

To: The Loyal GolfTraxx Community

From: Frank DeBenedetti

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Hope all is well!

Site traffic at GolfTraxx has increased 10 times since the start of the month of July with the roll out of Google Maps API 3.3. If it keeps going like this past week we'll have the highest volume of page views EVER next month....maybe 100,000 page views or more.

The site "stickiness" is at an all-time HIGH of OVER 6.2 pages per visit.

My plan to do 20,000 reciprocal links with the courses in our database is helping. There are already close to 400 reciprocal links in GolfTraxx pointing to their websites.

I think part of the reason its working is that nearly 700 courses have closed in the past 10 years and golf courses are taking any help they can find.

Google search results are indexing those links to their sites with additional links to GolfTraxx. Google is also looking favorably on our Google MAP API integration and TEXT to SPEECH integration and our GEO LOCATION integration. We have 1600+ links from Google to our pages now. There are a few offshore mapping and card validation teams teams working every day now too.

Google Earth was a good "bet" back then for the mapping strategy and now that there's 10,000 courses mapped in our database and users can see the results on every hole, our plan shows better and better.

The Xiaomi is the top selling phone in China...my goal is to launch on it for Android. Sub-single meter precision of yardages is a REALLY PROMISING goal...thanks to new dual band GPS chip from Broadcom, me thinks it will come to pass.

I have a few offshore developers trying to help me restore some broken functionality in the site as the result of some less than honorable actions of prior developers.

Hope to have the mapping/editing page we had page fully functional by tomorrow.

The biggest hurdle is getting the site to a point where we can actually start getting some revenue...MONETIZE THE PAGE VIEWS and RAMP them into the STRATOSPHERE is the mantra for 2019.

I don't have developers working on an Android version yet as I am re-imagining the total experience for the golfer playing Monarch Beach resort with today's technologies and our app. What's possible? I know this for sure. There were WAY, WAY, WAY too many clicks and interaction with our app back then.

What are the enjoyable things the golfer can experience with our app during a day of playing that we can enable either by our technology or our database, or our course mapping, or our integrations with other technologies?

The Facebook integration that we developed but never deployed was never possible back then, despite my funding development because too much external site content prevented us from getting SSL implemented. That's all getting fixed as we speak.

As always, thanks for your support!

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