

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

apples

Apple
www.apple.com/

Apple designs and creates iPod and iTunes, Mac laptop and desktop computers, the OS X operating system, and the revolutionary iPhone and iPad.

Apple Store - Apple - Support - iPad - iPhone
29,645 people +1'd this

News for apples

What Are Apple's 'Amazing' New Products?
New York Times (blog) - 3 hours ago
Timothy D. Cook, Apple's chief executive, alluded to "amazing new products" that the company will introduce in the fall and across 2014.

Google's new Nexus 7 forces Apple's iPad Mini into a corner
NBCNews.com (blog) - by Rosa Golijan - 5 hours ago

Microsoft Learns to Love Apple's iOS and Google's Android
Businessweek - by Dina Bass - 2 hours ago

Apple - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Apple

The apple is the pomaceous fruit of the apple tree, species Malus domestica in the rose family (Rosaceae). It is one of the most widely cultivated tree fruits, and ...


List of apple cultivars - Apple Inc. - Apple (disambiguation) - Malus


Apples - The World's Healthiest Foods
www.whfoods.org/genpage.php?name=foodspice&dbid=15

Apples belong to the Rose family. Apples and are joined in that family by a wide range of very popular foods, including apricots, plums, cherries, peaches, ...

Health Benefits - Description - History - How to Select and Store

See results about

 **Apple Inc.**
Software Developer
Apple Inc., formerly Apple Computer, Inc., is an American multinational corporation headquartered in ...

 **Apple**
Plant
The apple is the pomaceous fruit of the apple tree, species Malus domestica in the rose family. It is one ...

apple inc

Apple
www.apple.com/

Apple designs and creates iPod and iTunes, Mac laptop and desktop computers, the OS X operating system, ... Copyright © 2013 Apple Inc. All rights reserved.

Apple Store - Apple - Support - iPad - iPhone
29,645 people +1'd this

Apple Inc. - Overview
investor.apple.com/

Q3 FY13 Form 10-Q. On July 24, 2013 Apple filed with the SEC its Form 10-Q for the quarterly period ended June 29, 2013. View the Form 10-Q ...

News for apple inc

Apple Inc. (AAPL): The Apple Comeback Begins
Seeking Alpha - 1 hour ago

Apple Inc. (NASDAQ:AAPL): The Apple Comeback Begins.
Minyanville.com - 9 hours ago

Apple Inc. - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Apple_Inc.

Apple Inc., formerly Apple Computer, Inc., is an American multinational corporation headquartered in Cupertino, California that designs, develops, and sells ...

History of Apple Inc. - Ronald Wayne - Timeline of Apple Inc. products - Apple Store






Apple Inc.
Software Developer

Apple Inc., formerly Apple Computer, Inc., is an American multinational corporation headquartered in Cupertino, California that designs, develops, and sells consumer electronics, computer software and personal computers. Wikipedia

Stock price: AAPL (NASDAQ) \$438.50 -2.01 (-0.46%)
Jul 25, 4:00 PM EDT - Disclaimer

Headquarters: Cupertino, CA
Founded: April 1, 1976
Founders: Steve Jobs, Ronald Wayne, Steve Wozniak

People also search for

Best Buy Samsung Group Microsoft Sony Corporation Nokia

Feedback / More info

apple fruit

Apple - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Apple

Jump to **The forbidden fruit** in the Garden of Eden - Adam and Eve Showcasing the apple as a symbol of sin. Albrecht Dürer, 1507. Though the forbidden ...

List of apple cultivars - Apple Inc. - Apple (disambiguation) - Malus

8 Health Benefits Of Apples - Huffington Post
www.huffingtonpost.com/.../health-benefits-apples_n_1855590...
by Sarah Klein - in 99 Google+ circles
Sep 6, 2012 - One medium-sized apple contains about four grams of ...


Apple Health Info: Crazy Facts About The Fruit - Huffington Post
www.huffingtonpost.com/.../apple-health-information_n_3492025.html
Jun 26, 2013 - Everyone's heard about an apple a day. As one of the most popular fruits in America, it's easy to get people eating these fiber-rich, crisp and ...

Apple fruit nutrition facts and health benefits - Nutrition-and-you.com
www.nutrition-and-you.com/apple-fruit.html
by Umesh Rudrappa
Delicious and crunchy apple fruit is one of the popular fruits containing an impressive list of antioxidants and essential nutrients required for good health...

Apple - Fruit - Purdue University
www hort.purdue.edu/ext/senior/fruits/apple1.html



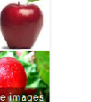

Apples have a rounded shape with a depression at the top where the stem is attached. Some apples are almost perfectly round, while others are more rounded ...

Shop for apple fruit on Google Sponsored

 **Fuji Apples - The Fruit Company**
\$18.95 - The Fruit Company

See more shopping results on Google

Shop by price
Up to \$15 \$15 - \$30 \$30 - \$50 Over \$50

Apple
Plant
The apple is the pomaceous fruit of the apple tree, species Malus domestica in the rose family. It is one of the most widely cultivated tree fruits, and the most widely known of the many members of genus Malus that are used by humans. Wikipedia

Nutrition Facts

What The Engines See



itemtype =http://schema.
org/Product

itemprop="name" Apple

itemprop="Color" Red



itemtype =http://schema.
org/Organization

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

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

Schema Understands

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<meta itemprop="duration" content="T6M51S" />
<meta itemprop="thumbnail" content="jonathan-goodman-interview-thumb.jpg" />
<span itemprop="description">In this video interview from our "Speaker Preview" Series. We introduce Jonathan Goodman, CEO of Halyard Consulting.</span>
```

name

[Affiliate Summit East 2013 Speaker Preview - Jonathan Goodman ...](#)



thumbnail

www.affiliatesummit.com/affiliate-summit-east-2013

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

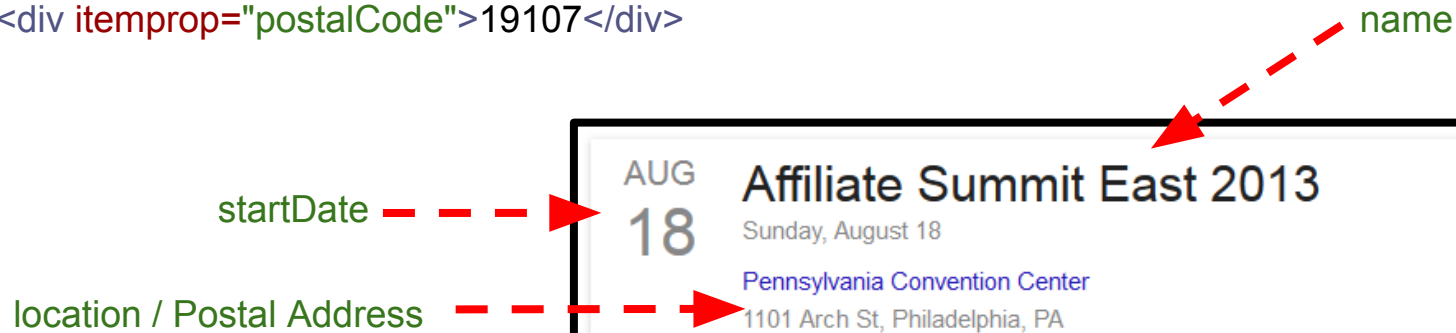
duration

6:51

description

Videos

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<meta itemprop="startDate" content="2013-08-18T12:00">Starts: 08/18/2013 12:00PM</div>
<div itemprop="location" itemscope itemtype="http://schema.org/PostalAddress">
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<span itemprop="addressLocality">Philadelphia</span>,
<span itemprop="addressRegion">PA</span>
<div itemprop="postalCode">19107</div>
```



AUG 18 **Affiliate Summit East 2013**
Sunday, August 18
Pennsylvania Convention Center
1101 Arch St, Philadelphia, PA

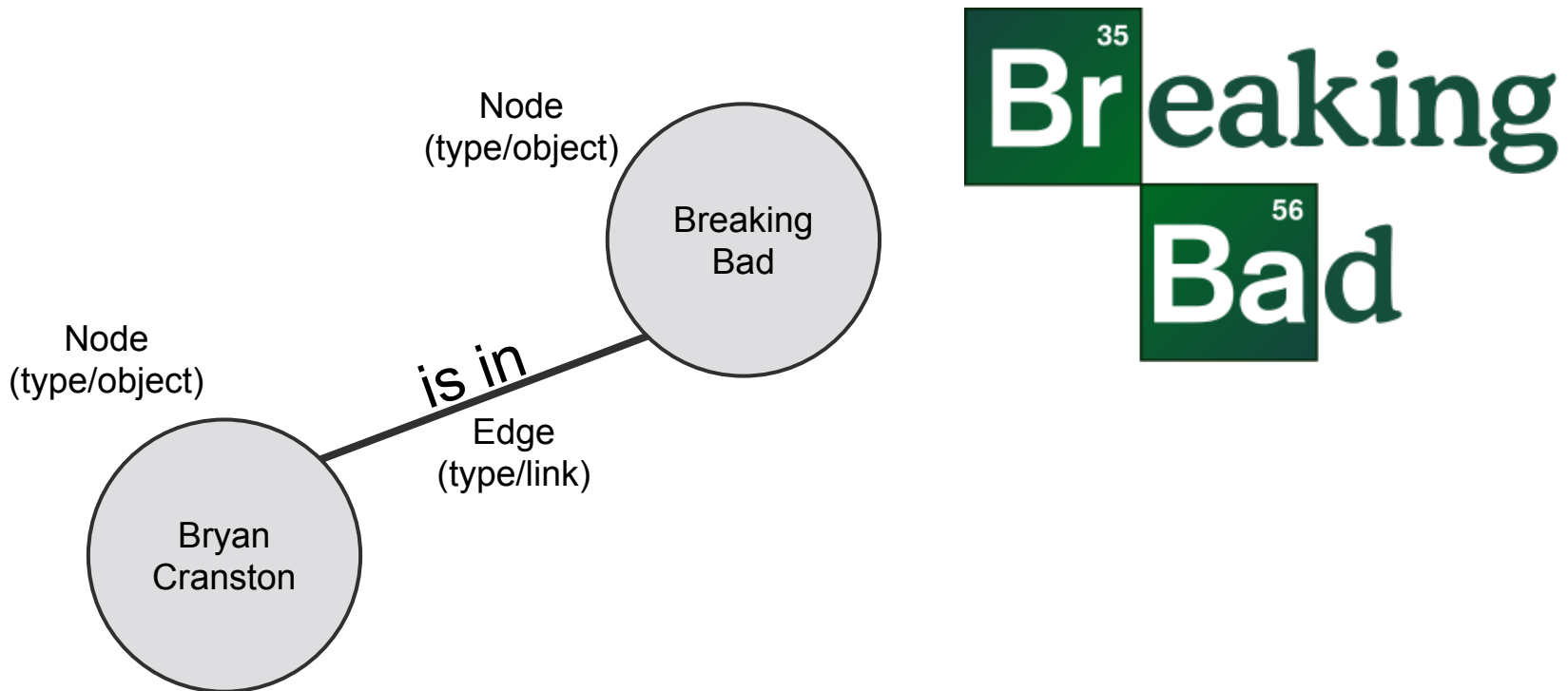
goodreads.com - facebook.com - allevents.in

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 ...

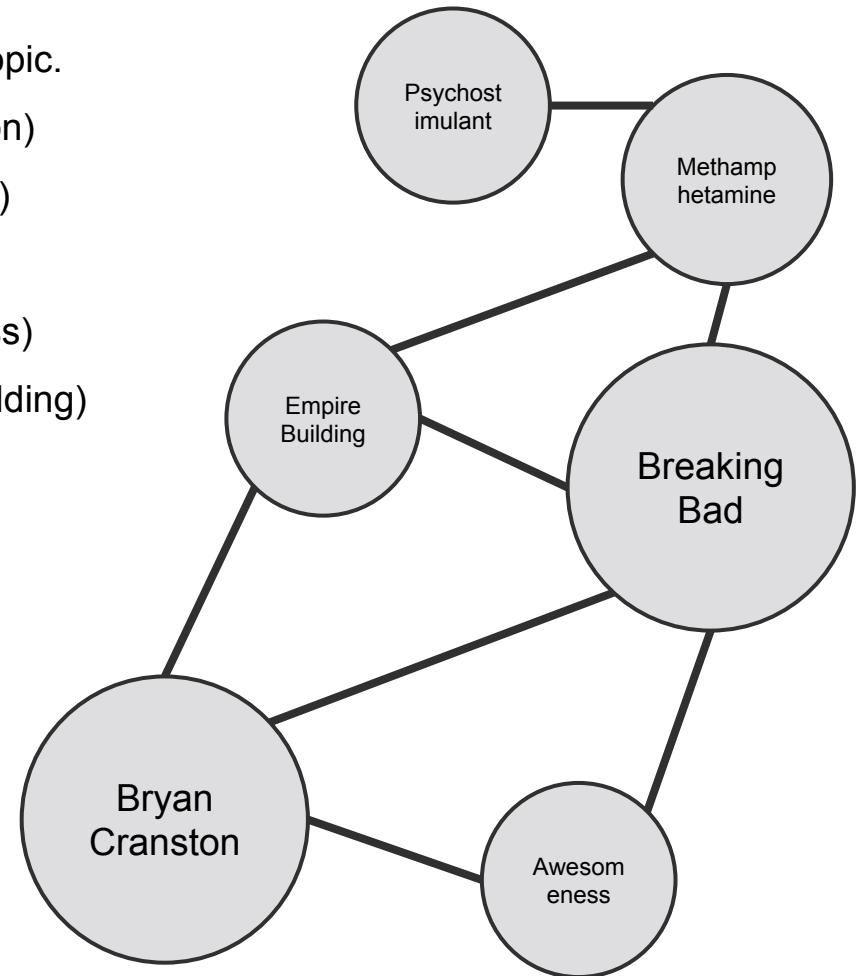
Events

- 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/



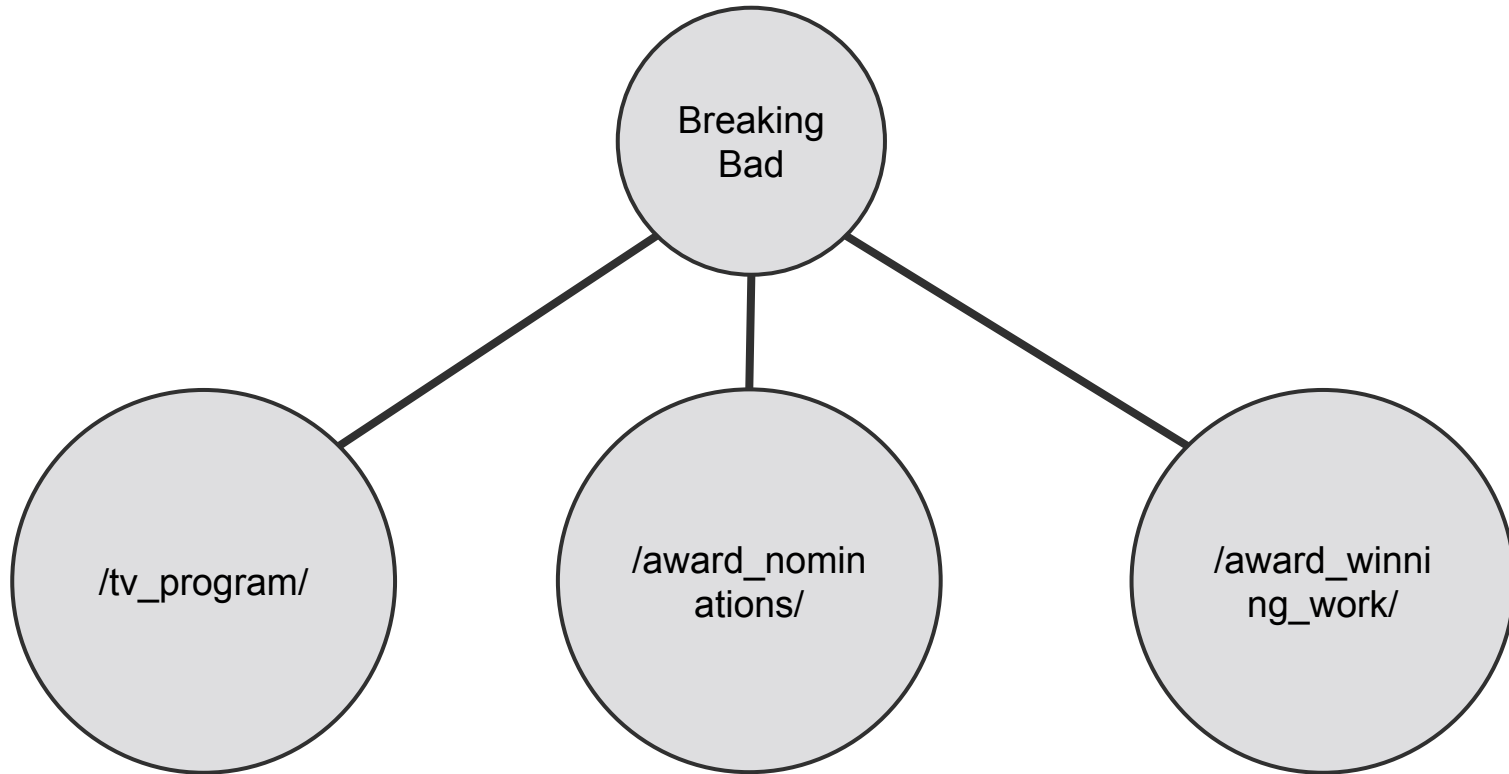
Freebase: Nodes & Edges

- 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)



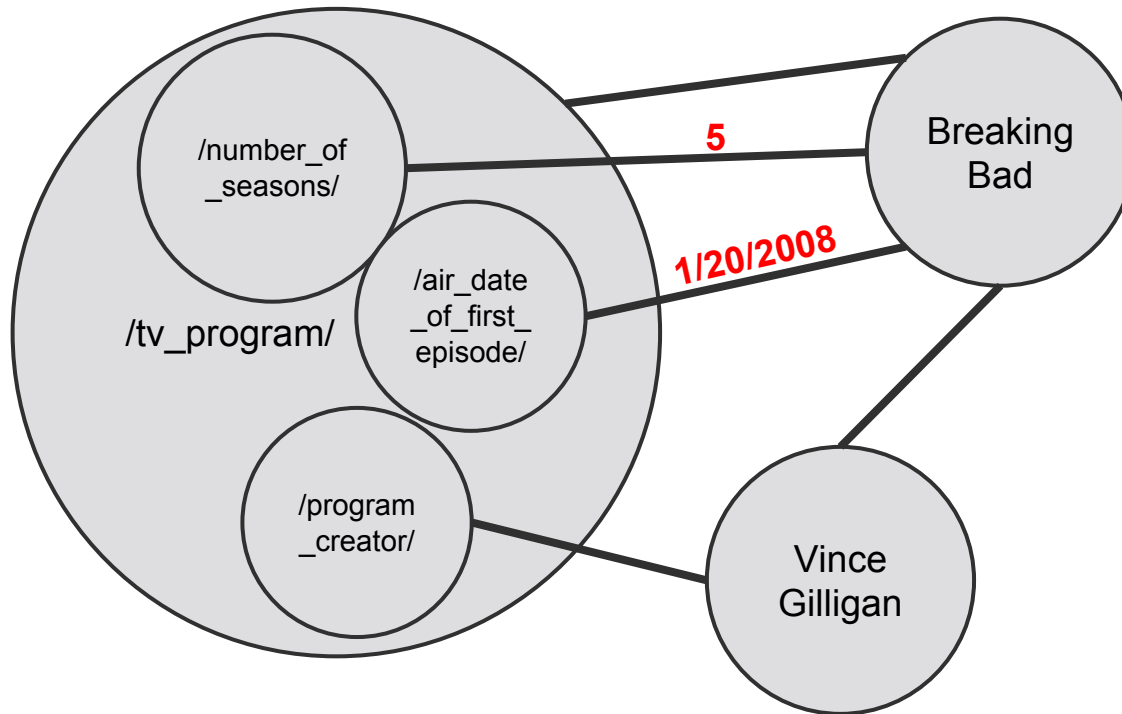
Freebase: Topics

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



Freebase: Types

- 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.

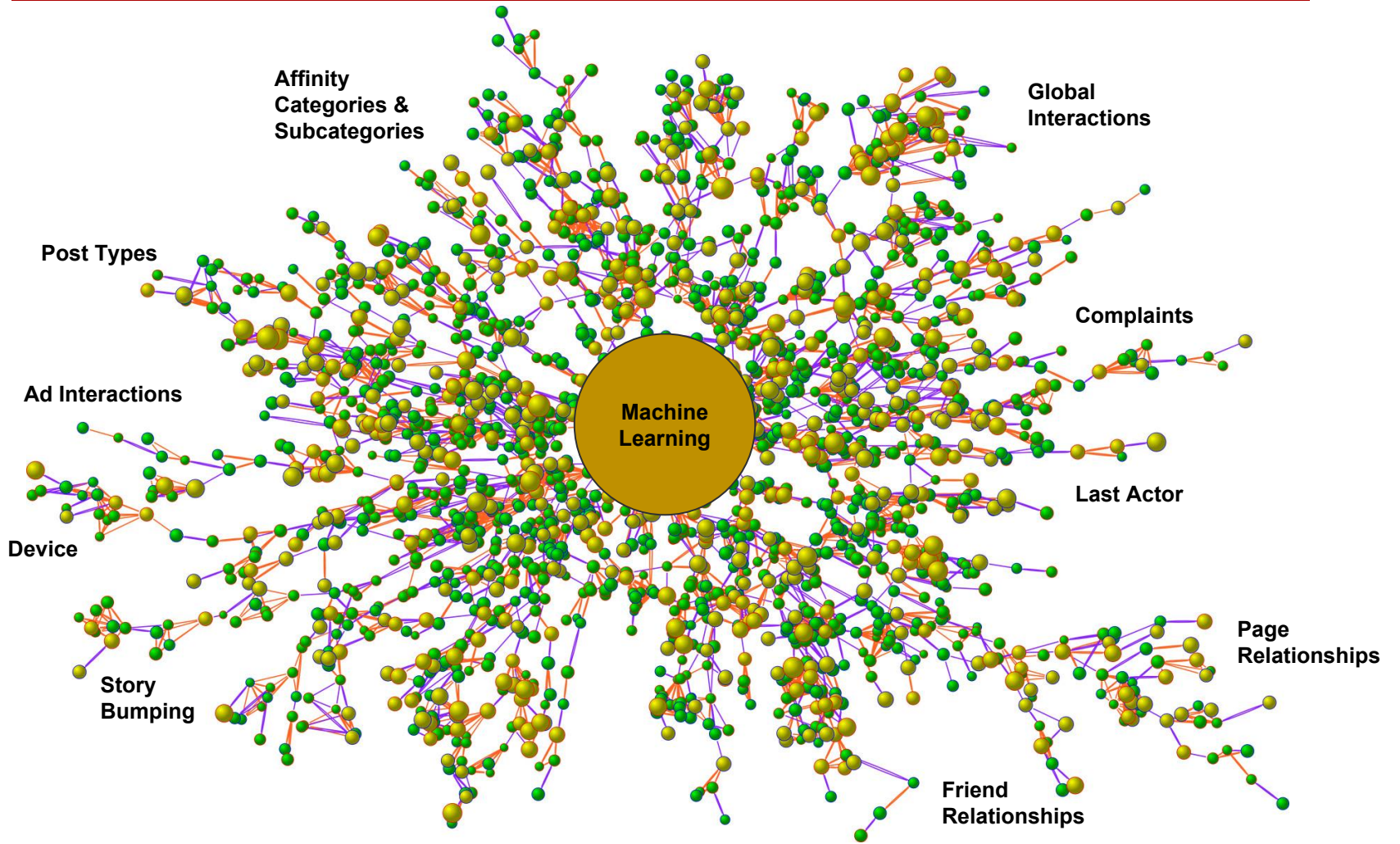


Freebase: Properties

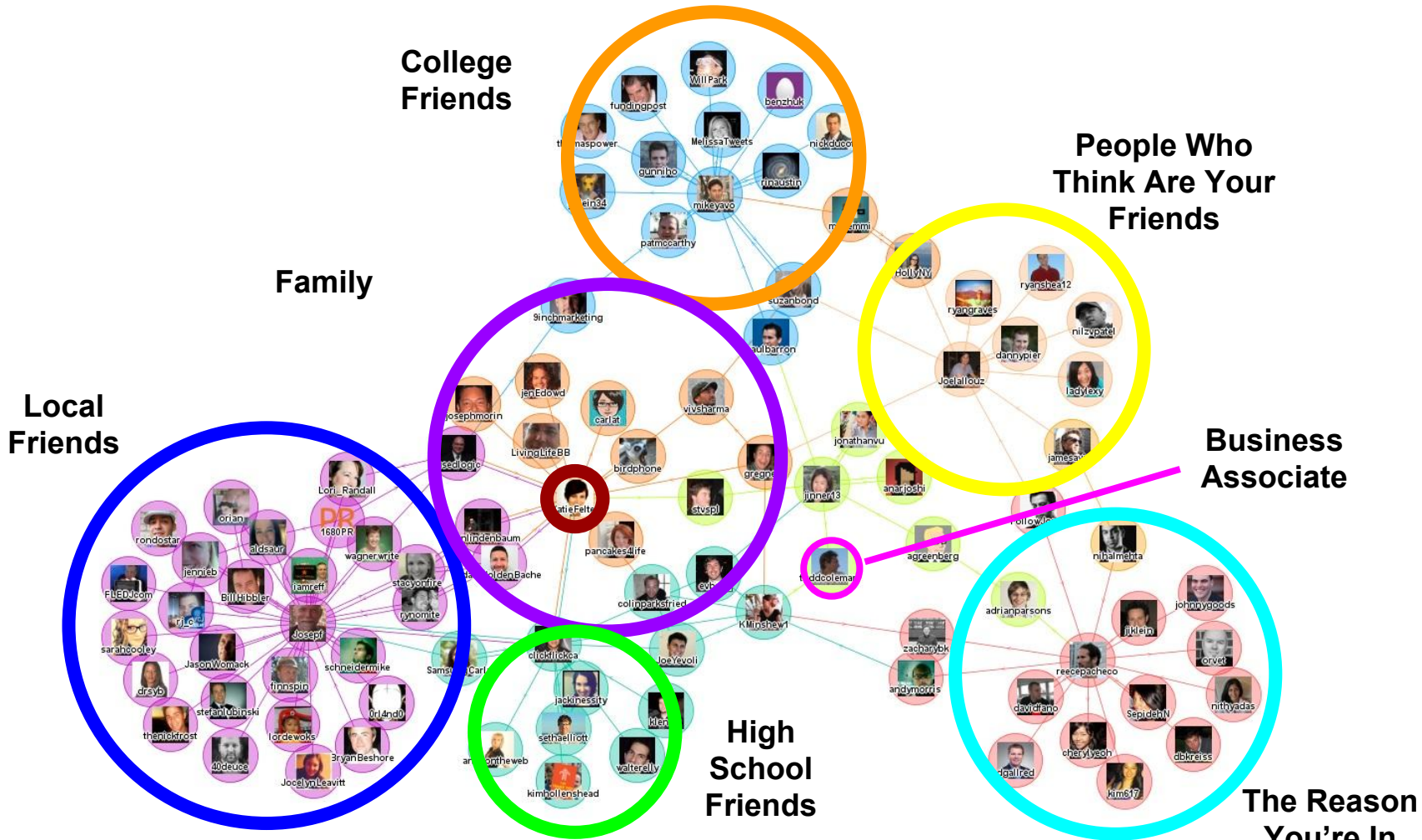
$$\sum u_e w_e d_e$$

- 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



100K Points



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



io9
Legendary Avatar doesn't equal great family man.

This week's Korra reveals that Aang was kind of a sucky dad
on.io9.com
In this week's Legend of Korra, our Avatar finds herself stuck between her father and her uncle as the Water Tribe

Like · Comment · Share · 113 · 16 · 3 · 19 hours ago ·

Ted Cormier-Leger
Day 2 of JPOS. Hoping art lovers brave the slightly wet conditions and come out to support us. Thanks to everyone that came out yesterday!

Like · Comment · Share · 2 hours ago near Dedham, MA ·

Sheila Cormier- Alessi likes this.

Write a comment...

Jason Letkiewicz commented on his own status.

Jason Letkiewicz
Found out that Spider-Man 3 filmed on my rooftop a few weeks ago.

Like · Comment · 22 hours ago near New York ·

- 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



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CONSULTING

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Twitter: HalyardConsult

Facebook: HalyardConsulting

Thank You!