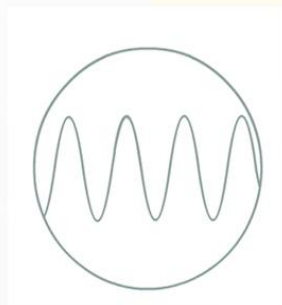




SEO / SOCIAL MEDIA / REPUTATION MANAGEMENT / WEB DESIGN / WEB DEVELOPMENT / WEB STRATEGY



JasonJGreen

Select Portfolio
2020

Contents

- [Introduction](#)
- [Rankings Portfolio](#)
- [Select Web/SEO Projects](#)
- [Select Software Projects](#)
- [R&D](#)
- [Writing](#)
- [About Me](#)

Introduction

Hello, my name is Jason Green and I am a professional Digital Marketer.

I specialize in SEO, Web Strategy and Reputation Management.

This document was created to give you an idea of my areas of expertise and to demonstrate some of the more interesting and relevant projects that I have managed throughout my career (15+ years and counting). You will find a good deal of experience in all aspects of Internet marketing, web promotion, project management and some very innovative R&D. I am obsessed with innovation and helping my clients realize success.

Unlike other SEO's: nearly all my work is based on over a decade of learning and applying Information Retrieval (IR) science and re-engineering to help me develop the most bleeding-edge SEO methodologies.

I have excelled in many roles, wearing many hats frequently. I am a good project manager, I excel at the evaluation, organization, and deployment of project teams. A good background in sales and sales management as well.

I am a Data Driven, ROI-Centric, Innovator.

Give this document a good read and please contact me if you have any questions.

I am grateful for your time and consideration.

Regards,

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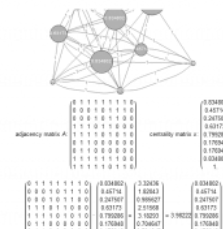
Rankings Portfolio

While rankings is no longer the supreme metric for measuring campaign success, top rankings for difficult keyword demonstrates competence with SEO and, as you can see I have dominated areas that would be considered near impossible.

The following is a sample of targeted search phrases and the associated peak Google ranking for each search phrase that was achieved during their associated SEO campaign. This is a selection of some of the more notable keywords/rankings that I have accomplished throughout my career.

Targeted Search Phrase (Key-word)	Google Rank	Targeted Search Phrase (Key-word)	Google Rank
weight loss	1	medical weight loss	1
weight loss surgery	1	krugerrand	2
rockstar energy drink	1	american gold eagle	3
rockstar energy	1	american silver eagle	2
rockstar drink	1	wedding planning	7
sports bags	1	accounting practice	2
back packs	3	web project management	2
ski clothing	2	improve search engine rankings	1
ms exchange server	1	top search engine ranking	3
baby stuff	1	bean bag	1
baby accessories	2	beanbag	1
baby bedding	1	auto battery chargers	1
baby products	1	car battery charger	1
baby stores	3	motorcycle batteries	1
high protein diet	2	atv batteries	1
sugar substitute	3	agm battery	1
weight loss supplements	4	gel cell batteries	1
weight loss books	2	san luis obispo	2
duffle bags	1	lake tahoe weddings	1
kids ski clothing	1	kauai weddings	1
ski jackets	2	high thread count bedding	1
roller hockey equipment	1	cosy kids comforters	1
snowmobile accessories	1	cosy kids comforters	1
snowmobile helmets	1	flow meters	1
snowmobile clothing	1	mailing equipment	1
sports camp	1	quality mailing equipment	1
summer camps	2	alternative herbal medicine	3
paintball camp	1	accounting services marketing	1

live flight tracker	2	accounting practice problems	2
aircraft tracking	1	marketing cpa practices	1
flight tracking software	1	\$1 silver eagle	3
exchange server hosting	1	1 ounce gold bar	2
cloth diaper	1	1 oz american gold eagle	2
cloth diapers	1	1 oz american silver eagle	4
crib bedding	2	1 oz gold	5
diaper covers	1	1 oz gold american eagle	1
infant bedding	1	1 oz gold bar	2
potty training	5	1 oz silver	3
high protein meal plan	1	1 oz silver american eagle	1
low fat high protein recipes	1	1 oz silver bar	3
high protein meals for weight loss	1	1 oz silver eagle	3
high protein diet recipes	1	1oz gold	2
high protein low calorie recipes	2	1oz gold bar	1
low carb high protein meals	1	american eagle coins	4
healthy high protein meals	2	american eagle silver	3
high protein meal ideas	1	american eagle silver coins	1
quick high protein meals	1	american silver eagle coins	2
high protein diet meals	1	american silver eagles	2
low calorie high protein meals	2	buy gold american eagle coins	2
high protein dinners	3	buy gold bar	2
high protein low calorie	2	buy gold bars	2
best sugar substitute	3	buy silver bars	1
natural sugar substitute	2	buy silver eagle	2
just like sugar	1	buy silver eagles	1
sugar replacement	2	buy silver eagles at spot	1
natural weight loss supplements	3	gold bars	4
vitamins for weight loss	2	gold buffalo	2
vitamins and supplements for weight loss	1	gold buffalo coin	1
best diet book	5	krugerrand prices	1
best diet book for women	2	silver bar	3
outpatient weight loss surgery	1	silver bars for sale	2
weight loss surgery books	1	silver buffalo coin	1
advanced medical weight loss	1	reno pontiac	1
best medical weight loss	1	reno used cars	1
medical weight loss alternatives	2	reno car dealers	1
modern medical weight loss	1	reno gmc	1
medically proven weight loss	2	reno cars	1
medically managed weight loss	1	reno trucks	1
motorcycle battery	1	online diamond jewelry	1
solar battery charger	1	bean bag chair	1
solar battery chargers	2	bean bag chairs	1
solar car battery charger	1	bean bag furniture	1
auto battery chargers	2	bean bags	1
scooter batteries	1	beanbag chair	1
agm battery	1	beanbag chairs	1
battery tender	1	beanbags	1
		bean bags for kids	1



Select Web/SEO Projects

The following campaigns were selected for inclusion in this portfolio to demonstrate the diversity of my experience and illustrate a variety of scopes as well as project types.

Areas of Operation are Generally:

- Web Design
- Web Development
- SEO
- Reputation Management

Frequently a campaign will entail all the above. The following projects were conducted either freelance or while I served as a principal/officer for the following firms:



Goldmart.com



This multifaceted project had a primary interest in driving organic conversions and cleaning up various highly toxic reputation issues such as negative YouTube videos that outranked the Goldmart website itself for key targeted search phrases. Additionally, a significant Magento development project was part of this campaign.

Goals:

- Increase conversions from organic search traffic
- Improvement of brand image
- Creation of replacement and ongoing optimized product content
- Ongoing web strategy development and execution
- Improvement of offline reputation business features



Results:

- Significant improvement of organic conversions
- Removal or obfuscation of negative search results
- Development of over 700 original pieces of highly optimized product content
- Development of multiple extensions to Goldmart.com to improve the utility and authority of the site as a whole.

Areas of Operation:

- Web Design
- Web Development
- Long term web strategy
- SEO
- Reputation Management
- Damage Control
- Copywriting
- Data Analysis



Points of Interest:

Goldmart not only provided excellent opportunities for testing some new Reputation Management tech but also forced me to become an expert in rare coins, gold, silver, platinum, etc. I absolutely love learning new trades and I genuinely appreciate projects that force me to delve into a new industry or subject. I even went toe to toe with the BBB to get their rating raised from a D to an A. I was able to accomplish all of this through obsessive, rigorous application of principles that I have proven time and time again.

King888 Energy Drink

King 888 Energy Drink was a large-scale campaign for the launch of new national energy drink product. This was a ground up campaign that included the design, development, and promotion of a new website. Additional activities included alternative branding, guerrilla marketing, media creation and a multitude of public awareness activities.



Goals

- To create an effective web presence for King 888 Energy Drink
- Drive organic traffic for highly competitive targeted search phrases
- Craft a unique brand and brand culture
- Gain sales traction in this highly competitive and over saturated market

Results

- Designed, developed, optimized, and launched the King 888 Energy Drink website
- Created national awareness for the King 888 Energy Drink
- Created and executed phenomenally successful marketing initiatives
- Drove brand awareness
- Generated significant interest and sales at a national level
- Secured product use on national television in popular prime time programs

Areas of Operation

- Web Design
- Web Development
- Web strategy
- Marketing Strategy
- SEO
- Reputation Management
- Branding
- Copywriting
- Project Management



Points of Interest

This was one of my favorite projects of all time. The building of a brand-new business in such a competitive market was challenging and rewarding. Delving so deeply into the creation of this brand, the incredible quality of the product, the external resources and agencies that all had to be coordinated and managed and the incredible people I had the opportunity of working with; it was allot of fun. At one point I was even tasked with launching a Chinese version of the website and finding a way around the “Great Firewall of China”; which I did.

External Resources:

<https://www.youtube.com/watch?v=RMxbLhzgjJ8>



Sasse Surgical



An extensive campaign that began with the design and development of the primary website for a prominent bariatric surgeon. This was supported with a full SEO campaign, extensive media, and content development. Branding and reputation management. Integration of traditional marketing and word-of-mouth marketing systems.

Goals

- Create a great web presence
- Establish the Sasse Surgical brand within its market.
- Drive targeted search traffic relevant to surgical offerings and services.
- Ongoing marketing strategy development and refinement
- Increase patient appointments

Results

- Designed and developed the Sasse Surgical website with a focus on usability, support of business operations and promotion of business goals.
- Executed full SEO and reputation management solution that drove targeted traffic, ranked for competitive targeted search phrases, and advanced brand awareness.
- Inspired patient evangelism and word-of-mouth advertising.

Areas of Operation

- Web Design
- Web Development
- Web strategy
- Marketing Strategy
- SEO
- ADRM
- Branding
- Copywriting
- Project Management
- Website Maintenance & Management

Points of Interest

Sasse Surgical was a primary project in a constellation of related projects. My work in this area was incredibly educational and allowed me to refine many web strategies. I got to play a part in helping people live healthier more fulfilling lives by connecting them with an incredible medical professional and his exceptionally talented team.

make an appointment

 Call: 734-334-3243



- » Menu 1
- » Menu 2
- » Menu 3
- » Menu 3
- » Menu 4
- » Menu 5.....



Do you want a
Healthier Body?

[Contact Us Today!](#)

our services



- Service item 1
- Service item 2
- Service item 3
- Service item 3
- Service item 4
- Service item 5

[Learn More](#)

welcome!

Bacon ipsum dolor sit amet swine aute capicola shank.

Turducken sed culpa capicola, chuck ground round shankle tongue elit voluptate quis anim. Corned beef laboris fatback, short loin pork belly velit fugiat sirloin t-bone irure. Ball tip dolore tenderloin minim. Ea pariatur short ribs, dolor sirloin venison qui frankfurter short loin proident ground round. Hamburger anim sed, et irure nulla short ribs cillum filet mignon consequat ea.

Bacon ipsum dolor sit amet swine aute capicola shank.

Turducken sed culpa capicola, chuck ground round shankle tongue elit voluptate quis anim. Corned beef laboris fatback, short loin pork belly velit fugiat sirloin t-bone irure. Ball tip dolore tenderloin minim. Ea pariatur short ribs, dolor sirloin venison qui frankfurter short loin proident ground round. Hamburger anim sed, et irure nulla short ribs cillum filet mignon consequat ea.

who should see us

Bacon ipsum dolor sit

1. Turducken sed culpa
2. capicola, chuck ground
3. round shankle tongue elit
4. voluptate quis anim. Corned beef
5. laboris fatback, short loin pork
6. sirloin venison qui frankfurter
7. short loin proident ground round.

living healthier

Dr. Sasse, MD

*capicola, chuck ground
round shankle tongue elit
voluptate quis anim. Corned beef*

Sasse Guide

An informational resource and active blog for the Sasse Surgical team. Created to be a premier resource for medical information and advice. This was a web design, development, and SEO campaign.

Goals

- Create a world class medical information resource
- Support the Sasse Surgical brand
- Drive targeted search traffic relevant to weight loss and related topics.

Results

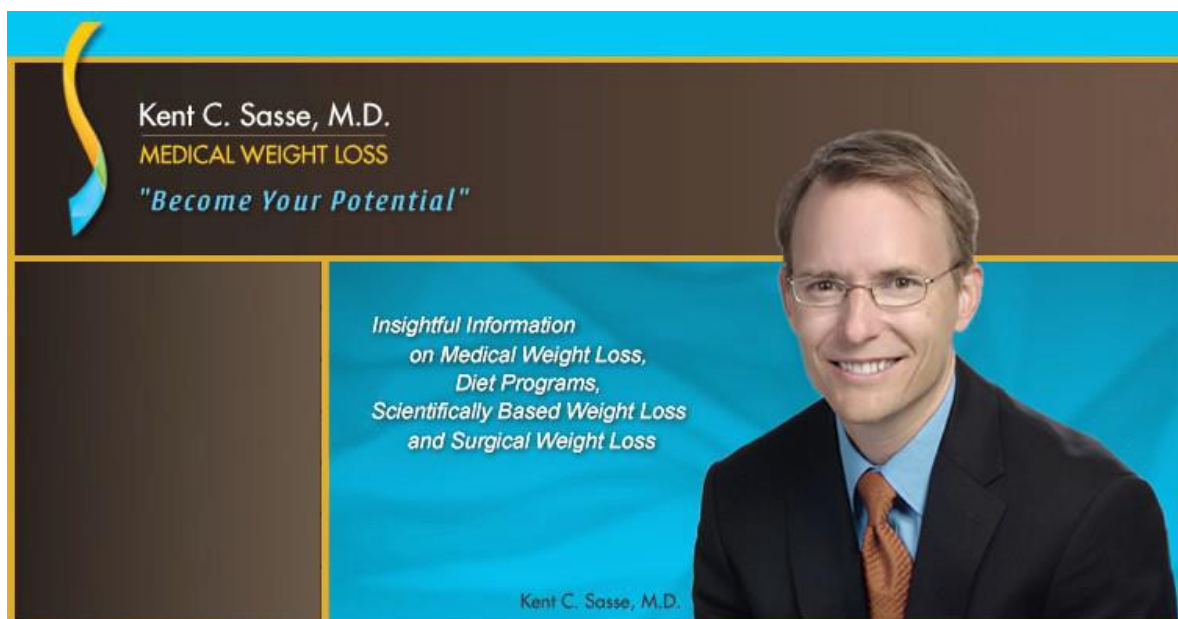
- Designed and developed a great blog
- Executed an extremely effective SEO campaign that achieved top ranking for very competitive terms
- Drove significant traffic, leads and awareness

Areas of Operation

- Web Design
- Web Development
- Web strategy
- SEO
- Branding
- Website Maintenance & Management

Points of Interest

Sasse Guide as an SEO campaign provided very impressive results. Even achieving a top ranking for the keyword “Weight Loss” at one point. This website dominated the weight loss surgery category and provided an exceptionally high quality informational resource.



Obesity Prevention Foundation

This was a website design and development project for a local surgical group. The purpose of the website was to inspire and support national initiatives for preventing childhood obesity and to promote nutritional health.

Achievements

- Designed and created the OBF website
- Edited and optimized all website content

Areas of Operation

- Web Design
- Web Development (PHP, HTML5)
- On-page SEO
- Copywriting
- Project Management



Dead Calibers

This was an interesting internal project that was developed to fulfill an obvious gap within a profitable niche.

Dead Calibers aimed to be a premiere resource for the history of various types of both modern, historic, and antique ammunition. It sought to fill in a gap where there was either a lack of, or poorly centralized data about ammunition.



Achievements

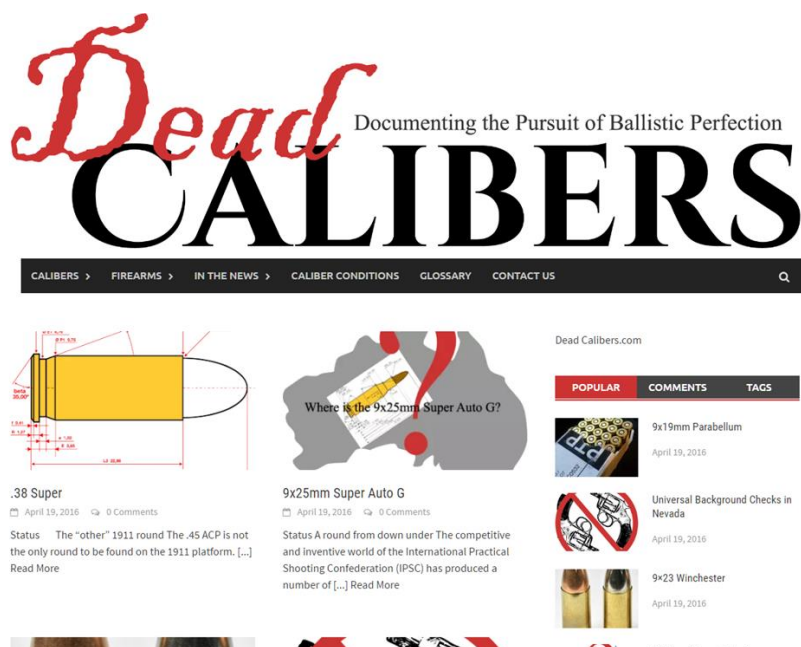
The project started in early 2017 and was up and running for less than a full year before being purchased in late 2017. In total nearly 70 unique articles were developed in addition to a 220 page book .

Points of Interest

Content was produced regularly and was published not only to the website, but to social media as well using a unique strategy that I developed to find targeted groups on social media and increase traffic to the site.

This proved to be highly successful and drew in not only plenty of visitors but also attracted the attention of note able names in the firearms community such as Daniel E. Watters, who would frequently comment on the site directly. Additionally manufactures took interest as well such as Shell Shock Technologies who sent out products for review on the site.

In addition the site also rapidly grew in the search rankings for important keywords. The success of the website was almost entirely due to the highly relevant and engaging content and the highly strategic use of social media.





The Truth About Rockstar

This was a negative reputation management campaign against Rockstar Energy Drink that was designed to bring public awareness to certain facts about the origin of the energy drink and its founders/principals.

Achievements

- 3 months I owned the search engine results pages for "Rockstar", "Rockstar Energy Drink", etc. Costing Rockstar Energy Drink an estimated \$30 million per month.
- A forced total corporate restructuring.
- Incorporation of sensitivity training for all employees
- A large donation to the LGBTQ community.
- Loss of endorsement from every celebrity on their website at that time.
- A national boycott of Rockstar complete with massive parades and all the trimmings.

Areas of Operation

- Web Design
- Web Development
- Web strategy
- Marketing Strategy
- SEO
- ADRM
- Branding
- Copywriting
- Project Management
- Website Maintenance & Management

Points of Interest

Eventually Rockstar Energy Drink, Robert Shapiro (of OJ Simpson fame), Forum and at least 2 private investigators/thugs wrestled control of our websites from us. I even had a brick thrown through my window with a death threat wrapped around it at one point. Very Exciting.

More information available upon request.

U.S. Political Campaigns and Social Initiatives

For over a decade I have been heavily involved in the development, promotion, and reputation management of a multitude of political campaigns and related social initiatives. My work in this incredibly unique area of web marketing is largely under Non-Disclosure Agreement as its related to political campaigns and government officials. So, I can discuss this work in a general fashion only.



My involvement in this world began when a close friend of mine who was a government contractor for the Navy asked me to meet with a top campaign manager to discuss what I could do for a congressional candidate. The meeting went well, and we did a test to see what I could do in 3 months for the candidate's website in terms of campaign contributions and overall traffic/awareness. After a month of resistance from the web master I decided to create my own website for the candidate and work with that instead. In my remaining 2 months of test period I took a brand new website and not only directly competed with the candidate's primary, well-established website for their targeted search phrases but I was also able to bring in significantly more traffic and campaign contributions. After that senatorial candidates and PACs began contracting me for exclusive work. The campaigns always involved 4 specific areas:

- Promotion of the candidate website (branding/awareness)
- Driving campaign contributions
- Reputation management for candidates (especially cleaning up ugly information)
- Wet Work: negative reputation management for opponents

My SEO and reputation management methodologies proved extremely valuable and effective for various well-known political figures. I have seen great success in the political arena and yet I am incredibly happy to retire as of last year from this world.

Areas of Operation:

- Website Design & Development
- Web Strategy
- SEO
- Negative Reputation Management/Contrast Marketing
- Advanced Digital Reputation Management
- Copywriting
- Data Analysis
- Software Development

Select case studies available upon request if you are willing to sign non-disclosure agreements.

Heartless Bastard SEO

Heartless Bastard SEO is a business in development that I am currently overseeing. This is going to be reputation management business that will employ my most cutting-edge methodologies for reputation management and repair, damage control and SEO. So far, the design aspects are noteworthy and thus I have included some concept art here.

Home • Reputation Management • Results Driven • The Bastard Difference • Case Studies



Heartless Bastard SEO

heartless (hart'les) adj. 1. marked by a lack of heart or feeling. 2. lacking feeling, pity, or warmth.

bastard (bas'terd) n. 1. insulting terms of address for people who are of dubious origin or morals. 2. born out of wedlock.

Be a bastard ▼



Heartless Bastard, S.E.O.



SEO Gods

SEO Gods: Almighty SEO tools was a project that sought to turn some of my internal tech into a set of unique tools that would be available to the public. A decision was made to fold the project resources into a larger endeavor and so the platform only existed in a limited Beta test version for a short period of time.



"Inspired by Prometheus and his gift of fire; SEO Gods seeks to bring the illumination of accurate knowledge and the fire of advanced technologies to the SEO world."

A set of 12 tools were developed, primarily in Python and then translated into web tools using Django.

Some of the tools:

PageRank Calculator

Used a novel technique for estimating actual (not toolbar) PageRank for a given website, broke down the results and then offered link profile advice for improving the impact of existing backlinks for the website.

Access Probability Monitor

This is a technology that I developed which measures the probability that a given website will be visited by a searcher for a given targeted search phrase. It's an internal metric that I use for measuring not just rankings but the value of those rankings and how they impact campaign goals.

Relevancy Analyzer

For given keyword(s), a web page would be analyzed for relevance to that keyword using a variety of Information Retrieval science techniques. Such as similarity coefficients, vector space modeling, authorship analysis versus competing web pages, etc.



Select Software Projects

Here is a sample of the software development experience I have.

Areas of Operation are Generally:

- Software architecture, logic and usage planning
- Development of algorithms
- Coding
- Interface design and development

PARANA

This is a simple PageRank simulator that lets you assign links between documents in a grid and calculate the PageRank of the given link configuration. It showed values for each iteration until a final PageRank for each document was converged upon.

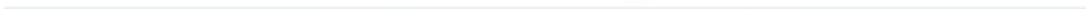
This was developed as a demonstration piece that supplemented a presentation on link analysis in search engines.

Details

- Developed in Visual
- Windows desktop application
- Employed a very patent-faithful representation of PageRank

Areas of Operation

- Software architecture, logic and usage planning
- Development of algorithms
- Coding
- Interface design and development



FLF Films Interactive Project Console & Client Portal

A private client project review and interaction portal that allowed FLF staff to upload video productions in phases and solicit client feedback and collaboration. The portal supported playback and notation of videos, production timelines and a shoutbox communication system for client interactions in real time as well as a native messaging system.

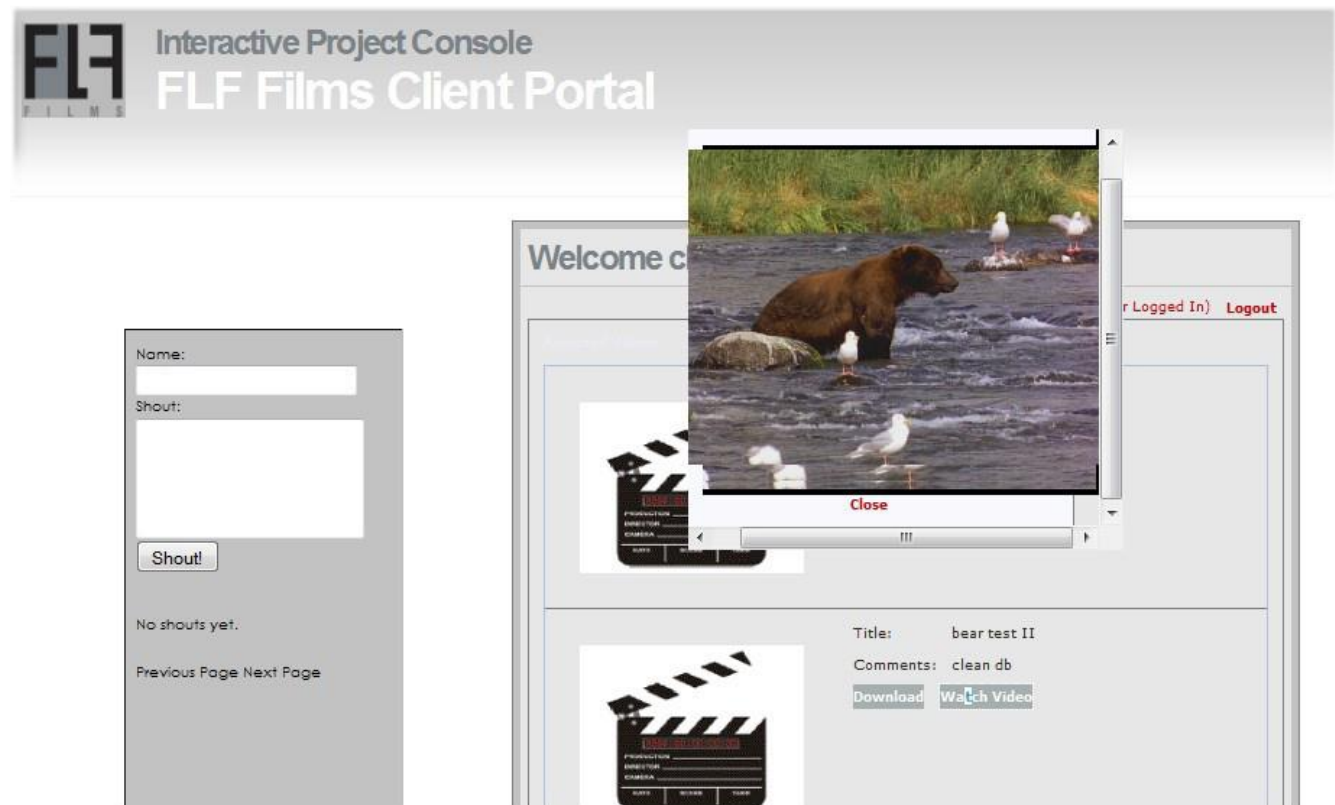


Details

- Developed in PHP 5, MYSQL, XHTML
- Web portal for FLF Films clients
- Simple, stable, effective

Areas of Operation

- Software architecture, logic and usage planning
- Development of algorithms
- Coding
- Interface design and development



Welcome client B

(User Logged In) Logout



Title: have a nice day

Comments: teerry rtrt t t

Download

Watch Video



Title: bear test II

Comments: clean db

Download

Watch Video



Interactive Project Console FLF Films Client Portal

Shoutbox Browser

[Client A](#)
[Client B](#)
[Client C](#)
[WWE](#)
[PIMP/ BIMP](#)
[Disney Fairies](#)
[GX](#)
[Cabbage Patch Kids](#)
[The Glenn Group](#)
[Karen Lewellen](#)
[Stanton Barrett](#)

(Administrator Logged In) Clients | Logout

Client Video Panel

Select Client Video Panel

client A
client B
Client C
WWE
PIMP/BIMP
Disney Fairies
GX
Cabbage Patch Kids
The Glenn Group
Karen Lewellen
Stanton Barrett

Create

Internal Technologies

Most of my software development experience is related to the creation of internal tools that I use in the performance of SEO and Reputation Management campaigns. These are tools and technologies that are not available anywhere else, and I use them to ensure the success of my clients. All my internal tech is based upon extensive research and collaboration with IR science professionals around the world. Most of my tech is powered by a mixed-machine cluster that I built myself.

Examples:

Search Engine Modeling Systems that allow me to predict campaign performance data and model search engine mechanics. This system has its own internal link graph with trillions of links, a multi-billion document snapshot of the web, a team of always-on web crawlers constantly indexing the web and a retrieval engine based on the technologies used by the primary search engines.

Visual Link Graphing that allows me to create extremely detailed visual maps of websites and analyze them based on the visual geometries that represent their architecture.

Extensive Text Analysis systems that allow me to perform very innovative text processing and interpretation, yielding valuable, actionable advice for text creation, document architecture, etc.

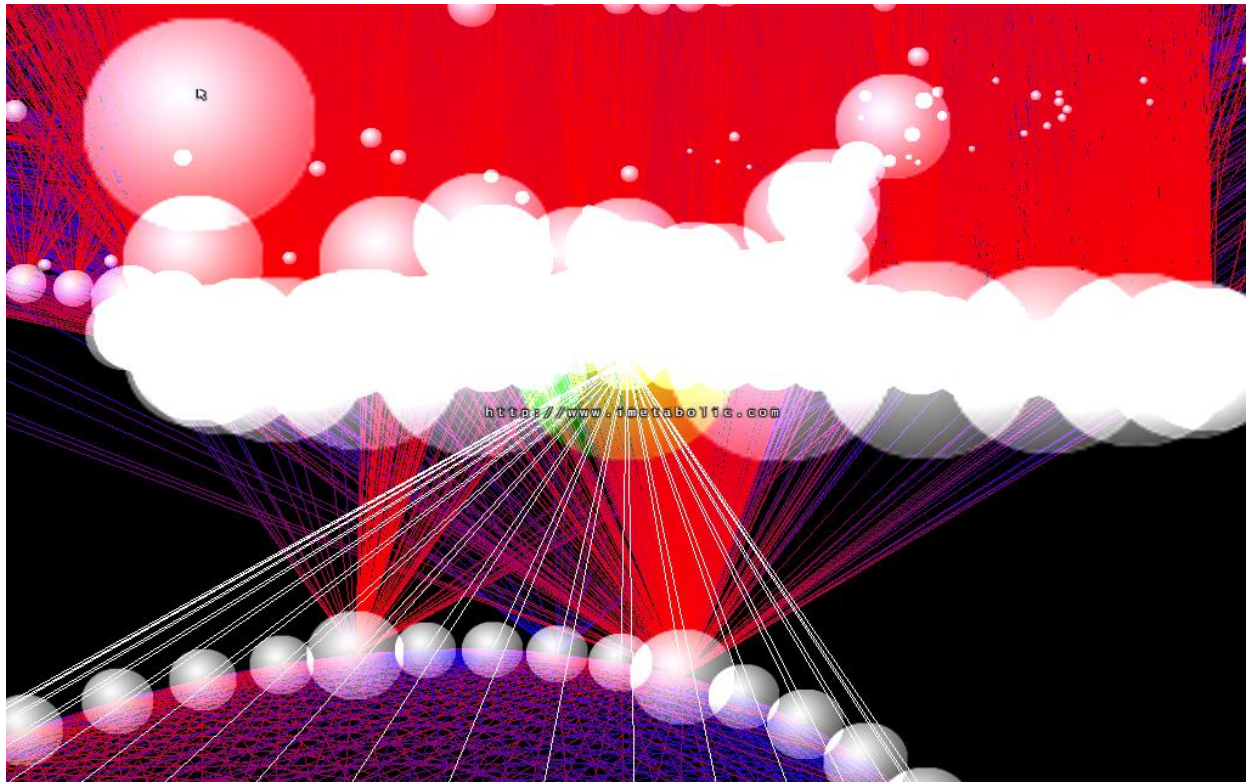
Details

- Developed in many diverse languages. My preferred language is Mathematica, but Python, PHP, C++ and others are represented in my work.
- These tools and techniques have been developed and refined throughout my career.
- All my innovations were born out of a need to have better data and more cutting-edge methods than my competitors.
- I have done some pretty cool stuff in this arena.

Areas of Operation

- Creating novel techniques for reverse engineering search engine tech.
- Mining and utilizing the absolute best Information Retrieval science and developing innovative approaches for applying that knowledge to the web as it pertains to my client's needs.
- Software architecture, logic, and usage planning
- Development of algorithms
- Coding
- Interface design and development

Example of a Visual Link Graph



R&D Highlights

Some Research & Development highlights.

- Social Media Optimization System (currently in production): A system for predictive analysis of social media activity.
- Word of Mouth Marketing Automation Software: Designed for use in client physical location/office where customer interactions occur. It allows customers to do automated WOMM and online review as part of their normal business interaction process.
- Access Probability (AXP) technology (formula to production use): Discussed above, a novel SEO metric.
- Perception Index technology (formula to production use): A reputation management system that allows perception and opinion scores to be generated and evaluated for a given entity, brand, business, etc.
- Perception Engineering (formula to production use): Linguistic Content Optimization System for maximizing impact, improving branding, and adjusting public perception. Uses sophisticated predictive models, language databases, natural language statistics, current events, colloquial data and proprietary algorithms to maximize the impact of branding messages, improve public perception and develop customer evangelism.
- SEREC - Search technologies research and reverse-engineering platform.
- Visual Link Graph Project: Discussed above, a system for visually exploring and analyzing website geometries for optimization.
- SEO2g: The advanced, data-driven, ROI-centric search optimization system that I have developed using over a decade of innovative research into search engine mechanics, IR science, behavioral data, SEO campaign experience and much more. It is in my opinion the most sophisticated SEO system available.
- Actionable Analytics Systems: By using advanced KPI's and data analysis techniques to measure campaign performance against campaign goals; actionable intelligence can be distilled. Techniques include: proprietary social measurement like Buzz Index, regression models (linear, logistic, etc.), discrete choice models (visitor motivation, conversion motivations), identification of previously untapped responsive visitor segments by analyzing historical data using machine learning systems, visitor relationship management (usability, best practices, etc.).
- Many novel techniques for Keyword Research, Competitive Research, Architecture and more.

Writing

While I have not written anything for public consumption in quite some time. Historically I have covered some interesting topics. The following list includes some of my favorites.

All documents available upon request.

Articles:

- *Towards a New Philosophy of SEO: A proposed shift in the common approach to SEO.*
- *The Complete SEO: What it takes to make it in the volatile and rapidly advancing world of SEO.*
- *Building a Semantic Relations Index: Building a topical vocabulary using Semantic term discovery.*
- *Keyword Research: A Business-Driven Approach: Approaching targeted search phrase research as a critical business process.*
- *Accessibility and SEO: A brief exploration of how accessibility affects optimization*
- *Local Search Marketing: Considerations for Geo-Targeted Campaigns: Discussion of the unique factors related to localized or regional search engine marketing campaigns.*
- *Pro Sandbox? Considerations for exploring methods of leveraging search engine aging delays to support search optimization campaigns.*
- *Develop a Search Engine Marketing Plan: How-to guide for drafting a Search Engine Marketing plan from start to finish.*
- *Web Credibility: Overview of the Web Credibility Guidelines published by the Stanford Persuasive Technologies Group.*
- *Advantages of the Internet Marketing Landscape: There are decided advantages of the e-commerce domain over brick and mortar operations.*
- *Ethics Defined: A formal exploration of ethics proper.*
- *Killer SEO Strategy: Elements of a sound search engine optimization campaign.*
- *Philosophia Sapiens pro Fautor Quaero: Philosophical Wisdom for the SEO.*
- *Information Retrieval Technologies in Modern Search Engines: An online tutorial designed to give search marketers a grasp of basic IR concepts as they are applied by modern search engines.*

White Papers/Reports:

- *Findings on the 3 Part Google Update: Jagger: Overview of research findings related to a major Google ranking algorithm update.*
- *Google PageRank and Related Technologies: An extensive discussion of Google's PageRank technology*
- *Inference of Relevancy: Introduction to Vector Spread Activation: A brief exploration of vector spread citation analysis as it is commonly employed by modern search properties.*

- Introduction to Semantic Connectivity: *Discussion of semantic analysis concepts and language disambiguation techniques.*
- The Anatomy of a Ranking Algorithm: *Introduction of a novel taxonomy that helps to facilitate a practical understanding of search engine sorting methodologies.*

Selected Citations:

- The Semantic Web School
- WebProNews
- Victoria eGovernment Resource Centre
- Convurgency
- ISEDB
- Search Engine Guide
- Dept. of Information Technology, University of Nebraska at Omaha
- Search Marketing Standard
- Text Retrieval Conference (TREC)
- Special Interest Group on Information Retrieval (SigIR)
- SEMPO
- Published Interview in Google Income by Apex Press

About Me

Well as you know my name is Jason Green. I live in Reno, Nevada with my family. I am father of 8 (6 of my own and 2 step sons) and I have 2 grandchildren. At the time of this writing (2020) I'm 41 years old (born in '78). I grew up back and forth between Reno and San Francisco.

I absolutely love the Bay Area and I spend time there as much as possible.

Aside from my obvious obsession with Information Retrieval science, search engines, marketing, and web tech I love vintage muscle cars. Classic mustangs (64 ½ – 72 especially).

I am avid reader and have been my entire life. My preferred subjects are theoretical physics, transactional analysis, general psychology, sociology, philosophy, microelectronics, information theory and assorted esoterica.

When I'm not working to make my clients successful, I'm usually spending time with my family, barbecuing (badass grill master), building and coding cool Arduino stuff and teaching my children interesting things. I am also a connoisseur of music everything from classic rap to classical and I am often guilty of pumping my playlists throughout my neighborhood at unreasonable volume.

I like collaborating with smart, interesting people and I love driving innovation in everything I do.

This portfolio just scratches the surface of my work; I tried to select information that I felt was most noteworthy and representative of my capabilities. Much more info/specifics available upon request.

Thank you for taking the time to review my work and please do not hesitate to contact me with any questions or requests for more information.

Regards,

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