

Figure 1: For most of Foundem's three-and-a-half year Google search penalty, the only search term it could be found for was its own brand-name, "foundem" (pictured here as the lonely green dot)

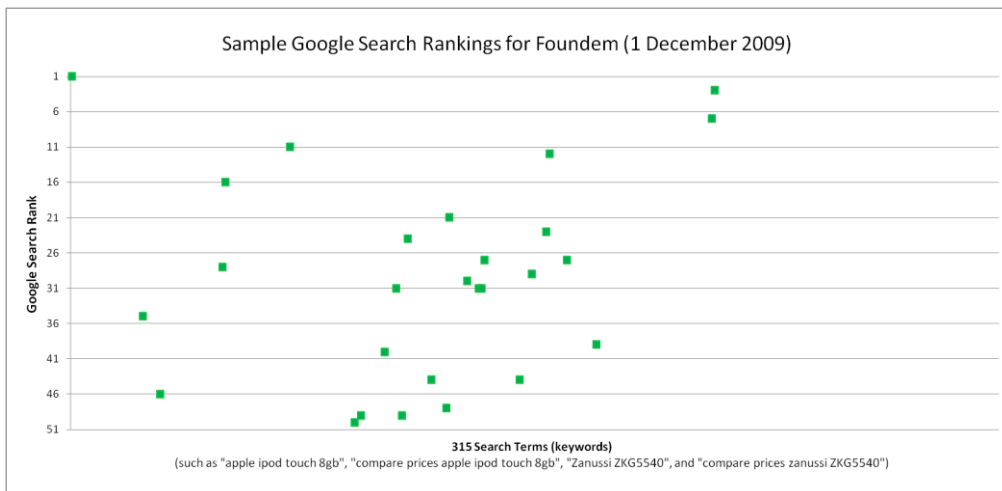


Figure 2: This scattergram, collected on 1 December 2009 (just hours before Foundem was whitelisted out of its search penalty), illustrates how, since 14 July 2009, Foundem had begun to appear in Google's search results for a small scattering of search terms

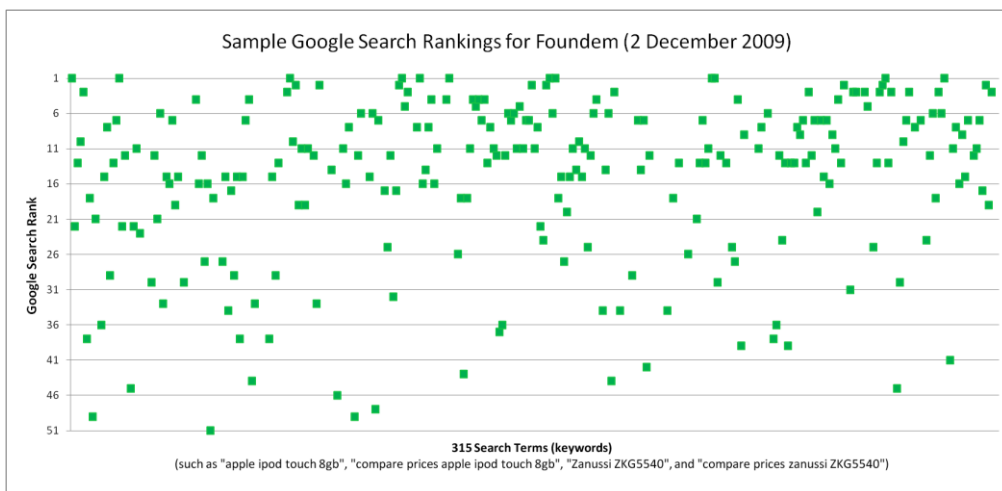


Figure 3: This scattergram, collected on December 2 2009, shows the immediate, across-the-board effect on Foundem's Google search rankings the day after Google manually intervened to whitelist Foundem out of its three-and-a-half year algorithmic search penalty