

Date: September 1st, 2011

Ketan Somaia Status Report as of September 1st 2011.

Intro

This month 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 per search engine) 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.

Open issues:

- We are still pending for videos / new media. Additional Videos will greatly support our efforts to further push down current unwanted videos.
- Please can you forward headshots we can associate with the online profiles and promote as part of the OIM project.
- We would like to suggest opening a Twitter account and changing your Facebook account settings to public so it will appear in search engines, please let us know your feedback so we can proceed.

Analysis summary to date:

Table 1: Estimated Traffic – People who visited Alan Azizollahoff online assets:

| Time Period | Estimated Traffic (Clicks) |
|--|----------------------------|
| August 1 st – August 31 st | 512 |
| April 2011 - Today | 2052 |

Table 2: Top 11 results analysis by nature

| Search Engine | Analyzed Results | Positive Results | Neutral Results | Negative Results | Irrelevant Results | Managed Results |
|---------------|------------------|------------------|-----------------|------------------|--------------------|-----------------|
| Google UK | 10 | 8 | 0 | 2 | 0 | 8 |

Table 3: Top 50 results analysis by nature

| Search Engine | Analyzed Results | Positive Results | Neutral Results | Negative Results | Irrelevant Results | Managed Results |
|---------------|------------------|------------------|-----------------|------------------|--------------------|-----------------|
| Google UK | 50 | 42 | 0 | 7 | 1 | 41 |

Graph 1: Total results analysis by nature

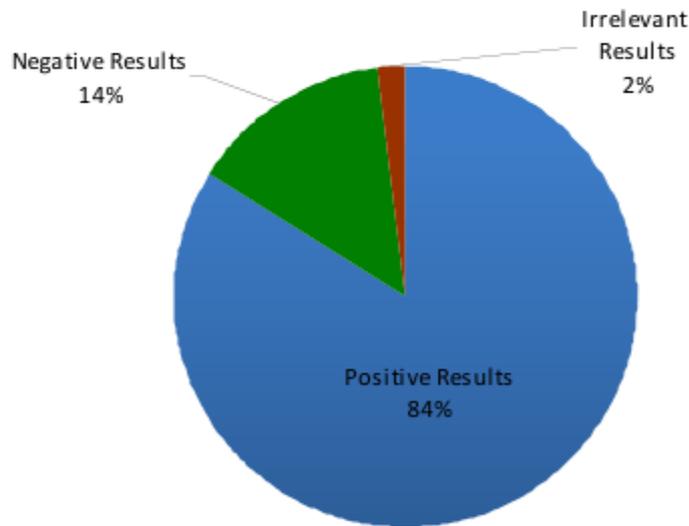
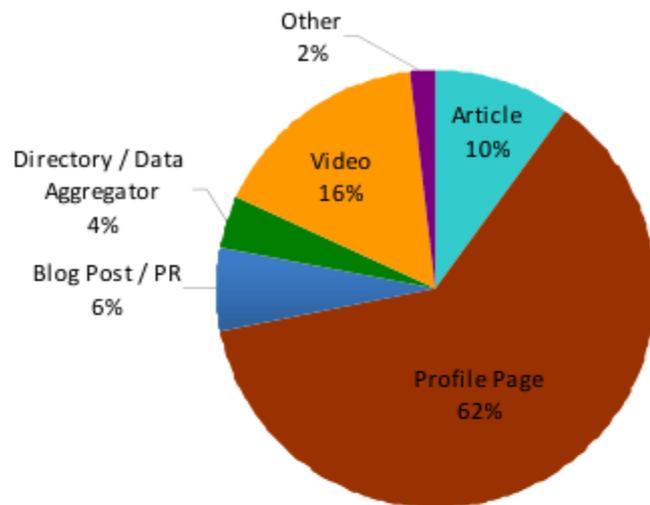


Table 3: Analysis by type

| Search Engine | Article | Profile Page | Blog Post / PR | Directory / Data Aggregator | Videos | Other |
|---------------|---------|--------------|----------------|-----------------------------|--------|-------|
| Google UK | 5 | 31 | 3 | 2 | 8 | 1 |

Graph 2:
Total results analysis by nature



*Results were classified manually according to LookupPage RM criteria.

Google UK first 2 result pages screenshot:

Google UK 1st Results Page

[Ketan Somaia - Wiki Page](#) -
 www.ketansomaia.org/ - Cached
 Businessman and entrepreneur Ketan Somaia hails originally from Kenya, where he was born in on 5th September 1961 in Kampala. Ketan's diverse and ...

[Ketan Somaia - Executive Chairman at Marshalls \(East Africa\) Ltd](#)
 www.ketansomaia.co.uk/
 Ketan Somaia, Executive Chairman at Marshalls (East Africa) Ltd., is a well-respected businessman, entrepreneur and investor. Welcome to Ketan Somaia's ...

[Ketan Somaia - Bio Page](#)
 www.ketansomaia.net/ - Cached
 Learn more about Ketan Somaia, London, United Kingdom. View Ketan Somaia bio page including in depth information about the investment, businessman ...

[Ketan Somaia - United Kingdom | LinkedIn](#)
 uk.linkedin.com/in/ketansomaia - Cached
 London, United Kingdom - Independent Commercial Real Estate Professional
 View Ketan Somaia's (United Kingdom) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Ketan ...

[Ketan Somaia, Businessman & Entrepreneur - LookupPage](#)
 www.ketansomaia.com/ - Cached
 Ketan Somaia, Businessman & Entrepreneur currently from London, United Kingdom. Using LookupPage, Ketan Somaia webpage enjoys higher web presence ...

[Who is Ketan Somaia?](#)
 www.ketan-somaia.com/ - Cached
 Who is Ketan Somaia? Ketan Somaia, an entrepreneur and businessman is a native of Kenya. He was born in the city of Kampala on September 5th, 1961, and ...

[Ketan Somaia jailed in Mumbai - YouTube](#)
 www.youtube.com/watch?v=atB0TQ1y4
 2 min - 27 Dec 2008 - Uploaded by NTVKenya
 Ketan Somaia jailed in Mumbai. NTVKenya 12908 videos. Subscribe Alert
 icon Subscribed. Sign In or Sign Up now! Loading... Alert ...

More videos for ketan somaia »

[a1Africa.com: Kenya: Ketan Somaia Charged in UK Court](#)
 a1africa.com/stories/200907131167.html
 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 ...

[Ketan Somaia | PerfectBusiness](#)
 www.perfectbusiness.com/ketansomaia - United States - Cached
 22 Jun 2011 - pnbappKetan Somaia the successful Kenyan businessman and entrepreneur hails from the Kenyan city of Kampala where he was born on 5 ...

[Images for ketan somaia - Report images](#)
 

[Ketan Somaia Directory Results](#) -
 www.ketansomadirectory.com/ - Cached
 Welcome to Ketan Somaia's Directory Results page, here you can find websites, news and articles about Ketan Somaia, former chairman of Black hotels, ...

Google UK 2nd Results Page

[Ketan Somaia rallies as businessman, sportsman, and ...](#)
 www.publishinfo/Article/Ketan-Somaia-rallies-as...554841 - Cached
 20 Jun 2011 - Published Business and Management article titled - Ketan Somaia rallies as businessman, sportsman, and philanthropist - from U Publish free ...

[big sight | Ketan Somaia - Businessman - London, United Kingdom](#)
 bigsight.org/ketan_somaia - Cached
 London is home today to Ketan Somaia, though his roots are on the African continent, to which he also owes much of his initial business success. He was born ...

[Ketan Somaia - CV - Chairman](#)
 www.doyoubuzz.com/ketan-somaia
 Ketan Somaia - Chairman You, too, can create your resume on DoYouBuzz - Online ... You can view it at: http://www.doyoubuzz.com/ketan-somaia/ Thank you. ...

[Ketan Somaia - Investor - Leisure, Travel & Tourism | XING](#)
 www.xing.com/profile/Ketan_Somaia
 Ketan Somaia, London, Real Estate, Motion Pictures, Automotive, Leisure, Travel & Tourism.

[Entrepreneur Connect Profile: Ketan Somaia](#)
 econnect.entrepreneur.com/ketansomaia/ - Cached
 Born and raised in Kenya, Ketan Somaia is best known for his string of lucrative businesses and investments throughout the African continent. Early in his career ...

[Connecture: Ketan Somaia](#)
 www.connecture.com/pp-ketansomaia.aspx - United States - Cached
 Entrepreneur and international businessman Ketan Somaia is well respected for his many successes in his business ventures. He has established and chaired ...

[Ketan Somaia Joined by India's A-List Celebrities on Vimeo](#)
 vimeo.com/24116011
 2 min - 23 May 2011
 Ketan Somaia, well-known business professional, mingles with the who's who of Bollywood at some of India's gala events. Ketan Somaia ...

More videos for ketan somaia »

[Ketan Somaia - Profile](#)
 ketansomaia.blogspot.com/ - Cached
 29 Jun 2011 - Kenya has seen the growth of many of its industries, thanks to Ketan Somaia, a Kenyan-born businessman who currently lives in London. ...

[Ketan Somaia's Resume](#)
 ketansomaia.emurse.com/ - Cached
 26 Jun 2011 - Ketan Somaia is an icon in the African business world and recognized as a successful investor, entrepreneur and hotelier. Ketan began his ...

[BusinessCard2 | Ketan Somaia London England W2 2PF](#)
 ketansomaia.businesscard2.com/ - United States - Cached
 8 Jun 2011 - Entrepreneur and businessman Ketan Somaia was born in Kenya, in the city of Kampala, in September 1961. Although his business interests ...

- Positive Results We Control
- Positive Results We Promote

Google UK first five result pages analysis:

| Result Num | Headline | Website | Type | Publish Date | Nature |
|------------------|---|-----------------------|--------------|--------------|----------|
| 1st Results Page | | | | | |
| 1 | Ketan Somaia - Wiki Page - | www.ketansomaia.org | Profile Page | | Positive |
| 2 | Ketan Somaia - Executive Chairman at Marshalls (East Africa) Ltd. | www.ketansomaia.co.uk | Profile Page | | Positive |
| 3 | Ketan Somaia - Bio Page | www.ketansomaia.net | Profile Page | | Positive |
| 4 | Ketan Somaia - United Kingdom LinkedIn | uk.linkedin.com | Profile Page | | Positive |
| 5 | Ketan Somaia, Businessman & Entrepreneur - LookupPage | www.ketansomaia.com | Profile Page | | Positive |
| 6 | Who is Ketan Somaia? | www.ketan-somaia.com | Profile Page | | Positive |
| 7 | Ketan Somaia jailed in Mumbai - YouTube | www.youtube.com | Video | | Negative |
| 8 | allAfrica.com: Kenya: Ketan Somaia Charged in UK Court | allafrica.com | Article | | Negative |

| | | | | | |
|------------------|----|---|--|-----------------------------|----------|
| | 9 | Ketan Somaia PerfectBusiness | www.perfectbusiness.com | Profile Page | Positive |
| | 10 | Ketan Somaia Directory Results - | www.ketansomaiairectory.com | Directory / Data Aggregator | Positive |
| 2nd Results Page | 11 | Ketan Somaia rallies as businessman, sportsman, and ... | www.upublish.info | Article | Positive |
| | 12 | bigstight Ketan Somaia - Businessman - London, United Kingdom | bigstight.org | Profile Page | Positive |
| | 13 | Ketan Somaia - CV - Chairman | www.doyoubuzz.com | Profile Page | Positive |
| | 14 | Ketan Somaia - Investor - Leisure, Travel & Tourism XING | www.xing.com | Profile Page | Positive |
| | 15 | Entrepreneur Connect Profile, Ketan Somaia | econnect.entrepreneur.com | Profile Page | Positive |
| | 16 | Connectture : Ketan Somaia | www.connectture.com | Profile Page | Positive |

| | | | | | | |
|------------------|----|--|-------------------------------|----------------|--|----------|
| | 17 | Ketan Somaia Joined by India's A-List Celebrities on Vimeo | vimeo.com | Video | | Positive |
| | 18 | Ketan Somaia - Profile | ketansomaia.blogspot.com | Blog Post / PR | | Positive |
| | 19 | Ketan Somaia's Resume | ketansomaia.emurse.com | Profile Page | | Positive |
| | 20 | BusinessCard2 Ketan Somaia London England W2 2PF | ketansomaia.businesscard2.com | Profile Page | | Positive |
| 3rd Results Page | 21 | Ketan Somaia - Entrepreneur and an Investor | ketansomaia.qapacity.com | Profile Page | | Positive |
| | 22 | Ketan Somaia, Former Rally driver and a Philanthropist | lesleygor.hubpages.com | Profile Page | | Positive |
| | 23 | Ketan Somaia Gather | ketansomaia.gather.com | Profile Page | | Positive |
| | 24 | Ketan Somaia - Profile Konnects | community.konnects.com | Profile Page | | Positive |
| | 25 | Ketan Somaia (Marshalls) | www.4networking.biz | Profile Page | | Positive |

| | | | | |
|------------------|---|--------------------------|--------------|------------|
| 26 | Ketan Somaia - Spotlight on Success - YouTube | www.youtube.com | Video | Positive |
| 27 | Ketan Somaia Shines with Bollywood Stars - YouTube | www.youtube.com | Video | Positive |
| 28 | Ketan Somaia- A Businessman and a Sports fan | www.peoplepond.com | Profile Page | Positive |
| 29 | Ketan Somaia - Biography and Photos | ketansomaia.multiply.com | Profile Page | Positive |
| 30 | The trials of Cecil Parkinson - By Michael Gillard - Slate Magazine | www.slate.com | Article | Irrelevant |
| 31 | Ketan Somaia - Bio Page | ketansomaia.publr.com | Profile Page | Positive |
| 32 | Ketan Somaia's VisualCV - Ketan Somaia | www.visualcv.com | Profile Page | Positive |
| 33 | Ketan Somaia Toasts India Film Greats - Video | www.metacafe.com | Video | Positive |
| 4th Results Page | | | | |

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|------------------|--|---------------------------|-----------------------------|----------|
| 34 | Ketan Somaia - Online Resume Sharing - CVshare.net | cvshare.net | Profile Page | Positive |
| 35 | Ketan Somaia on the Web | ketansomaia.mp | Profile Page | Positive |
| 36 | Ketan Somaia finds out that sometimes the jaws of justice bite ... | www.breakingnewskenya.com | Article | Negative |
| 37 | Vator - Ketan Somaia | vator.tv | Profile Page | Positive |
| 38 | Ketan Somaia Facebook | en-gb.facebook.com | other | Positive |
| 39 | Ketan Somaia - Google Profile | profiles.google.com | Profile Page | Positive |
| 40 | Ketan Somaia - Profile Page | ketansomaia.tumblr.com | Profile Page | Positive |
| 41 | Ketan Somaia - Pipl Profile | pipl.com | Directory / Data Aggregator | Negative |
| 42 | Ketan Somaia – Work Hard and Play Hard on Vimeo | vimeo.com | Video | Positive |
| 43 | Ketan Somaia Takes to the Track - YouTube | www.youtube.com | Video | Positive |
| 44 | Ketan Somaia, Former Chairman, Black Hotels on ziki.com | www.ziki.com | Profile Page | Positive |
| 45 | Ketan Somaia - Professional Profile & Bio at Ziggs | www.ziggs.com | Profile Page | Positive |
| 5th Results Page | | | | |

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|----|---|----------------------------|----------------|----------|
| 46 | Ketan Somaia Toasts India Film Greats Desi Tube | desitubez.com | Video | Positive |
| 47 | Ketan Somaia | www.selfgrowth.com | Profile Page | Positive |
| 48 | [CTRL] The curious history of Dolphin's Ketan Somaia | www.mail-archive.com | Blog Post / PR | Negative |
| 49 | The Standard Online printer friendly version | www.standardmedia.co.ke | Blog Post / PR | Negative |
| 50 | UK wants Somaia to face trial – His days to jail may be near if the ... | africanpress.wordpress.com | Article | Negative |

Uploaded content to date:

- <http://www.ketansomaia.com/>
- <http://www.ketansomaia.com/>
- <http://econnect.entrepreneur.com/ketansomaia/>
- <http://uk.linkedin.com/in/ketansomaia>
- <http://www.ketan-somaia.com/>
- <http://ketansomaia.emurse.com/>
- <http://www.perfectbusiness.com/ketansomaia>
- <http://www.ketansomaia.org/>
- <http://visible.me/ketansomaia3489376>
- http://bigsight.org/ketan_somaia
- <http://www.ketansomaia.co.uk/>
- <http://ketansomaia.tumblr.com/>
- <http://www.connectture.com/pp-ketansomaia.aspx>
- <http://community.konnects.com/profiles.jspf?MemberId=1031682>
- <http://www.flickr.com/photos/ketansomaia/>
- <http://www.ketansomaia.net/>
- <https://profiles.google.com/somaiaketan/about>
- https://www.xing.com/profile/Ketan_Somaia
- <http://local.vator.tv/person/ketan-somaia>
- <http://www.youtube.com/watch?v=BwSQXMaRC7E>
- http://www.metacafe.com/watch/6437547/ketan_somaia_toasts_india_film_greats/
- <http://www.vimeo.com/24116011>
- <http://www.peoplepond.com/ketansomaia>
- <http://hubpages.com/hub/Ketan-Somaia-Former-Rally-driver-and-a-Philanthropist>
- <http://www.doyoubuzz.com/ketan-somaia>
- <http://www.youtube.com/watch?v=MknoBBuGTfs>
- http://www.metacafe.com/watch/6446191/ketan_somaia_rallies_to_the_finis_h_line/
- <http://vimeo.com/24207376>
- http://www.youtube.com/watch?v=_pqH4zWUKDU
- http://www.metacafe.com/watch/6468636/ketan_somaia_a_glimpse_of_greatness/
- <http://vimeo.com/24407229>
- <http://www.4networking.biz/Members/Details/61017>
- <http://ketansomaia.publr.com/>
- <http://www.visualcv.com/ketansomaia>
- <http://ketansomaia.businesscard2.com/>
- <http://ketansomaia.posterous.com/>
- <http://qik.com/ketansomaia>
- <http://ketansomaia.gather.com/>
- <http://s1212.photobucket.com/home/ketansomaia/>
- <http://cvshare.net/ketansomaia>
- <http://ketansomaia.multiply.com/>
- <http://ketansomaia.qapacity.com/>
- <http://www.upublish.info/Article/Ketan-Somaia-rallies-as-businessman--sportsman--and-philanthropist/554841>
- <http://ketansomaia.qapacity.com/>

- http://digg.com/news/lifestyle/ketan_somaia_rallies_as_businessman_sports_man_and_philanthropist_by_emma_gordon
- <http://about.me/ketansomaia>
- <http://ketansomaia.blogspot.com/>
- <http://seekingalpha.com/user/965300/profile>
- <http://www.ketansomaiadirectory.com/>
- <http://www.dandyid.org/id/ketansomaia>
- <http://www.selfgrowth.com/experts/ketan-somaia>
- http://www.younoodle.com/people/ketan_somaia
- <https://www.identity.net/profile/ketansomaia>
- <http://ketansomaia.mp/>
- <http://www.ziki.com/en/ketan-somaia+155415>
- http://www.atom.com/funny_videos/3EFBFFF0236982A00170150744A/
- <http://www.aniboom.com/animation-video/485184/Captiones-from-the-life-of-Ketan-Somaia/>
- <http://visible.me/lesleygor-6ava3>
- http://digg.com/news/business/ketan_somaia_shines_with_bollywood_stars
- <http://www.stumbleupon.com/su/1sZLRx/www.youtube.com/watch%3Fv%3DBwSQXMaRC7E>
- http://digg.com/news/business/ketansomaia_seeking_alpha
- http://digg.com/news/business/ketan_somaia
- http://digg.com/news/lifestyle/ketan_somaia_dandyid
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- <http://www.jumptags.com/jump/46ddf3a3-89a6-4abe-87b2-9d06eec9b894/>
- <http://www.ikarma.com/user/somaiaketan/>
- <http://www.pageflakes.com/somaiaketan/>
- <http://www.ziggs.com/apps/profile/Bio.aspx?uid=174292>
- <http://venturebeatprofiles.com/user/profile/ketansomaia>
- http://digg.com/news/business/ketan_somaia_directory_results
- http://digg.com/news/entertainment/profile_for_ketan_somaia_london_ikarma
- <http://www.facebook.com/pages/Ketan-Somaia/238904956140415>
- <http://bx.businessweek.com/profile/ketan-somaia/ksomaia291/>
- <http://www.wirefan.com/lesleygor@hotmail.coms-profile>
- <http://www.flickr.com/photos/ketansomaia/>
- <http://www.flickr.com/photos/ketansomaia/5702624383/>
- <http://www.flickr.com/photos/ketansomaia/5703194106/>
- <http://www.flickr.com/photos/ketansomaia/5702624303/>
- <http://www.flickr.com/photos/ketansomaia/5703194036/>
- <http://www.flickr.com/photos/ketansomaia/5703193998/>
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