



## Chris Smith

### *Trademark Infringement Expert*

**Advisory Board Member @ [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*

**Vice President of Programming @ [Dallas-Ft. Worth Search Engine Marketing Association](#)**

*1/2016 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, expert witness services, social media campaigns, online reputation management, paid search marketing, and other online promotions. Clientele ranges from publicly-traded Fortune 100 companies to small, mom-and-pop local businesses.

I also speak at conferences and search marketing association events, and write for industry news sites.

- Speaker at: Search Marketing Expo ("SMX"), Search Engine Strategies ("SES"), SEMpdx SearchFest, and DFW SEM association meetings.
- Columnist at some of the leading search marketing industry reporting sites, [Search Engine Land](#) and [Marketing Land](#).
- 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 was 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, assistance on PPC projects, 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 KeyRelevance’s company at [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, Pay-Per-Click advertising 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 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/author/chris-smith>).
- 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”*.
- Direct development of two published Yahoo! SearchMonkey applications, chosen to be made available in Yahoo!’s Search Gallery
- 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 division was spun off from Verizon to form Idearc Media. Later, the company was renamed as Idearc, then 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, 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 or replacing 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 oversaw technical development and research for Verizon SuperPages.com and associated websites, and I was also directly involved in programming and development of some systems.

Duties included:

- Direct management of a small team of artists, copy writers, and interactive programmers.
- Primary technical lead for numerous external partnerships such as Google, Microsoft, 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](http://www.VZLocal.com).
- Patent awarded for "[Hierarchical category index navigational system](#)" (2004) and "[Stackable Icons](#)" (2004).
- Patents pending for: "*Automated Search Parameter Resubmission for Panning and Zooming Controls of Map Based Business Searches*" (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.

### **Appointments:**

2015 to Present – Providing expert witness service on behalf of the plaintiff in, "[Roseville Fullerton Burton Holdings, LLC DBA Discounted Wheel Warehouse, a California Limited Liability Company v. SOCAL Wheels, Inc., a California Corporation; Wheel Warehouse, Inc., a California Corporation and DOES 1-10, inclusive](#)". Status: Ongoing.

2015 – Provided expert witness service on behalf of the plaintiff in "Bindu Pariyar, Plaintiff v. Tom Randall Sewell, Defendant" (Cause No. DC-14-06619 in 68th Judicial District Court, Dallas County, Texas). Outcome: Court found in favor of the plaintiff. (See: "[Nepali woman wins \\$7.25M judgment in revenge porn suit against ex-husband](#)".)

2014 to 2015 – Provided expert witness service for defendant, GoDaddy, in "[Academy of Motion Picture Arts & Sciences v. Godaddy.com, Inc; Domains By Proxy, Inc., Greendomainmarket.com, BDS, and XPDreamteam LLC](#)". Outcome: Court found in favor of the defendants. (See "[Film Academy Loses to GoDaddy in Oscars Cybersquatting Battle](#)")

2014 – Provided expert witness service for the plaintiff in "[Daniel Hegglin v. \(1\) Person\(s\) Unknown and \(2\) Google, Inc.](#)". Outcome: Favorable settlement was [successfully negotiated](#) with Google.

2014 – Provided expert witness service for the lawsuit, "[PODS Enterprises, Inc. v. U-Haul International, Inc.](#)" on behalf of the plaintiffs. Court found in favor of the plaintiffs. (See "[PODS wins \\$62 million award in trademark infringement lawsuit against U-Haul](#)")

2013 – V.P. of Programming @ [Dallas-Fort Worth Search Engine Marketing Association](#)

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. Outcome: A favorable settlement was [successfully negotiated](#).

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