
From: [REDACTED]
Sent: Wednesday, January 23, 2013 5:01 PM
To: Philippe Han
Subject: Re: Month 2

Hi Philippe,

Could you call me? Thanks! Reviewing your notes below:

--It is the www.jeffreyepsteinscience.com site that dropped not education. Education is now on the 1st page. I am working now on the science site. Can you do everything possible to boost the science?

--the remaining sponsored guest post: could you send it to me? Does it need edits?

--the Jeffrey_Epstein twitter was doing well on the 2nd page and also slipped. Why is this??

Thank you for giving me call.

my best to you,
[REDACTED]

[REDACTED]

From: /SPAN> Philippe Han <philippe.han@reputationchanger.com>
<=PAN style="FONT-WEIGHT: bold">To: [REDACTED]>
Sent: Tuesday, January 22, 2013 7:03 PM
Subject: RE: Month 2

Hi [REDACTED],

Our work right now and over the last 10 days is primarily based on linking and backend seo (bookmarking, using sm etc). What we are waiting on is currently in relation to guest posts and sponsored reviews for linking purposes.

The 3 press releases were published on Jan 8, Jan 14, and Jan 21: <=PAN>

<http://www.prnewswire.com/news-releases/jeffrey-epstein-highlights-new-study-on-rewiring-mosquitos-187710761.html> <<http://www.prnewswire.com/news-releases/jeffrey-epstein-highlights-new-study-on-rewiring-mosquitos-187710761.html>>
<http://www.prnewswire.com/news-releases/jeffrey-epstein-responds-to-new-study-linking-environment-with-evolution-186756621.html> <<http://www.prnewswire.com/news-releases/jeffrey-epstein-responds-to-new-study-linking-environment-with-evolution-186756621.html>>
<http://www.prnewswire.com/news-releases/jeffrey-epstein-renowned-philanthropist-celebrates-union-of-philanthropy-and-innovation-185994862.html> <<http://www.prnewswire.com/news-releases/jeffrey-epstein-renowned-philanthropist-celebrates-union-of-philanthropy-and-innovation-185994862.html>>

The education site is disappointing that it has dropped. There could be many reasons for this but over the last 2 weeks there has been a tremendous amount of activity with Google regarding suspected algorithm updates and we've seen various sites fall from rankings good and bad. We will do what we can to help boost that.

Regarding all the month 1 guest posts, they were all published. Below is a list of those links and when they were reported back to us as published from our blogging affiliates:

<http://www.onlyto.com/jeffrey-epstein-on-the-value-of-philanthropy/> <<http://www.onlyto.com/jeffrey-epstein-on-the-value-of-philanthropy/>> 1/7
<http://www.makethelist.net/top-7-reasons-why-reputation-management-is-essential-to-success/>
<<http://www.makethelist.net/top-7-reasons-why-reputation-management-is-essential-to-success/>> 12/12
<http://cheapscholar.org/2012/12/17/6-helpful-approaches-to-finding-outside-scholarships/>
<<http://cheapscholar.org/2012/12/17/6-helpful-approaches-to-finding-outside-scholarships/>> 1/9
<http://skytechgeek.com/2012/11/banner-design-five-creative-ways-towards-a-successful-design/>
<<http://skytechgeek.com/2012/11/banner-design-five-creative-ways-towards-a-successful-design/>> 11/29
<http://www.richescorner.com/how-charities-can-assess-their-investment-performance/>
<<http://www.richescorner.com/how-charities-can-assess-their-investment-performance/>> 1/9
<http://bloomwebdesign.net/myblog/2012/12/linkedin-powerful-tools-to-learn/>
<<http://bloomwebdesign.net/myblog/2012/12/linkedin-powerful-tools-to-learn/>> 12/12
<http://collegepuzzle.stanford.edu/?p=2793> <<http://collegepuzzle.stanford.edu/?p=2793>> 1/9
<http://blogupstairs.com/different-jquery-modal-box-plugin/> <<http://blogupstairs.com/different-jquery-modal-box-plugin/>> 11/8

The sponsored review guest posts are in the process of being sent through our blogging networks in order to be accepted. I've gotten approval for 3 of those from you with edits. I am awaiting 1 more. This process is already started and I'm hopeful to have the links back in the next 14 days.

There are also 3 regular guest posts on month 2 in the works as well. I hope to have the links back for those around the same time as your sponsored reviews.

The twitter links that were cited were links that showed up at that time from a google results perspective. For the outstanding linking posts (sponsored reviews and guest posts, I am going to see if we can have the twitter changed to the twitter.jeffrey_epstein site.

The interview post was scheduled for the 25th. Our team simply got the document out for approval earlier to ensure we could make that deadline.

Respectfully,

Philippe Han
Senior Client Account Manager

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Fax:

(610) 620-1311

Email:

Website:

www.ReputationChanger.com <http://www.reputationchanger.com/>

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From: [REDACTED]

Sent: Tuesday, January 22, 2013 12:28 PM

To: Philippe Han

Subject: Re: Month 2

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Hi Philippe,

Hope all is well. I have several comments/ questions.

--aside from publishing remaining content, what has been your strategy over the last 10 days? Or this week? I did not hear back from you on this.

--my education site is now on the 1st page but the science site has fallen to page 4!! I am working on this now-- but can you do everything possible to boost the site?

-- why is the Interview piece being published 3 weeks after it was created?

--have all 3 press releases now been published?

--I only see 7 guest posts on the dashboard= 5 from Month 1 and 2 from Month 2. We are still waiting for 5 guest posts from Month 1. So I think we should put month 2 on hold until all the month 1 guest posts are in.

--the guest posts etc should link to the twitter account Jeffrey_Epstein NOT Epstein_Jeffrey. The Twitter site: Jeffrey_Epstein is doing well on the 2nd page and that is the one that needs boosting. Please advise on this.

Thanks for getting back to me on the above.

my best,

[REDACTED]

From: Philippe Han <philippe.han@reputationchanger.com <mailto:[REDACTED]>>To: [REDACTED]

Sent: Thursday, January 17, 2013 4:39 PM

Subject: RE: Month 2

Hi Christina,

I've filled in the blanks where they were needed. Not shown here are also 3 guest posts for linking that are expected to be completed in the next 2-3 weeks. They link to:

Guest post #1 – jeffreyepstein.org and twitter.com/Epstein_jeffrey Guest post #2 – jeffreyepsteinforum.com and Epstein.jeffrey.tumblr.com Guest post #3 – jeffreyepstein-science.com and twitter.com/Epstein_jeffrey

1. DONE--waiting for link. One interview style guest post for use on high ranking blog – this is a question and answer document you will receive and once returned, it will post on a high pr ranked blog as a "Featured Interview." The content will show exactly the way the approved piece you return looks. The publish due date is on 1/25. I've asked to have this moved to

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2.2 published, 1 needs to go out. 3 Press releases via PR Newswire – these are the most costly but most effective types of releases we can push out. We typically receive very high link volume back from this outlet and are focusing on boosting these 3 sites via PR Links: jeffreyepstein.org, jeffreyepsteinforum.com, jeffreyepstein-science.com. the third is scheduled to publish on Monday 1/21

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3. DONE--waiting for links 3 "Sponsored reviews" Guest Posts. These are like guest posts on steroids. The posts come from very high ranking blogs, they are keyword specific AND we can push out an additional link with these via a writer credit as well. These are worth 3 times that of regular guest posts and are proven very effective. The primary sites we will be pushing links for these sponsored reviews are jeffreyepstein.org, jeffreyepsteinforum.com and jeffreyepstein-science.com These should be live and completed in the next 2-3 weeks if not earlier

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4. DONE--waiting for links. 4 hot topic new style articles – these are very similar to what we do with press releases however instead of pushing the article through a press outlet, we will post these to high pr ranked news style blogs that we control. Once posted, we can place a link on each article that will direct strength to whichever asset is most in need and sitting just below a negative.

<http://www.indyposted.com/191870/jeffrey-epstein-science-philanthropist-agrees-with-continuing-large-hadron-collider-research/> <<http://www.indyposted.com/191870/jeffrey-epstein-science-philanthropist-agrees-with-continuing-large-hadron-collider-research/>>

<http://www.interpacket.com/jeffrey-epstein-science-financier-supports-the-growth-of-artificial-intelligence-in-digital-content/> <<http://www.interpacket.com/jeffrey-epstein-science-financier-supports-the-growth-of-artificial-intelligence-in-digital-content/>> <=SPAN> <http://www.dictated.com/1098/jeffrey-epstein-science-activist-concerned-by-notion-that-alzheimers-is-spaced-up-by-space-radiation/> <<http://www.dictated.com/1098/jeffrey-epstein-science-activist-concerned-by-notion-that-alzheimers-is-spaced-up-by-space-radiation/>>

<http://segment.com/jeffrey-epstein=science-philanthropist-intrigued-by-scientists-explanation-behind-it-chines=/<http://segment.com/jeffrey-e=stein-science-philanthropist-intrigued-by-scientists-explanation-behind-it=hiness/>>

Respectfully,

Philippe Han
Senior Client Account Manager</=iv>

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From: [REDACTED]
Sent: Wednesday, January 16, 2013 12:17 PM
To: Philippe Han
Subject: Month 2
</=IV>

Hi Philippe,

I am reviewing Month 2 thus far: Could you let me know ab=ut my notes below in highlight? Also could you post all the new content on=the dashboard?

We have about 10 more days in Month 2. Could you let me k=ow what your strategy/plan of action is for that time period?&nb=p;

Thank you! my best, C [REDACTED] a

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<http://www.interpacket.com/jeffrey-epstein-science-financier-supports-the-growth-of-artificial-intelligence-in-digital-content/> <<http://www.interpacket.com/jeffrey-epstein-science-financier-supports-the-growth-of-artificial-intelligence-in-digital-content/>>

<http://www.dictated.com/1098/jeffrey-epstein-science-activist-concerned-by-notion-that-alzheimers-is-spaced-up-by-space-radiation/> <<http://www.dictated.com/1098/jeffrey-epstein-science-activist-concerned-by-notion-that-alzheimers-is-spaced-up-by-space-radiation/>>

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<http://segment.com/jeffrey-epstein-science-philanthropist-intrigued-by-scientists-explanation-behind-itchiness/>

<<http://segment.com/jeffrey-epstein-science-philanthropist-intrigued-by-scientists-explanation-behind-itchiness/>>

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