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To: piu@doj.ca.gov <piu@doj.ca.gov>; ANTITRUST <antitrust@ftc.gov>; Alan Friedman <afriedman@ftc.gov>; Andria Jones <ajones3@ftc.gov>
Sent: Friday, June 16, 2023 at 05:19:38 AM PDT
Subject: Re: Notification of rank change. Project: golftraxx.com

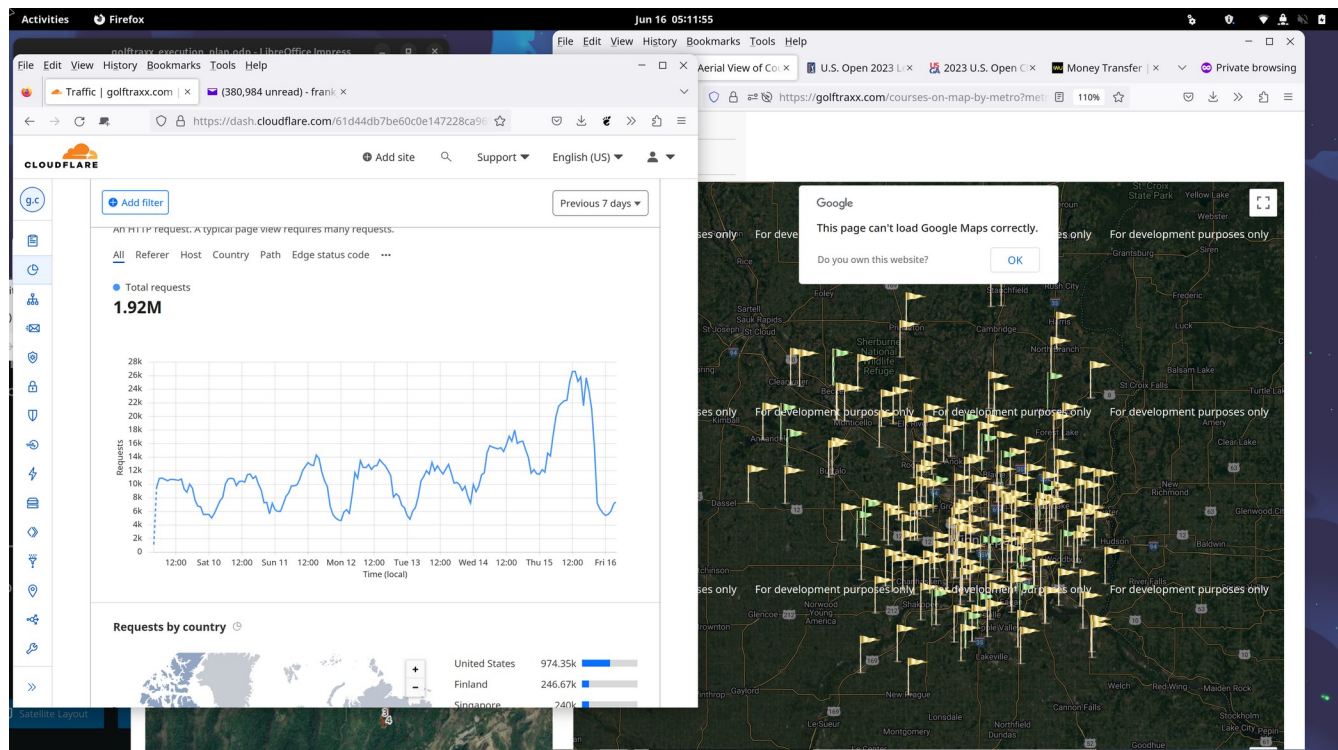
An unnatural drop in demand is shown in the latest cloudflare graph today.

A meteoric 80- 90% drop in page requests occurred last night.

It is ESSENTIAL to note that our course maps where we HAVE GPS data are still being shown by the site. What's happened is where we DON'T have GPS data, there is now nothing shown.

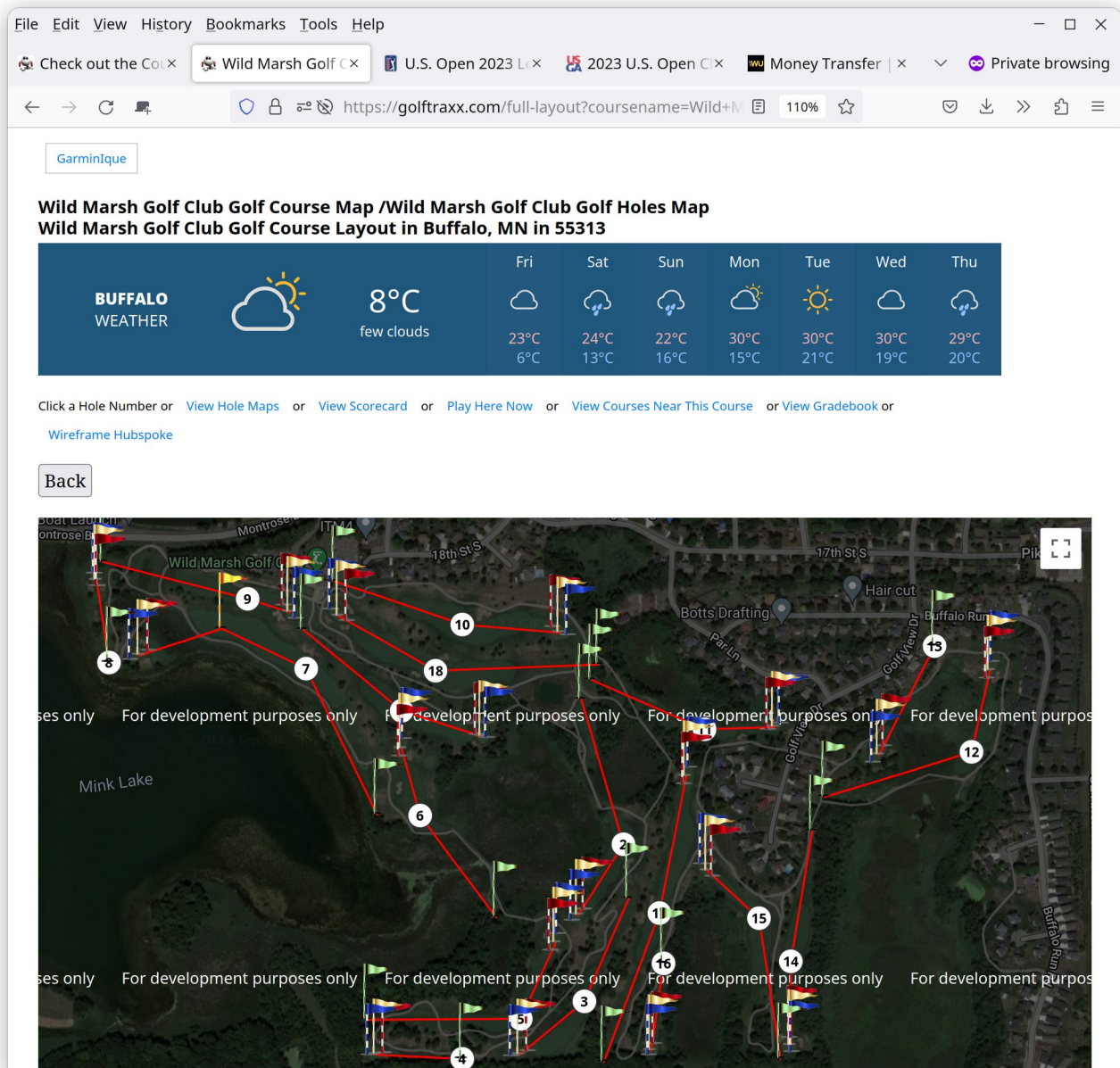
Our claim is that Google has been creating fake demand for mapping services (counterfeit), and has fraudulently billed several thousand dollars of this fake demand in recent months, and we wondered if there might be an opportunity to prove it. Google has suspended our API billing account and given us 30 days to pay or it will remove it, which provides interesting feedback.

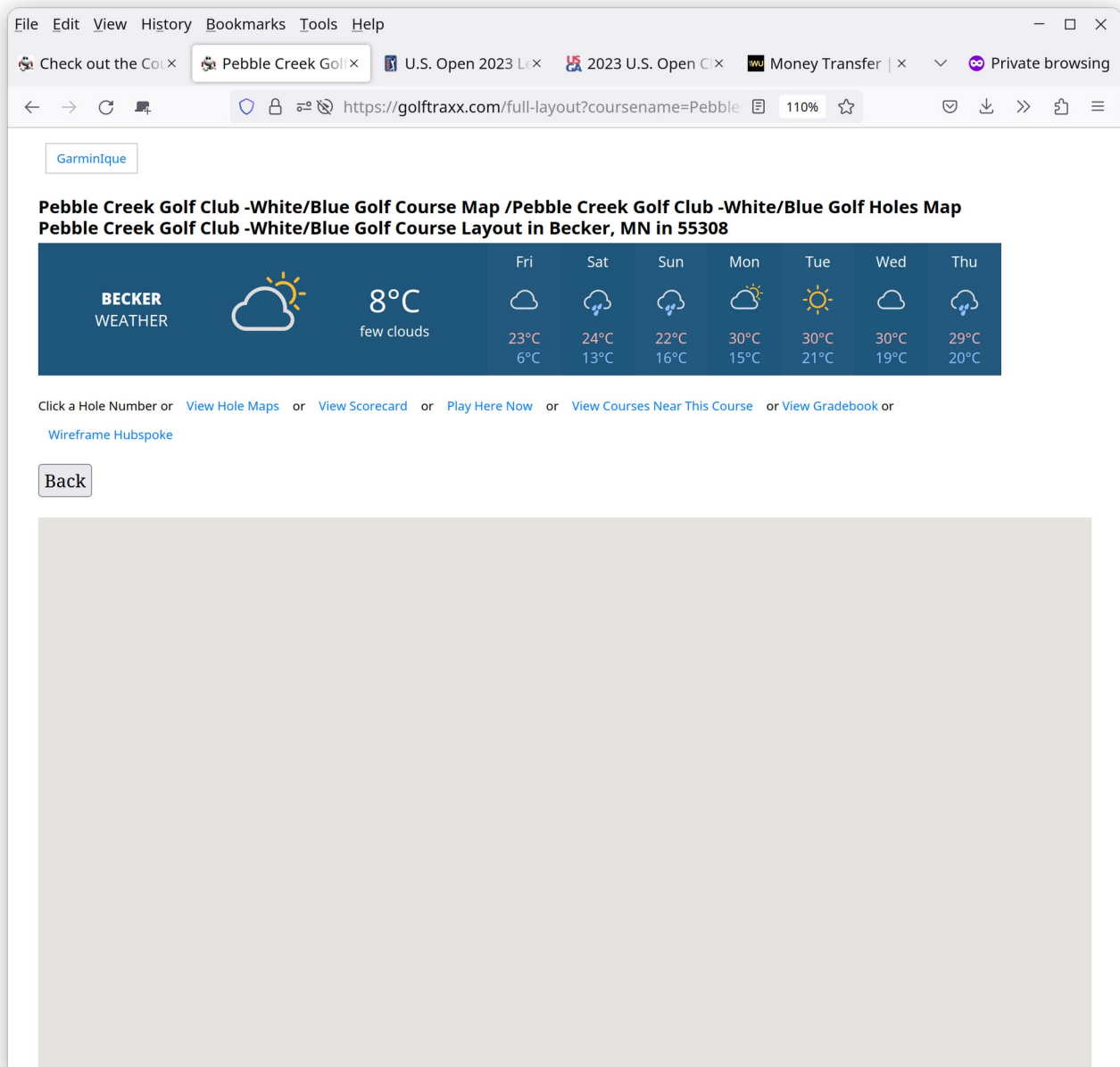
A sudden 90% drop in site volume observed today and is shown in screenshot one attached.



Note also the same screenshot shows a map of courses just requested for the Minneapolis metro area. Of course this means that the meteoric drop is NOT because the course maps stopped showing. Where we have GPS data, those course maps are still showing on the website. Note that there are mostly yellow flags but also approximately a dozen green flags on the map shown in the image. The green flags are courses where we don't yet have GPS data.

Please have a look at screenshots two and three which show the map being shown by Google where we have GPS data (as usual except showing development mode) versus the map now shown when requesting a course where we don't have data. Until yesterday, Google opted to show a map for the address. So nearly 90% of the mapping services provided by Google were for the small percentage of courses on our site that DID NOT have GPS coordinates.





What is worth repeating is that where we have course GPS data, the maps ARE STILL BEING SHOWN!!! Where we don't have GPS data, the site now shows a blank page.

The meteoric drop in requests is therefore incontrovertible PROOF that close to 90% of the mapping services Google has IN FACT been billing us for in recent months are for courses where we did NOT have GPS data. This artificial counterfeited demand was DRIVEN by Google's inexplicable assignment of page rankings of 1,2, or 3 where not warranted (since we did not have GPS data) to smear the golfraxx.com website and FRAUDULENTLY bill for massive amounts of API mapping "services" where we had NO DATA.

Google has officially refused to issue ANY credit for the services it "provided" in the past 4 months, insisting there was NO fraud, despite the fact that these services were provided AFTER Google

suddenly added these high rankings to our pages where we did not have content.

This is what happens when Google controls too many parts of the channel. It can counterfeit demand to enrich itself.

As you are aware Google simultaneously removed close to 90% of our pages from its index during late 2022 and 2023 reducing indexed pages from 550,000 to 80,000.

These latest misdeeds by Google place us in a very untenable position. Pay Google for fraudulent billing services or have our account closed.

We ask site visitors to please weigh in.

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