot image to get updated by Google within the next couple of weeks and Forbes to be on the same cycle. We are currently seeing the Woody Allen stories float to the top from 3-4 weeks ago, and our stories will be right behind it. The recent negative press is revitalizing some of the old stuff we have been working against.

This is a very difficult case... please read further below about Indexing Times vs. Authority to understand more of the difficulties and challenges we face.

Yahoo (0 negative results - 2 negative auto suggest)

Yahoo is looking very good. The auto-suggest still contains 2 negative results but that is an improvement from the 5 negatives we started with. We are continuing to influence this by using artificial search traffic.

Bing (2 negative results - 0 negative auto suggest)

Bing results are better than before with Forbes being pushed to the bottom of the first page due to our Healthgrades, Twitter, and LinkedIn profiles. Bing seems to really like the Telegraph.co.uk negative listing so we are looking at getting a new post on Telegraph.co.uk this month.

Indexing Times vs. SERP Authority

Websites that have more authority in Google take longer to get updated / swapped out. This is happening with our Business Insider image and Forbes post specifically.

The recent news stories are also giving Google some grief in determining which stories to pick (since they are all new, and most references to the stories have not yet been indexed) It is a bit like whack-a-mole with new stories popping up but once we get ahead of the curve it will be easier.

Once all processing occurs Google <u>will</u> discover that our Forbes placement is stronger than the existing one, and a swap will occur. The strongest factor we are dealing with on Forbes is the writer of the old post has a very robust Google + network. This is just another challenge that we have to overcome, but does increase the timeline for results. This is why the Forbes article is not as present in Yahoo/Bing (they don't care about Google + signal).

As the links we have developed are indexed by Google, the results will shift in our favor. There is nothing I can do to speed this part of the process up but I do suggest we continue to build quality placements and reinforce our preferred properties and existing premium placements.

Moving Forward

We are working to place additional positive content on premium sites, reinforcing our existing properties rankings with link development and social signal creation, finalizing the .NET site and launching it, leveraging artificial search traffic to clean up auto suggest, and other tactics to continue improving the ORM of Jeffrey. We have also taken over submitting images to Wiki from Christina and will continue working on that this week.

I believe we are very close to really seeing the impact of some of the more significant efforts in Google. Yahoo and Bing are already improving. In order to secure our presence and reduce issues in the future (if new stories break) we need to continue our reactive approach but also maintain a proactive attitude to get ahead of the curve.

Respectfully,

Tyler Shears
Shears Consulting Group
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