Chris "Silver" Smith

Argent Media
2633 McKinney Ave., Ste. #130-369
Dallas, Texas 75204
(972) 591-3466
e: argentum@verizon.net

Strategic Technologist & Search Marketing Expert

Advisory Board Member @ Name Dynamics (Universal Business Listing, "UBL")

8/2010 to Present

SEO Advisory Board Member @ Thomson Reuters FindLaw

7/2010 to Present

President @ Argent Media

1/2012 to Present

I founded Argent Media, an exclusive bespoke search engine marketing consulting agency. Through Argent Media I provide search engine optimization ("SEO") consulting, Local SEO, internet products/services development guidance, strategic planning, social media campaigns, online reputation management, online reputation repair services, paid search marketing, and other online promotions. Clientele ranges from publicly-traded Fortune 100 companies to small, mom-and-pop local businesses.

I represent Argent Media at conferences, search marketing association events, and through writing and interviews.

- Speaker at: Search Marketing Expo ("SMX"), Search Engine Strategies ("SES"), SEMpdx SearchFest, and DFW SEM association meetings.
- Columnist for one of the leading search marketing industry reporting sites, Search Engine Land.
- Local search column contributor for Web Marketing Today
- Blog writer for [Ag] Search Blog, NodalBits.com, and Natural Search Blog.

Director of Optimization Strategies @ KeyRelevance L.L.C.

11/2008 to 12/2011

In this role, I provided leadership of organic search marketing activities for a number of accounts, and have been brought in to consult in a secondary role on other accounts within the agency. Most of the work involved deep analysis of client sites and providing recommendations for improving organic search rankings and clickthroughs, as well as ongoing research into increasing exposure through online marketing opportunities. Client work included one-off, comprehensive search engine optimization ("SEO") audits of sites as well as ongoing monthly/iterative monitoring, analytic reporting and recommendations. Various other projects included social media ("SM") optimizations, interlocking of SM and SEO efforts, automation of SM, setup of client Facebook pages, widget development, link development, customization of WordPress blogs, experimentation with Facebook advertising, content development, competitive analysis, and direction for activities of SEO copy writers and link-building specialists.

I also represented KeyRelevance at conferences, search marketing association events, and through writing and interviews.

- Speaker at: Search Marketing Expo ("SMX"), American Marketing Association workshops, Wordcamp, SEMpdx SearchFest, and DFW SEM association meetings.
- Columnist for one of the leading search marketing industry reporting sites, [Search Engine Land](#).
- Blog writer for [SEM Clubhouse](#)

Lead Strategist @ Netconcepts L.L.C. (since acquired by Covario)
4/2007 to 10/2008

In this role, I provided leadership for the GravityStream service product - software services which provide near turn-key search engine optimization for large, dynamic websites, particularly for a number of Fortune 500 and Internet Retailer 500 sites. As lead strategist, I provided custom consultation services to external clients, providing search marketing analysis and recommendations to them and directing ongoing development of their natural search promotion efforts. Also, I provided direction and guidance on the product development, including recommendations on pricing, ongoing maintenance, and advanced development of future product features. Some of my advanced development included focus on exploitation of benefits associated with integration with Web 2.0 technologies, RSS, product uploads, arbitrage, tag clouds, analytic tracking, social media optimization, local search optimization, and more.

I also provided expert SEO consulting services, particularly for major local search and directory sites. My work directly improved the performance of a number of top ecommerce sites– by significant degrees in a number of cases.

As a member of the executive team, I also wrote articles on topics important to the search industry and spoke at industry-leading conferences, including Search Engine Strategies ("SES") at New York and San Jose in order to help provide the company with greater exposure and prominence in the field.

- Columnist for one of the leading search marketing industry reporting sites, Search Engine Land.
- Oversaw experiments on achieving pay-per-click revenue for client accounts via arbitrage through Google AdWords PPC advertising;
- Oversaw experiments on increasing links via social media bookmarking/sharing services, and experiments on use of Microformats for product reviews and local search rankings;
- Blog writer for WebProNews (http://www.webpronews.com/user/chris-smith-0).
- Frequent blogger at Natural Search Blog (http://www.naturalsearchblog.com).
- One article was awarded a SEMMY in the Local Search category for *"Anatomy & Optimization Of A Local Business Profile".* (http://www.semmys.org/2008/local-search-2008-winner/)
- Direct development of two published Yahoo! SearchMonkey applications, chosen to be made available in Yahoo!'s Search Gallery (http://gallery.search.yahoo.com/)
- Speaker at: SES, Search Marketing Expo ("SMX"), American Marketing Association Hot Topic Series, Wordcamp, and O'Reilly Web 2.0 Conference in New York.

Head of Technology Department @ Verizon Superpages.com
5/2006 to 4/2007

I served as head of the Technology Department, essentially a Director level position, for Verizon's Superpages.com, overseeing the work of four technical teams located in Texas

and Massachusetts. (During this time, our company was spun off from Verizon to form Idearc Media. Later, the company was renamed as SuperMedia, and more recently it was merged with Dex One to form Dex Media.)

The Technology Department included four groups, each overseen by team managers.

Projects under my oversight included: SEO ("Search Engine Optimization"), SEM ("Search Engine Marketing"), Taxonomy, Banner Ad Systems, Listing Quality, Search, Production Maintenance, Research, User Interface Development, Cobrand Management, Map-Based Search Development, and Content Management. The Technology Department also handled the technical management of many cobrand partnerships including Google Maps, MSN, InfoSpace, Local.com, and more.

During my term, the department continued maintenance and development of Superpages.com and I successfully managed the difficult transition involved with the Verizon spinoff, retaining employees or replacing those employees who opted to not stay on after leaving the parent corporation.

My department continued managing projects I oversaw as a manager, such as City Guides, Local Events, Local Attractions, Weather Forecasts, Lottery Results, eCards, Widgets, RSS, and more.

Manager of Technology @ Verizon Superpages.com
1/2000 to 5/2006

As a manager of technology, I have overseen technical development and research for Verizon SuperPages.com and associated websites.

Duties included:

- Direct management of a small team of artists, copy writers, and interactive programmers.
- Primary technical lead for numerous external partnerships such as AOL, Lycos, InfoSpace, BigFoot, WorldRes, Exxon-Mobil Travel Guide, and more.
- Oversight of new product and feature development, including Map-Based Search, banner ads, seasonal promotions, Weather Forecasting, Lottery data gathering, Mobile phone applications, XML, RSS, City Pages, Campus Area Yellow Pages, Postcards, Widgets, toolbars;
- Programming of automated Spanish translation software to create Español sections of site;
- Assisted with some email marketing initiatives and cd-rom promotions;
- Leadership of R&D for innovative SuperPages.com Search Engine Optimization (SEO) work, resulting in over 2.5 million dollars in revenue per annum;
- Oversight of the RealMedia 24/7 banner ad management system.
- Assistance with development and management of Pay-Per-Click Advertising which promoted Verizon Superpages.com content via a substantial set of campaigns comprising thousands of keywords;
- Development of site PPC Ad Product features, optimizations and partnership feeds;
- Design, architecture, and development of the new local search beta site, www.VZLocal.com.
- Patent awarded for "Hierarchial category index navigational system" (2004).

- Patents pending for: *"Automated Search Parameter Resubmission for Panning and Zooming Controls of Map Based Business Searches"* (2004), *"Stackable Icons"* (2004), *"E-mail Queries and Search Results"* (2005), and *"Proximity-Based Ratings Systems and Methods"* (2006);
- Winner of the prestigious Individual *Verizon Excellence Award* for the SEO project, 2003-2004;
- Technical development and assistance with Superpages' SEM project, maximizing profits and clickthroughs for thousands of PPC ads bringing traffic to the yellow pages for many popular keywords and long-tail terms;
- Speaker on behalf of Verizon at the 2002 WebDevShare Conference, Indiana University. Topic: *"Yellow Pages, Maps, and Driving Directions: Enhanced Content for Educational Web Sites"*;
- Winner of a team Verizon Excellence Award for the Traffic Growth Project, 2002.

Designer & Site Analyst @ Verizon Superpages.com
2/1997 to 12/1999

Designer of internet yellow pages ads, then later promoted to work as Site Analyst, providing accounting on the site's internet usage statistics and supporting technical development, developing click-counting software, providing database updates and programmatic maintenance to Consumer Guides, integrating banner ad systems, and assisting with technical issues involving advertising products and site analytics.

Manager of Administration - Cartographics @ Texas A&M University
10/1992 to 10/1996

In this role, I managed an office which provided scientific illustration, mapmaking, and digital imaging within Texas A&M. It was a for-profit concern, operated within a state educational institution, providing work to students, faculty and also to the private sector. This business operated within the College of Geosciences.

- Created 100s of maps and scientific illustrations published in various books and academic journals.
- Authored and designed the "Texas A&M University Campus Map with Points of Interest", published by the Texas A&M University Press;
- Authored, published and marketed the "TAMU Clip Art Disk", the first ever digital version of TAMU trademarks and other service marks;
- Designed the 12th Man Foundation logo, which may be seen on car decals and clothing worn by hundreds of thousands of 12th Man Foundation members throughout the state of Texas;
- Designed and published "The Changing Climate of Texas", successfully marketed and sold through Waldenbooks, Barnes & Noble and other book stores (sold out upon publication);

Appointments:

2014 – Currently serving as expert witness on behalf of the plaintiffs in "PODS Enterprises, Inc., v. U-Haul International, Inc.".

2013 – Vice President of Programming for the DFW Search Engine Marketing Association

1/2013 to 12/2013 – Elected Vice President of Programming for the Dallas-Fort Worth Search Engine Marketing Association ("DFWSEM")

2012 – Provided expert witness work for the class action, "Local 731 I.B. of T. Excavators and Pavers Pension Trust Fund et al. v. Swanson et al" on behalf of the plaintiffs.

2010 – Member of Advisory Board for Name Dynamics (Universal Business Listing, "UBL")

2010 – Member of the SEO Advisory Board of Thomson Reuters FindLaw

2008 – Provided expert testimony for the U.S. Department of Justice — informal hearing on the proposed MicroSoft/Yahoo! ("Microhoo") merger and Google/Yahoo! advertising syndication deals.

Education:

1992 - Bachelor of Environmental Design, Texas A&M University