Halyard Consulting

Schema | Freebase | EdgeRank

Future Search 2014
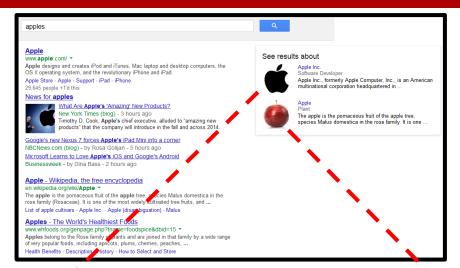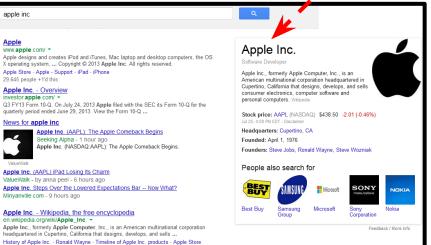
- **Name:** Jonathan Edward Goodman
- **Position:** President of Halyard Consulting
  - **Established:** 2007
  - **Client Focus:** Small to Medium Businesses
  - **Development:** WordPress Exclusive
  - **Services:** Full Range of Internet Marketing
    - **Including:**
      - Optimization
      - Development
      - Content
      - Advertising
      - Public Relations
- **Author & Podcast:** The World of Internet Marketing

Halyard Consulting

HALYARD CONSULTING

jgoodman@halyardconsulting.com

DragonSEARCH
SEARCH ENGINE MARKETING

What The Engines See

jgoodman@halyardconsulting.com

itemtype =**http://schema. org/Product**

itemtype =**http://schema. org/Organization**

itemprop="name" Apple

itemtype=http://schema.org/Brand
itemprop="name" Apple

itemprop="Color" Red

itemtype=http://schema.org/Person
itemprop="founder" Steve Jobs

Schema Understands

<div itemprop="video" itemscope itemtype="http://schema.org/VideoObject">

Affiliate Summit East 2013 Speaker Preview - Jonathan Goodman
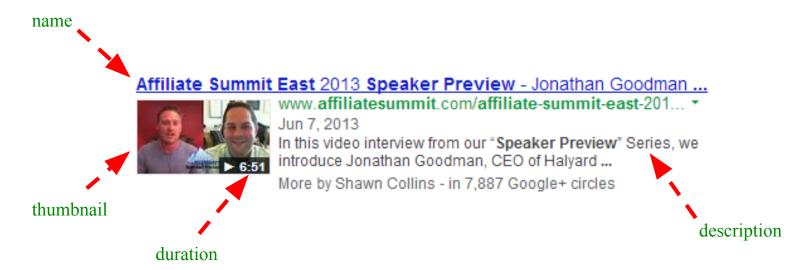
<meta itemprop="duration" content="T6M51S" />

<meta itemprop="thumbnail" content="jonathan-goodman-interview-thumb.jpg" />

In this video interview from our "Speaker Preview" Series. We introduce Jonathan Goodman, CEO of Halyard Consulting.

name

Affiliate Summit East 2013 **Speaker Preview** - Jonathan Goodman ...
www.**affiliatesummit**.com/affiliate-summit-east-201... ▾
Jun 7, 2013
In this video interview from our "**Speaker Preview**" Series, we
introduce Jonathan Goodman, CEO of Halyard ...
More by Shawn Collins - in 7,887 Google+ circles

▶ 6:51

thumbnail

duration

description

Videos

<div itemscope itemtype="http://schema.org/BusinessEvent">

<div itemprop="name">Affiliate Summit East 2013</div>

<meta itemprop="startDate" content="2013-08-18T12:00">Starts: 08/18/2013 12:00PM</div>
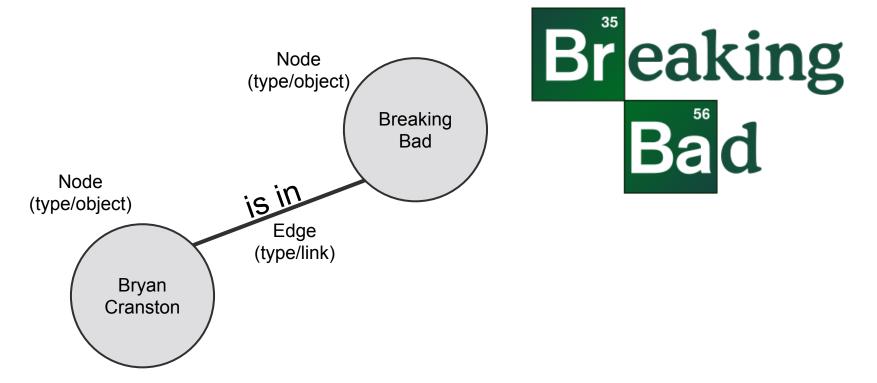
<div itemprop="location" itemscope itemtype="http://schema.org/PostalAddress">

<div itemprop="streetAddress">1101 Arch St,</div>

Philadelphia,

PA

<div itemprop="postalCode">19107</div>

name

startDate

location / Postal Address

AUG
18

Affiliate Summit East 2013

Sunday, August 18

Pennsylvania Convention Center
1101 Arch St, Philadelphia, PA

goodreads.com - facebook.com - allevents.in

Affiliate Summit East 2013 - Affiliate Summit
www.affiliatesummit.com/13e-conference/ ▾
by Shawn Collins - in 7,887 Google+ circles
Affiliate Summit East 2013 is taking place August 18-20, 2013 at the
Pennsylvania Convention Center in Philadelphia, PA. Affiliate Summit
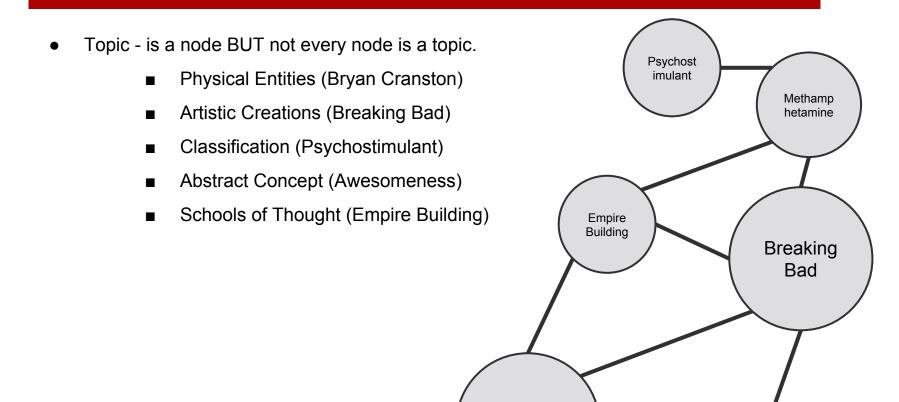East 2013 This three ...

Events

- Freebase = Graph Data Structure - Allows for growth of data without restructuring.
  - Nodes - Data Points (ex. Bryan Cranston) - Defined as /type/object/
  - Edges - Connectors (Bryan Cranston is in Breaking Bad) - Defined as /type/link/

Node
(type/object)

Breaking
Bad

Node
(type/object)

is in

Edge
(type/link)

Bryan
Cranston

Freebase: Nodes & Edges

- Topic - is a node BUT not every node is a topic.
    - Physical Entities (Bryan Cranston)
    - Artistic Creations (Breaking Bad)
    - Classification (Psychostimulant)
    - Abstract Concept (Awesomeness)
    - Schools of Thought (Empire Building)

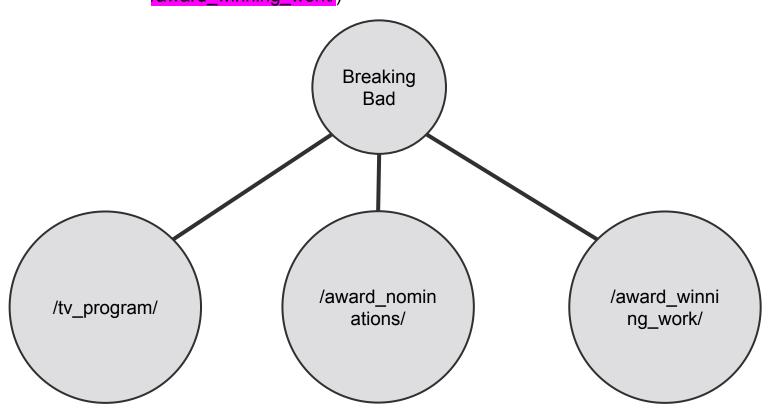# Freebase: Topics

- Types - Topics can have numerous associated types.
  - (Breaking Bad a /tv_program/ with /award_nominations/ and /award_winning_work/)

```
                          Breaking
                            Bad


      /tv_program/      /award_nomin      /award_winni
                          ations/           ng_work/
```

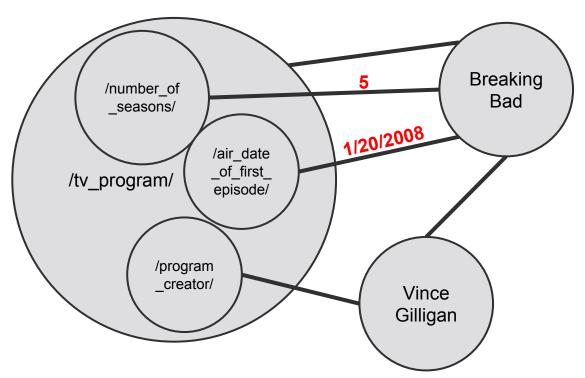# Freebase: Types

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- Properties - Each Type carries a different set of properties.
  - (Breaking Bad a /tv_program/ with /program_creator/ Vince Gilligan /air_date_of_first_episode/ was 1/20/2008 and currently has /number_of_seasons/ equaling 5.

Freebase: Properties

$$\sum u_e\, w_e\, d_e$$

- Affinity - Viewer to Creator Relationship
- Weight - Interactions: Comments, Likes, Shares
- Decay - Age of Content

- Average User Could Be Shown 1,500 Stories Each Visit

EdgeRank Equation

Affinity Categories & Subcategories

Global Interactions

Post Types

Complaints

Ad Interactions

Machine Learning

Last Actor

Device

Page Relationships

Story Bumping

Friend Relationships

100K Points

College Friends

People Who Think Are Your Friends

Family

Local Friends

Business Associate
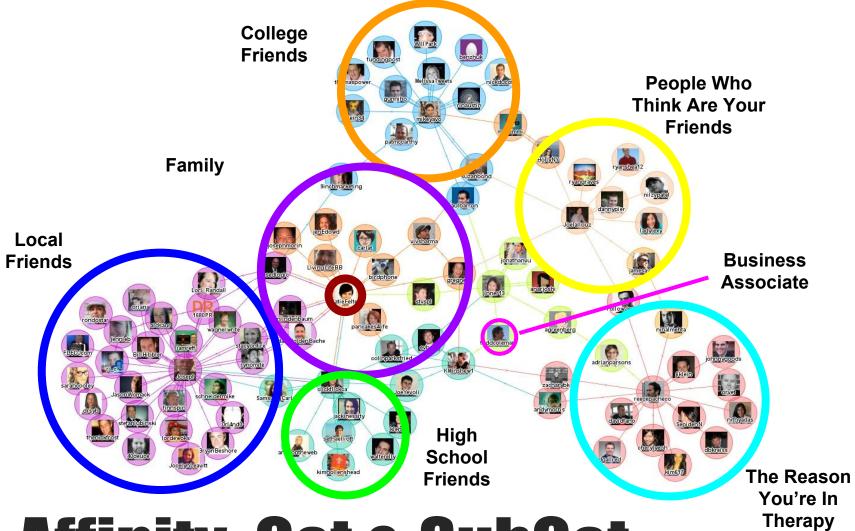
High School Friends

The Reason You're In Therapy

Affinity: Cat & SubCat

- Unread Stories w/ Interaction Shown Again
- Bends Time Decay Rule: Higher Priority for Older Unseen Posts.
- Proven Increased Interaction
    - 5% Friend Stories
    - 8% Pages Stories

Story Bumping

4 Video Shares

6 Video Likes

3 Video Comments

8 Articles Shares

10 Articles Likes

4 Articles Comments

4 Photo Shares

6 Photos Likes

2 Photos Comments

1 Ad Clicks

2 Page Likes

- Last 50 rolling interactions assist sorting news feed.

Last Actor

- Complaints (Hide/Spam) of content or page hosts get lower priority and eventually not shown.

Complaints

- A Page from Twitter:
  - Live Events
    - Sports
    - Television
    - News
  - Not re-ordered later by importance.

Chronological Ordering

HALYARD CONSULTING

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Facebook: HalyardConsulting

Thank You!

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