

Date: April 10th, 2011

Ketan Somaia – Initial Status Report as of April 10th, 2011

Intro

This Initial status report presents an analysis of the current search engine results for the search query "Ketan Somaia" on Google.co.uk when searching from the UK. We analyze and categorize the first five result pages (50 results), by providing the following data for each search result:

- a) **Headline** – The title of the result with a link to the actual page.
- b) **Website** – The origin website that published the result.
- c) **Type** – The result type, for example: Wikipedia entry, article, blog post, forum, directory, etc.
- d) **Publish Date** – The publish date of the result, in case the result is an article or a blog post.
- e) **Nature** – The nature of the result, i.e., Positive / Neutral / Negative / Irrelevant.
- f) **Managed Result** – An indication whether the result content is currently managed by us.

Please note that search results may change based on various factors such as search language, search location, servers currently handling the request, older queries, the time of the search and other factors. However, the changes are not drastic, and the analysis below provides a good perception of the current search engine image.

Please review the report and provide your feedback re our initial results classification as soon as possible. We will use your input as guidance and focus our online image management efforts on results and issues of concern in the current visible results.

We are excited to be working on your project and look forward to your feedback.

The LookupPage OIM Team.

Analysis summary:

Table 1: Top 10 results analysis by nature

Search Engine	Num of analyzed results	Positive Results	Neutral Results	Negative Results	Irrelevant Results
Google UK	10	0	1	9	0

Table 2: Top 50 results analysis by nature

Search Engine	Num of analyzed results	Positive Results	Neutral Results	Negative Results	Irrelevant Results
Google UK	50	1	4	40	5

Graph 1: Total results analysis by nature

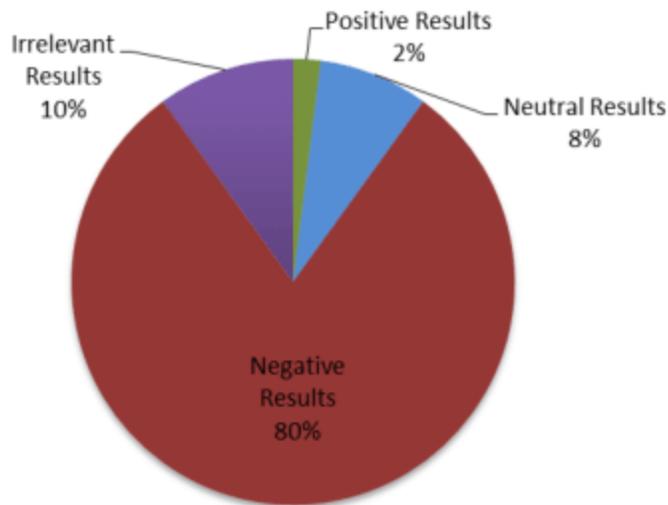
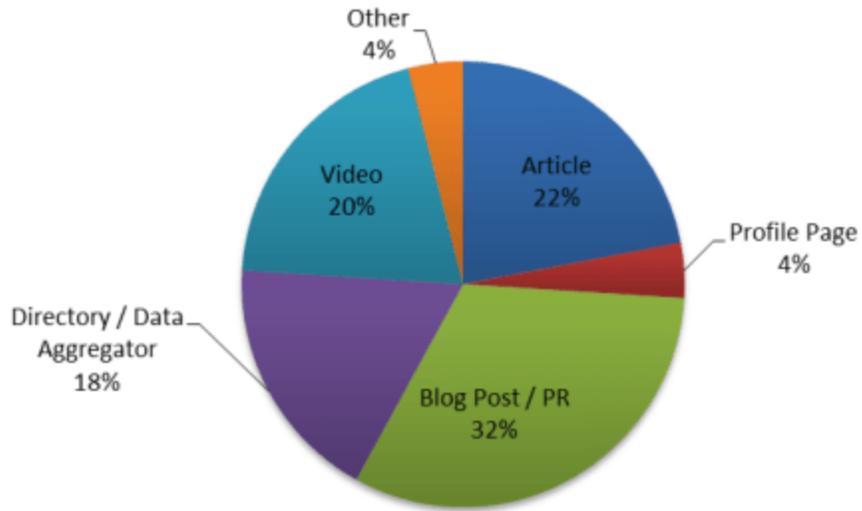


Table 3: Analysis by type

Search Engine	Article	Profile Page	Blog Post / PR	Directory / Data Aggregator	Videos	Other
Google UK	11	2	16	9	10	2

Graph 3: Total results analysis by nature



*Results were classified manually according to LookupPage OIM criteria.

Google.co.uk first 2 result pages screenshot:

Google UK 1st Results Page

▶ [Videos for ketan somaia](#) - Report videos

Ketan Somaia jailed in Mumbai
12 Jul 2009 ... Nairobi — Kenyan businessman Ketan Somaia has been charged in a UK court where he was wanted for fraud. The UK embassy in Nairobi said the ...
[allAfrica.com: Kenya: Ketan Somaia Charged in UK Court](#)
12 Jul 2009 ... Nairobi — Kenyan businessman Ketan Somaia has been charged in a UK court where he was wanted for fraud. The UK embassy in Nairobi said the ...
[allAfrica.com/stories/200907131167.html](#) - Similar

Ketan Somaia - Pipl Profile
Pipl profile of Ketan Somaia. Quick facts, personal profiles, publications, contact details and much more.
[pipl.com/directory/people/Ketan/Somaia](#) - United States - Similar

[CTRL] The curious history of Dolphin's Ketan Somaia
28 Nov 1999 ... January 25, 1999 The curious history of Dolphin's Ketan Somaia A Kenyan writer expresses astonishment at the continued success of the ...
[www.mail-archive.com/ctrl@listserv.soi.com/msg29962.html](#) - Cached - Similar

Ketan Somaia finds out that sometimes the jaws of justice bite ...
30 Jan 2009 ... Ketan Somaia, the larger than life business and political figure who rose to prominence in Kenya with a questionable contract in the mid 80s ...
[www.breakingnewskenya.com/ASIA+MIDDLE+EAST](#) - Similar

Ketan Somaia - Zoominfo Business Information
View Ketan Somaia professional background on Zoominfo, the largest index of people in business in the world. Find who you're looking for at Zoominfo.
[www.zoominfo.com/people/Somaia_Ketan_344303109.aspx](#) - Similar

Somaia extradited
2 min - 12 Jul 2009
Uploaded by NTVKenya
[youtube.com](#)

Images for ketan somaia - Report images







Ketan Somaia jailed in Mumbai
Ketan Somaia Jailed in Mumbai on WN Network delivers the latest Videos and Editable pages for News & Events, including Entertainment, Music, Sports, ...
[wn.com/ketan_somaia_jailed_in_mumbai?orderby=rating](#) - Cached - Similar

Ketan Somaia Activity - Current events involving Ketan Somaia
14 Jul 2009 ... Find out what Ketan Somaia is doing right now, who they are currently in the news with and how much they are being talked about.
[geographicalmedia.com/ketan-somaia/activity](#) - Cached - Similar

Ketan Somaia, NRI businessman arrested - PTI - The Press Trust of ...
31 Aug 2003 ... Ketan Somaia, NRI businessman arrested. ... find PTI - The Press Trust of India Ltd. articles. London, Aug 31 (PTI) Ketan Somaia, ...
[www.nighbeam.com/.../August 2003](#) - Cached - Similar

musihos: NTV - Ketan Somaia jailed in Mumbai
27 Dec 2008 ... NTV - Fuel shortage in Nairobi - NTV - Ketan Somaia jailed in Mumbai - AUE - The politics of Kenya's post-election reconc. ...
[kiddill.blogspot.com/.../ntv-ketan-somaia-jailed-in-mumbai.html](#) - Cached - Similar

Google UK 2nd Results Page

▶ **YouTube - Ketan Somaia jailed in Mumbai**
27 Dec 2008 ... Ketan Somaia jailed in Mumbai. NTVKenya 11369 videos. Subscribe Alert Icon Subscribed. Sign in or Sign Up now! Loading... Alert Icon ...
[www.youtube.com/watch?v=atSOTQq1j4](#) - Cached - Similar

Ketan Somaia - Email, Address, Phone numbers, everything ...
Everything you need to know about Ketan Somaia Email addresses, Phone numbers, Biography, Kamlesh Patni, NRI, Bollywood, Tanzania, Zoom TV, Banking, India.
[www.123people.co.uk/ketan+somaia](#)

UK wants Somaia to face trial - His days to jail may be near if ...
19 Jan 2009 ... Kenyan businessman Ketan Somaia, who is reported to be in the custody of Indian police, may be extradited to the UK, the Nation has learnt. ...
[africanpress.wordpress.com/.../uk-wants-somaia-to-face-trial-his-days-to-jail-may-be-neari](#) - Cached - Similar

Russian Military Forum: Re: German Victims Of The Red Army Demand ...
15 Oct 2003 ... I am trying to trace a Mr. Ketan Somaia of British Nationality and ... Ketan Somaia broadcasts family matters to dilute the case I do not ...
[www.netion54.com/.../Re+German+Victims+Of+The+Red+Army+Demand+Center](#) - Cached - Similar

Ketan Somaia - Driver Profile: Rallye-Info.com
Rallye news, photos, forums and statistics - simply a great community of dedicated rally fans.
[www.rallye-info.com/driverprofile.asp?driver=2234](#) - Cached

Indiainfo.com -> NRI -> NRI businessman Ketan Somaia held in fraud ...
31 Aug 2003 ... Ketan Somaia, a Non-Resident Indian entrepreneur being investigated by the Hertfordshire Police in London for defrauding a German-based ...
[news.indiainfo.com/NRI](#) - Cached - Similar

Ketan Somaia - Pipl Profiles
People named Ketan Somaia. Find the person you're looking for and related people.
[pipl.com/directory/name/Somaia/Ketan](#) - United States

KENYA - Ketan Somaia's Maneuvers - THE INDIAN OCEAN NEWSLETTER
8 Mar 2003 ... Businessman Ketan Somaia's new attempt to obtain amnesty in Kenya to enable him to come out of exile has failed. ...
[www.africanintelligence.com/.../ketan-somaia-s-maneuvers.6440172-ART](#)

Ketan Somaia: ZoomInfo Business People Information
View Ketan Somaia's professional background on Zoominfo, the largest index of people in business in the world. Find who you're looking for at Zoominfo.
[www.zoominfo.com/people/Somaia_Ketan_343143619.aspx](#) - Similar

Ketan Somaia jailed in Mumbai - Veedeo videos
Ketan Somaia jailed in Mumbai ... Somaia jailed... Advertisement ads_text.php. Video Tags ... Somaia under police watch after court denies him bail ...
[videos.veeidea.com/.../Ketan-Somaia-jailed-in-Mumbai.html](#) - Cached

Google.co.uk first five result pages analysis:

	Result Num	Headline	Website	Type	Publish Date	Nature
1st Results Page	1	Ketan Somaia jailed in Mumbai	www.youtube.com	Video		Negative
	2	Somaia extradited	www.youtube.com	Video		Negative
	3	allAfrica.com: Kenya: Ketan Somaia Charged in UK Court	allafrica.com	Article	12-Jul-09	Negative
	4	Ketan Somaia - Pipl Profile	pipl.com	Directory / Data Aggregator		Negative
	5	[CTRL] The curious history of Dolphin's Ketan Somaia	www.mail-archive.com	Blog Post / PR		Negative
	6	Ketan Somaia finds out that sometimes the jaws of justice bite ...	www.breakingnewskenya.com	Article		Negative
	7	Ketan Somaia - ZoomInfo Business Information	www.zoominfo.com	Profile Page		Neutral
	8	Ketan Somaia Jailed In Mumbai	wn.com	Video		Negative
	9	Ketan Somaia Activity - Current events involving Ketan Somaia	geographicalmedia.com	Blog Post / PR		Negative
	10	Ketan Somaia, NRI businessman arrested. - PTI - The Press Trust of ...	www.highbeam.com	Blog Post / PR		Negative
2nd Results Page	11	musings: NTV - Ketan Somaia jailed in Mumbai	kidali.blogspot.com	Blog Post / PR		Negative
	12	YouTube - Ketan Somaia jailed in Mumbai	www.youtube.com	Video		Negative

	13	Ketan Somaia - Email, Address, Phone numbers, everything ...	www.123people.co.uk	Directory / Data Aggregator		Negative
	14	UK wants Somaia to face trial – His days to jail may be near if ...	africanpress.wordpress.com	Article	19-Jan-09	Negative
	15	Russian Military Forum: Re: German Victims Of The Red Army Demand ...	www.network54.com	Blog Post / PR		Negative
	16	Ketan Somaia - Driver Profile : Rallye-Info.com	www.rallye-info.com	Directory / Data Aggregator		Neutral
	17	Indiainfo.com -> NRI -> NRI businessman Ketan Somaia held in fraud ...	news.indiainfo.com	Other		Neutral
	18	Ketan Somaia - Pipl Profiles	pipl.com	Directory / Data Aggregator		Negative
	19	KENYA - Ketan Somaia's Maneuvers - THE INDIAN OCEAN NEWSLETTER	www.africaintelligence.com	Article	3-Aug-08	Negative
	20	Ketan Somaia: ZoomInfo Business People Information	www.zoominfo.com	Profile Page		Neutral
3rd Results Page	21	Ketan Somaia jailed in Mumbai - Veedea videos	videos.veedea.com	Video		Negative
	22	Ketan Somaia	generalissimo.org	Directory / Data Aggregator		Negative
	23	The Standard Online printer friendly version	www.standardmedia.co.ke	Blog Post / PR		Negative
	24	Pain Killer Medications - Ketan somaia	tesetipuw.22web.net	Article		Irrelevant

	25	The trials of Cecil Parkinson - By Michael Gillard - Slate Magazine	www.slate.com	Article		Irrelevant
	26	Looting in Kenya-Kroll Report(Hapa Kenya Version)	www.scribd.com	Blog Post / PR		Irrelevant
	27	Ketan Somaia Charged in UK Court ~ Kenya's Ultimate Real Estate ...	www.propertykenya.com	Directory / Data Aggregator		Negative
	28	Veoh - Ketan Somaia jailed in Mumbai	www.veoh.com	Video		Negative
	29	Ketan Somaia charged in UK court	www.allvoices.com	Blog Post / PR		Negative
	30	LookupAnyone.com - People Directory - Ketan Somaia	www.lookupanyone.com	Directory / Data Aggregator		Irrelevant
4th Results Page	31	kenya-chat.com - Ketan Somaia jailed in Mumbai	www.kenya-chat.com	Blog Post / PR		Negative
	32	gulfnews : Bankruptcy order in Somaia case annulled	books.google.co.uk	Other		Negative
	33	Ketan Somaia financedTrust Bank". Separately, Ajay Shah controlled ...	www.marsgroupkenya.org	Video		Negative
	34	Article: Kenya: Court issues arrest warrant for businessman Ketan ...	www.accessmylibrary.com	Article	10-Apr-03	Negative
	35	YouTube - Somaia extradited	www.youtube.com	Video		Negative
	36	Ketan Somaia Charged in UK Court - Mashada Forums	www.mashada.com	Blog Post / PR		Negative

	37	allAfrica.com: Kenya: Somaia Walks Out of KNH a Free Man	allafrica.com	Article	29-Apr-05	Negative
	38	Re: [CTRL] The curious history of Dolphin's Ketan Somaia	www.mail-archive.com	Blog Post / PR		Negative
	39	Somaia Extradited	wn.com	Video		Negative
	40	Arrest warrant issued against Somaia	www.kentv.net	Blog Post / PR		Negative
5th Results Page	41	Star-Crossed Abcl Sells 40% Stake To Somaia	www.business-standard.com	Article	28-Jul-97	Positive
	42	Videos Tagged with Somaia	www.vidchili.com	Directory / Data Aggregator		Negative
	43	Somaia charged in UK	www.jamiiforums.com	Blog Post / PR		Negative
	44	Kenyan challenges 'illegal' arrest - The Times of India	timesofindia.indiatimes.com	Article	30-Jan-09	Negative
	45	Ketan Somaia Pipl Profile	carahackfacebook.com	Directory / Data Aggregator		Irrelevant
	46	MARSHALLS (E.A) LIMITED / Motoring / Home - Kenyan Business Forum	www.area254.com	Blog Post / PR		Negative
	47	Warrants against fugitive Kenyan for cheating UK firms	www.zeenews.com	Blog Post / PR		Negative
	48	Hindi TV - Hindi Movie Song Videos - Ketan videos	www.hindi.tv	Video		Negative
	49	Article: Now Somaia to Be Sent to Tanzania Over Theft ...	www.accessmylibrary.com	Blog Post / PR		Negative

	50	Kenya 'political' banks come under scrutiny: Complaints from IMF ...	www.independent.co.uk	Article	9-Jun-93	Negative
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