

Just days after the launch of the fully-fledged, search-engine-crawable, version of our comparison-shopping domain...



2006

2007

2008

2009

2010

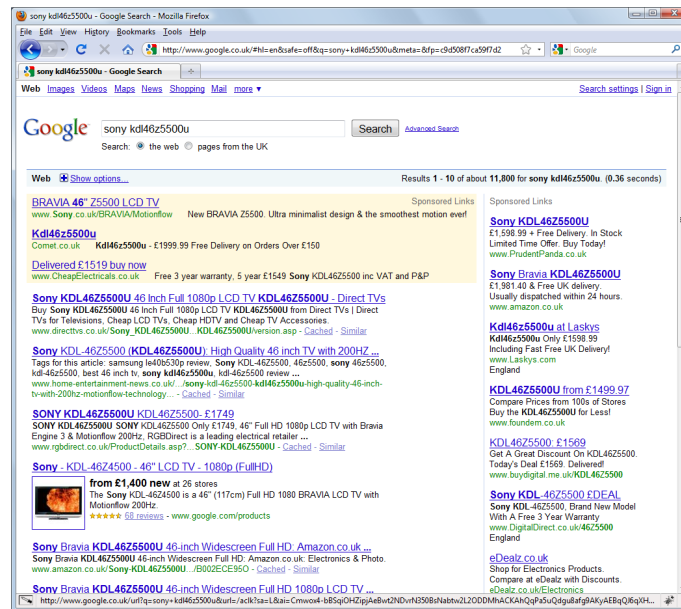
2011

2012

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Algorithm A Penalty
(27 June 2006)



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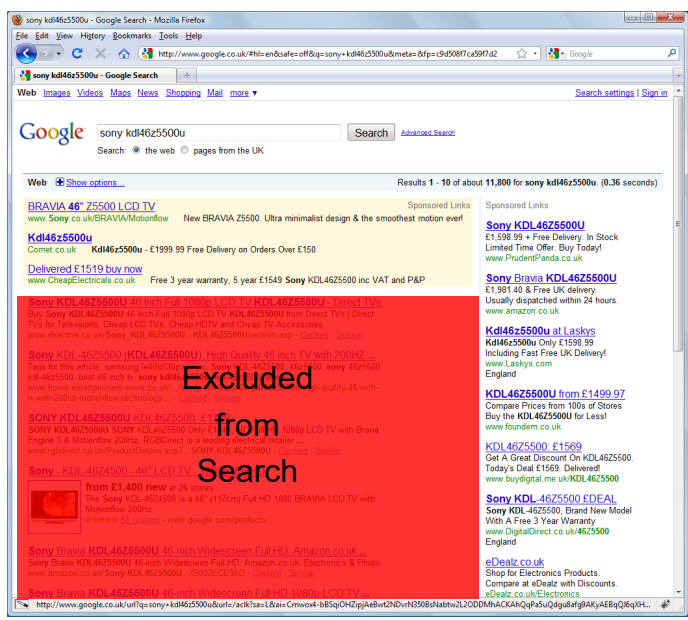
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X
Algorithm A
Penalty
(27 June 2006)

All of Foundem's Google Search Rankings Immediately Plummet

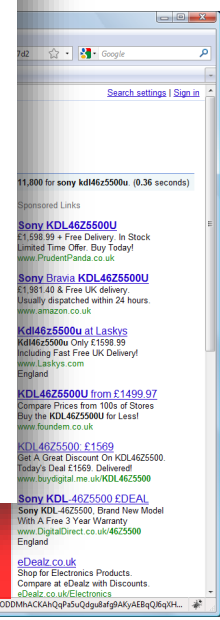


Unlike many websites, the value of our service depends not on the provision of unique content but on the presentation of the broadest possible choice of options. Our WebSentient technology also allows us to provide automated contextual search and filtering capabilities designed to make comparison shopping fast, intuitive, and fun.

As a fledgling start-up, this severe drop in organic traffic is hitting us very hard. We would be extremely grateful for anything you could do or suggest that might help us to overcome this problem.

In case it might help, here are some examples of specific keywords that demonstrate the impact of the 27th of June refresh:

kd140v2000u	Pre-27/June ranking: 5	Post-27/June ranking: 65
Philips 23pf5321	Pre-27/June ranking: 6	Post-27/June ranking: 65
Samsung le26R73bd	Pre-27/June ranking: 1	Post-27/June ranking: 40
Sony NVU70T	Pre-27/June ranking: 6	Post-27/June ranking: 40
Compaq 1839	Pre-27/June ranking: 1	Post-27/June ranking: 62



2 August 2006 Email to Matt Cutts



✘
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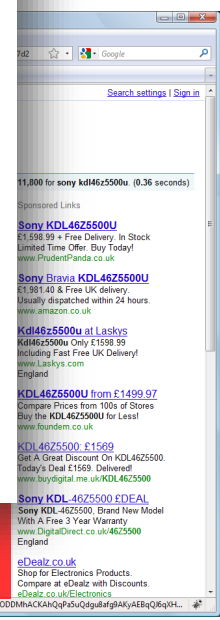


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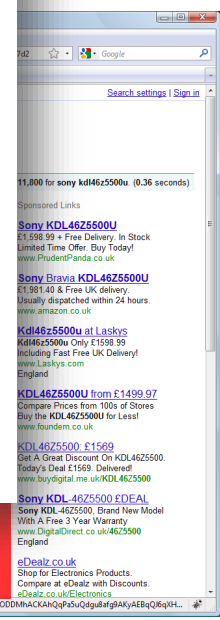


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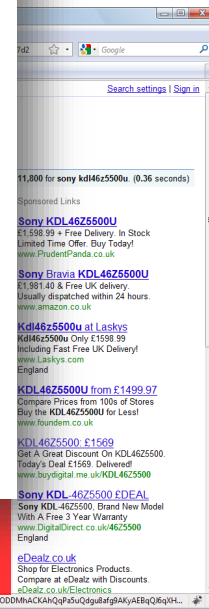


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2 August 2006 Email to Matt Cutts

Page 1

Page 4 and 6

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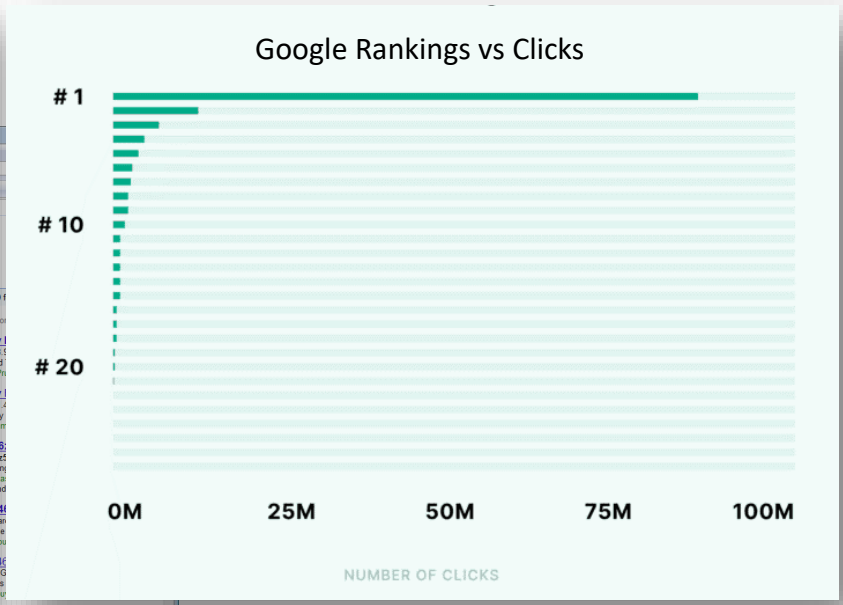


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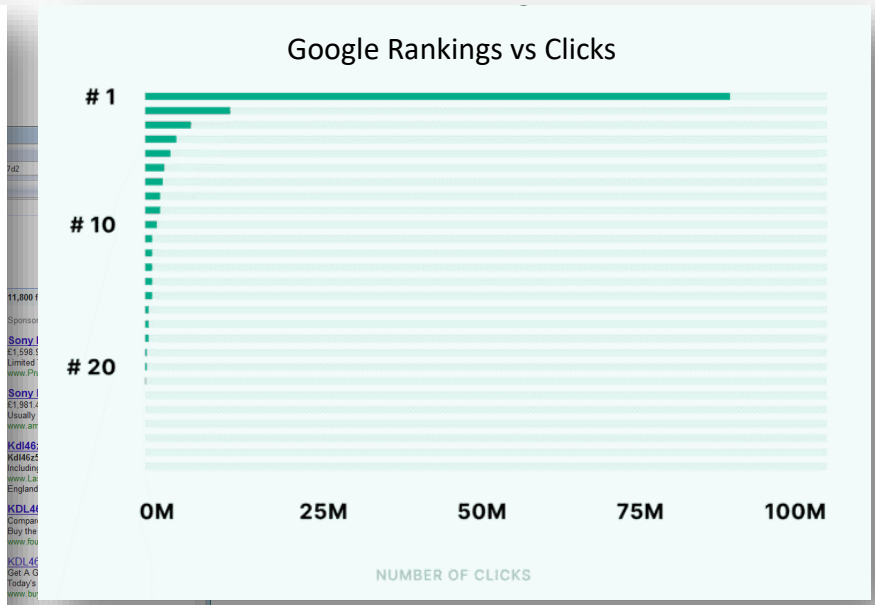
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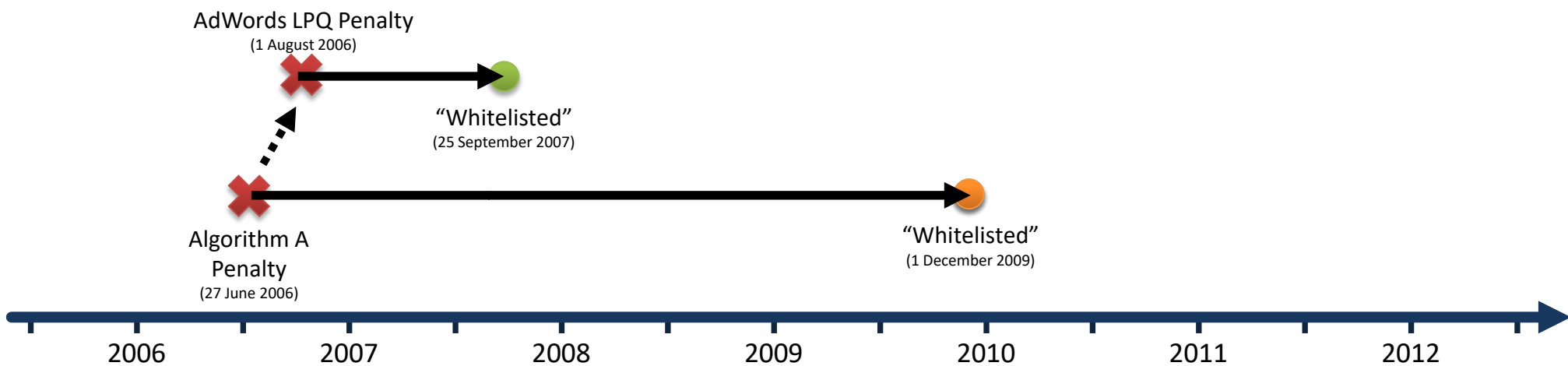
< 0.63% of users click on something from the 2nd page

Anything beyond page 2 effectively receives negligible clicks/traffic

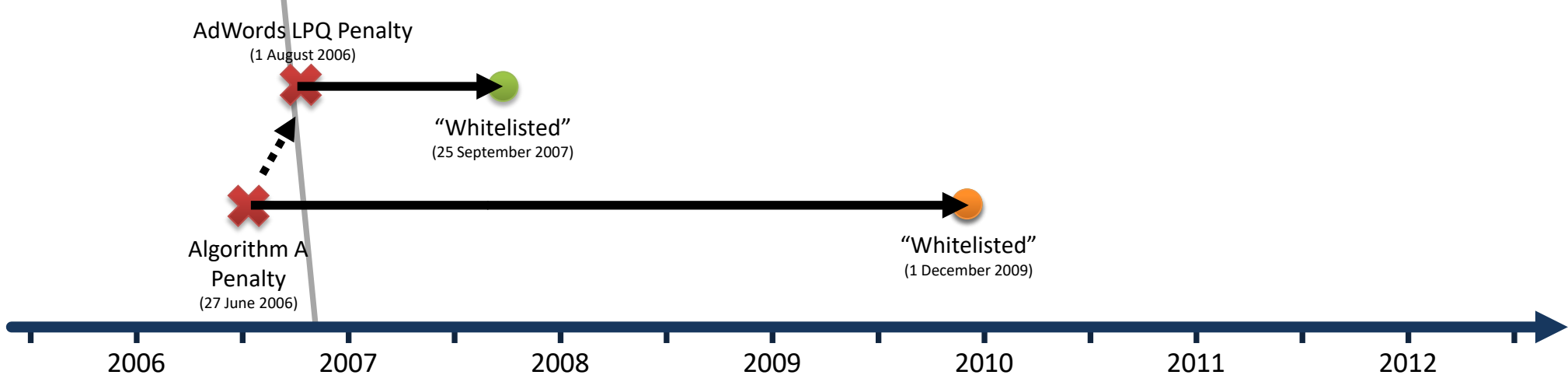
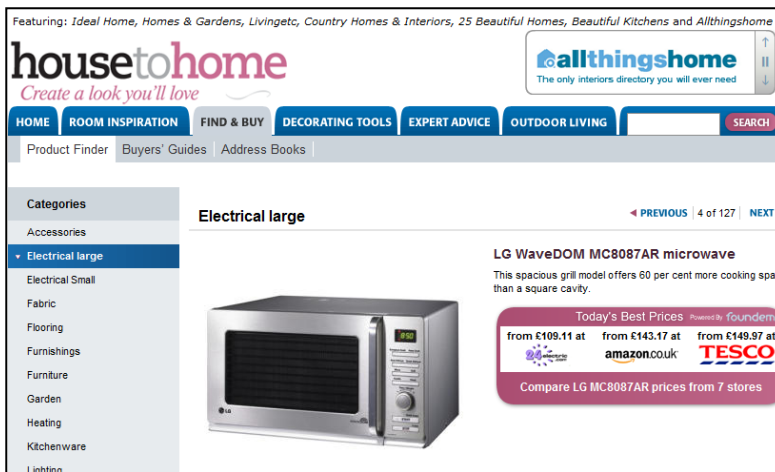
Algorithm A Penalty (27 June 2006)



A brief overview of some of the partnerships and accolades accrued by Foundem over the years, despite being effectively “disappeared” from the internet...



Foundem powers content-integrated price comparison for *IPC Media* (the UK's leading Magazine publisher) (Oct 2006)



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Foundem powers content-integrated price comparison for *Future Publishing's T3 Magazine* (Feb 2007)



AdWords LPQ Penalty (1 August 2006)



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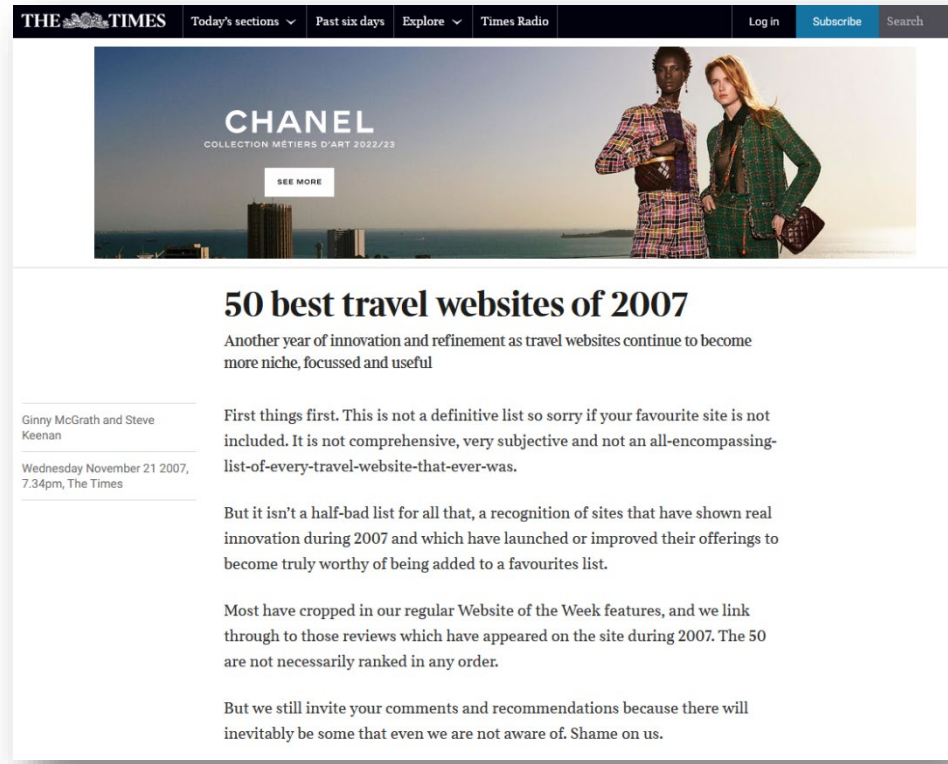
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Foundem price comparison (27 June 2006)

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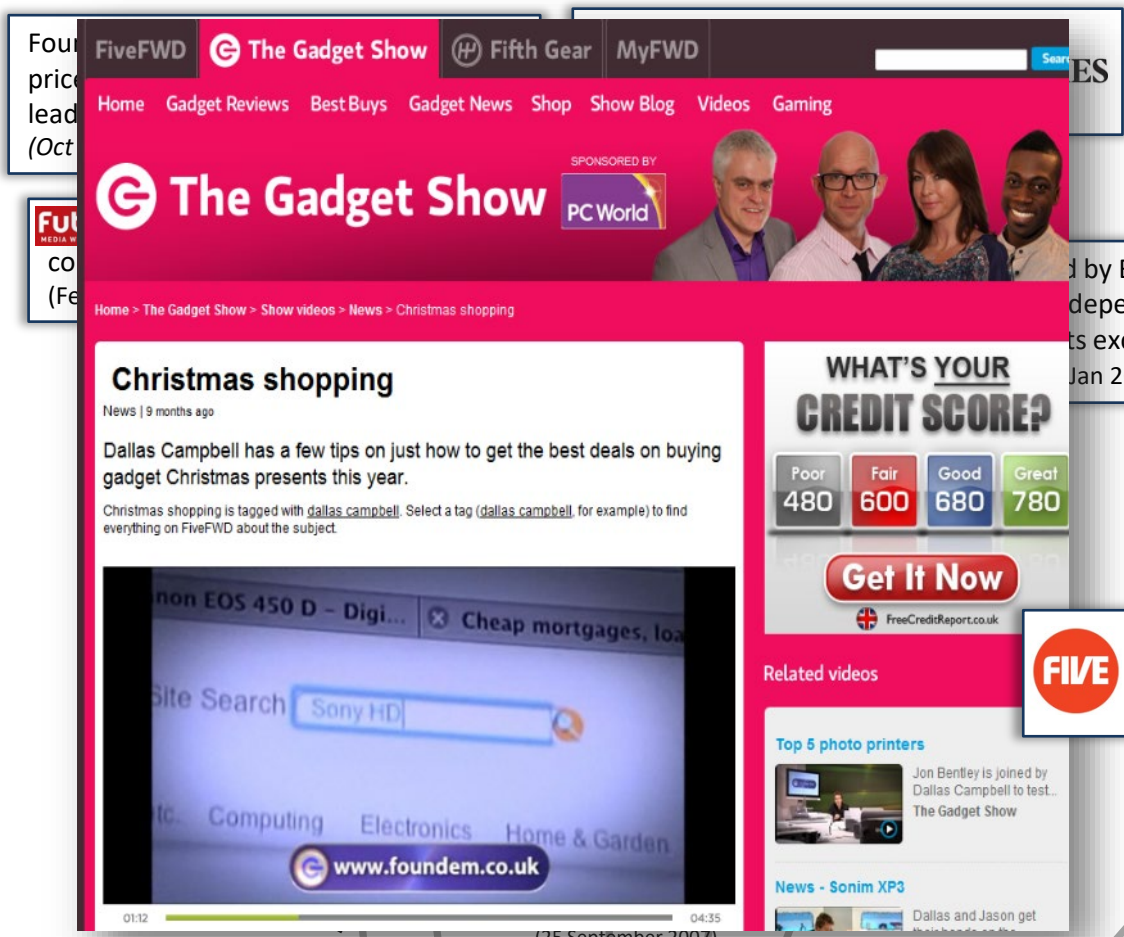


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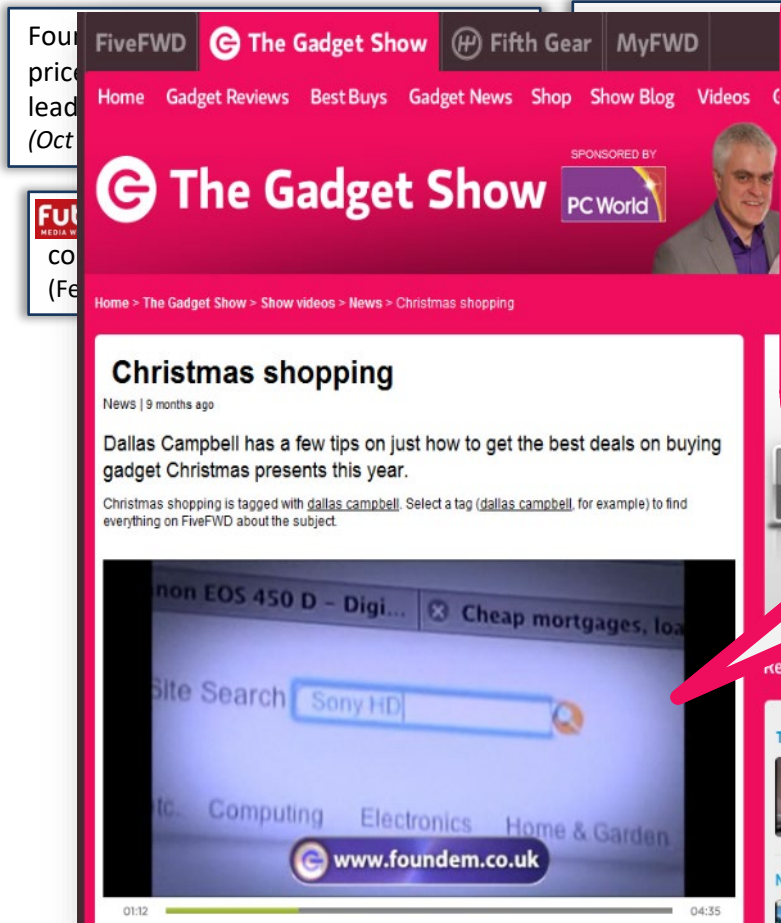
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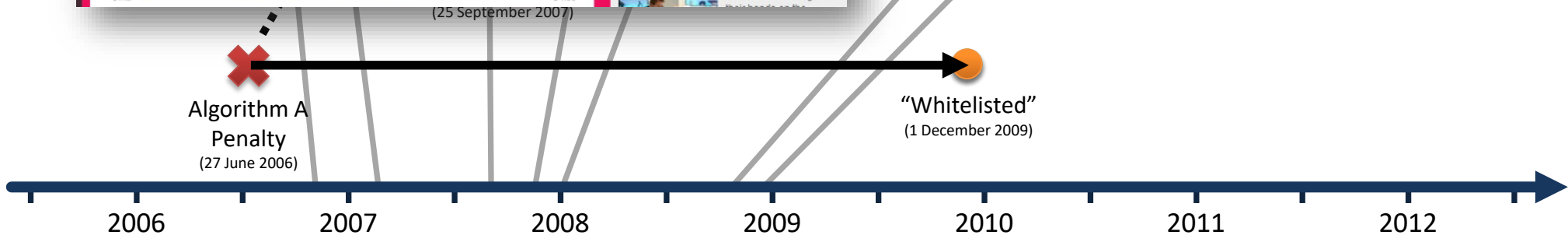


"We took nine of The Gadget Shows favourite Gadgets and searched for the best price we could get...on what we reckon are the twelve best price comparison sites in the UK...So, who does the Gadget Show recommend? The top dog in our survey was in fact Foundem. This site found the lowest price in six out of nine cases, and found the second best price in the other three cases. But I also like their Price History graphs...which chart the cost of your item over time."

The Gadget Show, Channel Five, 8 Dec 2008

zine Foundem
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which? (the UK's leading consumer organisation) places Foundem's flight search engine 3rd - 5 places above Kayak - in a test of the UK's 12 leading flight search services (Oct 2009)



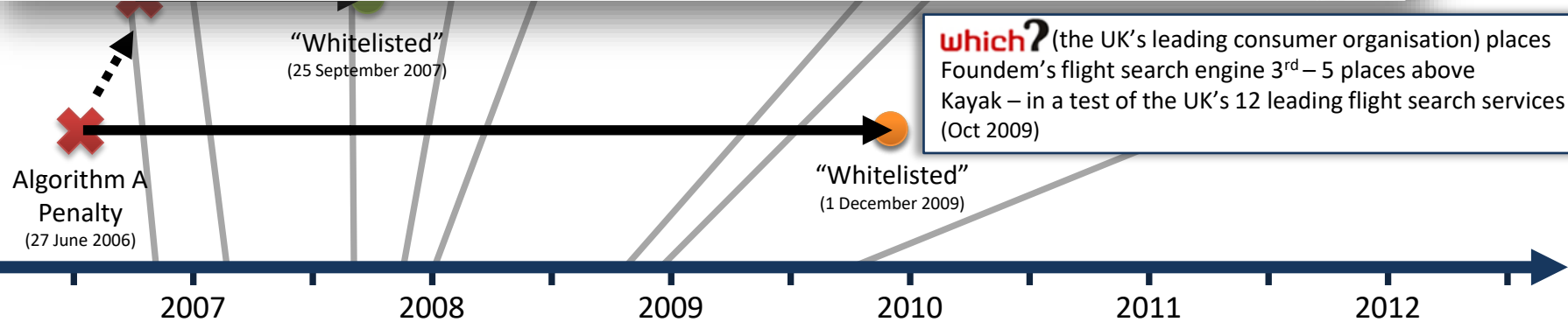
Foundem pov price compar leading Maga (Oct 2006)

Future Fou comparison (Feb 2007)

which? The UK's leading consumer body, October 2009

	FIRST IMPRESSIONS	CHEAPEST RETURN EDINBURGH-PALMA, MALLORCA*	CHEAPEST RETURN LONDON-NEW YORK CITY*	WHAT'S GOOD?	WHAT'S BAD?	SPECIAL FEATURES	WHICH? HOLIDAY VERDICT	SCORE
	Busy homepage with three link choices through to the same flight search page	Flyglobespan £150*	Expedia (Continental Airlines) £338 BEST AVAILABLE FARE	Excellent search-narrowing options such as direct flights only and flexibility on dates. Results arrived quite speedily, clearly laid out with carrier icons and detailed flight info	We weren't able to click on its 'Show alternative dates' or 'airports' filter on the results page. Ryanair was not included in the Palma results	The site remembers the search entries from your previous visit	A great all-rounder, with handy search tools, and up-to-date, targeted and cheap results. Also offers guidance on other travel topics such as insurance and airport parking	84%
	The homepage is easy to negotiate; click through to useful FAQs and search tips	Out Easyjet, return Ryanair - £153, but Ryanair's fare had risen, so the real time total	Ebookers (Delta Airlines) £351	Superb search choices, a 'Who flies here?' list, a high number of fast results, with split airlines meaning cheaper total prices. It rectifies mispellings of destinations well	Where prices are displayed with results, you then have to choose departure and return flights separately. More details about the flight would be good	Lots, eg choose options from a route map, and add flight details to your email calendar	The sheer number of creative search options may be overwhelming for some visitors, but a great, flexible site if you don't mind where you fly to and just want a cheap deal	76%
	From the homepage, one click to the simple, very neat flight search page	Ebookers (Easyjet) £195, but unavailable when linking through	Expedia (Continental Airlines) £338 BEST AVAILABLE FARE	You can order results by airline or departure time. An extensive filtering tool allows editing out of certain online agencies or airlines	Limited search options leading to many irrelevant results. Links didn't always lead to the same fare as originally shown	You can store results by clicking on 'Compare'	This 'search engine' covers a multitude of non travel-related products too. Its flight search is easy to use but it lacks the travel features of other sites	64%
	Very homepage packed with many well-defined sections, although too many adverts for deals	Terminal A (Easyjet) £191, but when going direct on Terminal A's site, Ryanair was cheapest (£148)	Opodo (Delta Airlines) £347, but 'unavailable' when linking through to Opodo*	Search results came quickly and clearly - plenty of ways to filter these down. If you misspell a destination, it cleverly works out what you meant	Some small regional airports don't appear on the UK airports dropdown list. No warning that the prices shown may not be the final fare	Map-based travel guide	Search results don't always show all airlines on each route. The site also offers much practical, consumer travel information such as hotel reviews and a link to a list of blacklisted airlines	62%
	Typical US homepage design. Quite cluttered with 'deals' but also a clear flight search box	Easyjet £179	Ebookers (Delta Airlines) £350 (£351 when linking through)	Fares from 500 or so airlines are automatically updated often so should be correct and available. On your return to the site, it remembers your original flight search choices	Pages were slow to load. Search results give little flight info and no mention of possible changes to final flight prices	A fare calendar helps you choose the cheapest dates to fly	The site focuses on deals - good that you can choose these by country or airport. Your computer needs to accept pop-ups to receive search results though	62%
	With lots of deals and ads (one out-of-date), the busy homepage resembles an online agent's site	Terminal A (Ryanair) £148 BEST AVAILABLE FARE	Opodo (Delta Airlines) £347	Prices are pretty accurate and available, and it did come up with the best Palma fare. Option to search for direct flights only	Search takes at least a minute, though with a cheery animation of a jungle-running explorer! Very few airline details for results. You can't search by country	None of note	The site lacks the sophisticated technology of other sites and has too many sponsored links, but is good for non-stop flight searches	62%
	The clean homepage focuses on hotel searches, so it's one click	Ebookers (Easyjet) £195	Opodo (Delta Airlines) £347, but 'unavailable' when linking through	It's possible to see which airline flies where, search by airline or time of day, and the filtering tool is comprehensive (eg with a price	It has trouble dealing with wrongly chosen dates and not all UK airports are listed. The site was sluggish, and the worst of all for slow search times.	Flight schedules and compare fares to different destinations	Singapore-based site with plenty of useful flight-related info resources, but we found it slow and it wasn't very clear who the flight providers would be on the results page	62%
	White space dominates the austere, advert-free homepage	Easyjet £179, but the fare not found when linking through	Opodo (Delta Airlines) £347	You can prioritise 'non-stop' flights at search stage and customise with several airports or multiple cities. A detailed results filter and good airline info	To enter flexible search dates, you must give an email address and password. On the results page, it's unclear who you would be booking through until you click on 'Details'	At search stage, a pop-up fare calendar enables you to choose a cheaper date	A useful and generally accurate travel search engine, but results clustered by airline with online agents hidden behind 'Details' can be confusing	58%
	Homepage featured homepage, click on 'Flights' - many sponsored links and icons of flight providers	Showing prices for fares, but the link to Bravofly didn't work. Fare was available directly on Bravofly	Major Travel (Air France) £343	You can order results by airline, flight duration, etc. There is a warning that prices shown by retailers may be different	It took longer to get the NYC results than any other site (nearly two minutes), default ordering is by flight provider, not necessarily by price	A 'Chart for Flights' shows popular searches to specific destinations	Travel content is only a small part of this shopping comparison site which has accurate prices but would benefit from a more comprehensive results filter	58%
	Straightforward, clear homepage with a prominent flight search box	First Choice (Thomson Airways) from £189*, but the First Choice website's	Cheap Ticket (no airline mentioned) from £220, but when we phoned, the cheapest was	Searching is user-friendly, with good drop-down options and the ability to choose a destination from a list of airports within a certain country. Results appear immediately	Vague search results that don't always state the airline, show 'From' prices which are way off the mark from actual available fares, and with return dates that may be unsuitable	If you misspell a destination, it cleverly works out what you meant	This site unusually suggests deals with phone-based companies, but results are at best a guide. We liked other features such as advice on airline baggage allowances and buying currency	56%

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vice for



END

See [here](#) for examples of Foundem's feedback from users