

**From:** Michael Laham <mlandel2012@aol.com>

**To:** jbelk <jbelk@seogears.com>

**Subject:** Attachments

**Date:** Sun, Jan 26, 2014 3:37 pm

**Attachments:** 01\_Homestead\_Joey\_Belk\_Survey.pdf (155K), 02\_Homestead\_e-mail\_Joey\_Belk.pdf (77K), 03\_Homestead\_e-mail\_Joey\_Belk.pdf (115K), 04\_Bad\_Meta\_Description\_Google.pdf (400K), 05\_Bad\_Meta\_Description\_Google\_Links.pdf (188K)

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To: JOEY BELCH

OTHER THAN LIE TO US, INSULT US, AND DEMAND THAT WE DO YOUR WORK FOR YOU, WHAT HAVE YOU DONE FOR US????!!! WE PAID \$500 DOLLARS – NOT 50 CENTS – FOR OUR FIRST MONTH’S MARKETING CAMPAIGN OF OUR WEBSITE.

We signed up for the Aggressive Marketing Package that Homestead offers, which includes five key phrases with 400 links per key phrase. We know we are to wait 3 to 6 weeks for the search engines to find the content you create on various sites. However, we need some sort of tangible evidence that your company is producing the four hundred links per each of our five key phrases for the month of January, year 2014. Otherwise, how do we know that you are doing anything? When we asked you how we verify that you are making the 2000 links that we agreed to, you never answered us.

Were you upset that we did not agree with all of the web pages that you suggested we use so you posted web pages on Google that we did not agree to and gave them all anti-marketing meta-descriptions? Never mind that we were polite, respectful, assertive, and gave you reasonable explanations as to why the web pages that we requested worked best with our website. We believe this is so since after we did what you suggested, which was to “re-crawl” the links in Google, we were still unable to get those BAD meta-descriptions removed and replaced with the GOOD meta-descriptions that we all previously agreed to after the twenty-four hour period that you said it will take. Google removed only one of the anti-marketing meta-descriptions not the others. It had to do with the web page called “How to Fight Back” along with the following meta-description of - “...happiness is generated within your solar plexus...” This was taken out of context and therefore has nothing whatsoever to do with what our website is about, which is anti-bullying. We are suspicious that you, not Google, entered the BAD meta-descriptions directly into Google as this was the only meta-description that was extracted from the middle of our web page. All of the others had been extracted from the very first sentence of those web pages.

Were you also upset that we do not know what you are talking about as you do not explain anything so you did a tit-for-tat on us by telling us that you do not know what we are talking about?

You agreed with us which five web pages were going to be used for the three search engines of Google, Yahoo, and Bing, and which meta-descriptions will go with each of those five web pages. Yet we found on Google the web page called “Introduction”, the web page called “Conclusion” and the “Index” web page instead. The five meta-descriptions that we saw on Google were an anti-marketing campaign, not a marketing campaign. Yet you, a so-called Marketing Manager, claimed to not know that they were anti-marketing. So, we, two lay people, had to explain to you, the so-called expert, that all five Meta Descriptions were anti-marketing since (1) they are taken out of context thereby 2) they do not describe what our website is about.

You obsessively and compulsively keep repeatedly sending us e-mails to give you our feedback as to whether or not we are satisfied or dis-satisfied with you. We did not reply to them as we had not gotten to know your performance well enough yet to. And when we did ask you for the name and e-mail of your supervisor in order to give you and him/her our customer feedback, you did not reply back to us.

Our overall impression of you is that you are abnormal. Therefore, we will no longer conduct any business with you. The following are our suggested solutions to remedy the insane lose-lose situation that you have made for you, us, your company, and Homestead for no reason at all: 1) A normal human being takes over our marketing campaign that we signed up for and 2) we get the month of February FREE, or your company sends us tangible proof that it is making the 2,000 links per our agreement so we know we are getting our money’s worth; or 3) You give us a full refund of \$500.00

and we take our marketing business elsewhere.

Any correspondence that Joey Belch sends us will not be read, not be listened to, not be opened, and either deleted or trashed. However, we are cautiously optimistic that SEO Gears knows how to do business; therefore some one else can contact us to resolve the above issues.

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Michael and Elana Laham

cc: Jeff, VP, Online Marketing Services

cc: Eli, Director, Online Marketing Services