

Chris “Silver” Smith - CV

Strategic Technologist & Search Marketing Expert

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, 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, Content Marketing Conference, and DFW SEM association meetings.
- Columnist at some of the leading search marketing industry reporting sites, [Search Engine Land](#) and [MarTech](#). (over 100 articles published)
- Technical Editor of *The Art of SEO: Mastering Search Engine Optimization*, 4th Edition, September 2023, published by O’Reilly Media, Inc.

Advisory Board Member @ Universal Business Listing, “UBL”

8/2010 to 2016

SEO Advisory Board Member @ Thomson Reuters [FindLaw](#)

7/2010 to 2015

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

1/2016 to 12/2016

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, Usability Testing, 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.

- 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 / Litigation:

2024 – Providing expert witness service on behalf of the plaintiff in "Christopher Tullis v. LG Chem, Ltd." in Dallas County Court, Texas. Status: Ongoing.

2024 – Providing expert witness service on behalf of the plaintiff in "BMB Development, LLC; Michael Benson; and Bradina Benson v. Zillow, Inc.; Zillow Group, Inc.; DuckDuckGo, Inc.; Microsoft Corporation; Google, LLC; NRT Texas, LLC d/b/a/ Coldwell Banker Realty; and Melody Taylor" in 271st Judicial District Court, Texas. Status: Ongoing.

2024 – Providing expert witness service on behalf of the plaintiff in "Rich Media Club LLC v. Duration Media LLC" in Arizona District Court. Status: Ongoing.

2024 – Providing expert witness service on behalf of the defendant in "Miami Slice Pizza, LLC. V. Carnival Corporation" in the Southern District of Florida. Status: Ongoing.

2024 – Providing expert witness service on behalf of the plaintiff in "Tribe of Two, LLC v. Tods, S.p.A., Ltd., and Deva Inc." in the Southern District of New York. Status: Ongoing.

2024 – Providing expert witness service on behalf of the plaintiff in "Shaw Friedman v. Timothy Stabosz" in state court in Indiana. Status: Court found in favor of the defendant.

2024 – Providing expert witness service on behalf of the defendants in Zipfworks, Inc., v. Mark Mazza, Patrick Williams, PromoCodeWatch LLC, and Contender Digital LLC" in California. Status: Ongoing.

2024 – Providing expert witness service on behalf of the plaintiff in "Morgan Barksdale, Surviving Spouse of Nick Nathaniel Barksdale, deceased, v. Integris Baptist Medical Center, Inc." in Oklahoma County State Court, Oklahoma. Status: Ongoing.

2023 – Providing expert witness service on behalf of a defendant (O'Gara Coach Company) in "Holy Shirts and Pants, LLC; Early Bird Restaurant, LLC; and Marcelo Caraveo v. O'Gara Coach Company, LLC; Joseph Ra; TD Auto Financial, LLC; Ally Financial, Inc.; Porsche Financial Services, Inc.; Bentley Financial Services; and Does 1-10" in the Superior Court of the State of California, County of Los Angeles – Santa Monica. Status: Ongoing.

2023 – Providing consulting services on behalf of “Infinity Golf, Inc., v. Fuze7 Marketing, Inc.” in Oregon. Status: Ongoing.

2023 – Providing expert witness services on behalf of the plaintiff in “Keeper Security, Inc. v. Keeper Tax Inc..” in the Northern District of Illinois. Status: Ongoing.

2023 – Providing expert witness service on behalf of the creditor, Dr. Christina Paylan, in U.S. Bankruptcy Court, Middle District of Florida, Tampa Division case, “In re: Khalil Elias Abdo.” Status: Ongoing.

2023 – Providing expert witness service on behalf of the plaintiff in “Franchises v. MMI-CPR, LLC (d.b.a. ‘Cell Phone Repair’) & Assurant, Inc.” in Texas. Status: suit being split into multiple separate complaints and is Ongoing.

2023 – Providing expert witness service on behalf of the plaintiff in “Roadget Business Pte. Ltd (operating SHEIN), a private limited company organized in the country of Singapore, Plaintiff, v. PDD Holdings Inc., a Cayman Islands corporation, and WhaleCo, Inc. (operating Temu), a Delaware corporation.” Status: Ongoing.

2023 – Provided expert witness service on behalf of the plaintiff in “Charles Cook, and Flying Oaks Airport, LLC, v. Daniel W. Gryder.” Status: the court found in favor of the plaintiff.

2023 – Provided expert witness service on behalf of the claimant in “Venice Pride v. PBAK, LLC, and Does 1-10” / “PBAK, LLC, v. Venice Pride, Grant Turck, and Does 1-10,” an American Arbitration Association case. Status: Settled.

2022 – Providing expert consulting service on behalf of the plaintiff in “GOLO, LLC, v. Goli Nutrition Inc., a Canadian Corporation, and Goli Nutrition Inc., a Delaware Corporation.” Status: Ongoing.

2022 – Provided expert witness service on behalf of the plaintiff in “Wearable Shoe Tree, LLC v. Crep Protect Inc., Crep Protect Ltd., Israel Arteaga and John Doe.” Status: Settled.

2022 – Provided expert witness service on behalf of the plaintiff in “San Juan Products, Inc.; American Environmental Container Corp; v. River Pools & Spas, Inc.; Thursday Pools LLC; Jason Hughes; Jim Spiess; Marcus Sheridan; Cristian Shirilla; Alex Planes; Does 1-10, inclusive.” Status: Settled.

2022 – Provided expert witness service on behalf of the plaintiff in “American Mortgage Corporation v. Ryan L. Kelley, and The Home Loan Expert, LLC, and RKIP, LLC.” Status: Settled.

2022 – Providing expert witness service on behalf of the plaintiff in “Capstone Realty Consultants, Inc. v. Arkan Abdulalam, Rafah Samir, John Doe 1 a.k.a. ‘ARK ABD’, John Doe 3 a.k.a. ‘Mustafa Sam’, John Doe 3 a.k.a. ‘Barbara Seth’, John Doe 4 a.k.a. ‘Ethan Richard’, John Doe 5 a.k.a. ‘Eman Sam’.” Status: Ongoing.

2022 – Hired by the plaintiff to provide expert witness service on behalf of the court in “Janice Margaret Duffy v. Google Inc.” in the Supreme Court of South Australia in the Civil Jurisdiction. Status: Court found in favor of the plaintiff in 2023. Status: Settled.

2022 – Provided expert witness service on behalf of the plaintiff in “R REDACTED LLC, v. Twitter Inc.”, a JAMS arbitration case. Status: Settled.

2022 – Provided expert witness service on behalf of the defendant in “Edison Brewing Company vs. Gourmet Fresh.” Status: Settled.

2021 – Provided expert witness service on behalf of the defendants in “Boost Beauty, LLC, v. Woo Signatures, LLC, Tadeh Booghossiansardabi, Farshid Karamzad Goflsaz, Arash Sedighi, and Does 1 through 10, inclusive.” Status: Settled.

2021 – Providing expert witness service on behalf of the plaintiff in “RBG Plastic, LLC, d/b/a Restaurantware v. The Webstaurant Store, d/b/a Webstaurantstore.com; and Clark Associates, Inc.” Status: Ongoing.

2021 – Provided expert witness service on behalf of the plaintiff in “Jane Doe 1 v. SK Entertainment, an Illinois corporation, and Does 1 through 20, inclusive.” Status: Settled.

2021 – Providing expert witness service on behalf of the plaintiff in “Kerry Angelos vs. Greg Schatzel and Susan Schatzel, husband and wife, and Does 1 through 10, inclusive.” Status: Ongoing.

2021 – Providing expert witness service on behalf of the plaintiff in “Adidas America, Inc., an Oregon corporation; and Adidas AG, a foreign entity, v. Fashion Nova, Inc., a California corporation” Status: Settled.

2021 – Provided expert consulting service on behalf of the plaintiff in “Harbor Breeze Corporation, a California corporation; and L.A. Waterfront Cruises, LLC, a California limited liability company, v. Newport Landing Sportfishing, Inc., a California corporation; Davey's Locker Sportfishing, Inc., a California corporation; Ocean Explorer, Inc., a California corporation; Freelance Sportfishing, Inc., a California corporation; and DOES 1-10.” Status: Ongoing.

2020 – Providing expert witness service on behalf of the plaintiff in “Hoglund, Chwialkowski & Mrozik, P.L.L.C. vs. Kain & Scott, P.A.” Status: Ongoing.

2020 – Provided expert witness service on behalf of the plaintiff in “Gianni Versace S.R.L. v. Fashion Nova, Inc.” Status: Settled.

2020 – Provided expert witness service on behalf of the plaintiff in “Kewazinga Corp. v. Microsoft Corporation.” Status: Ongoing.

2020 – Provided expert witness service on behalf of the defendants in “Teamworks Innovation, Inc., vs. Starbucks Corporation, JDA Software Group, Inc., JDA Software, Inc.” Status: Settled.

2020 – Provided expert witness testimony in court, independently, in “Domain Protection, LLC, vs. Sea Wasp, LLC, Vernon Decossas, and Gregory Faia.” Status: Individual owners of defendant Sea Wasp were excused from liability in the case, and the court returned a no-damages verdict for the plaintiff.

2019 – Provided expert witness service on behalf of the plaintiff in “Dekeo, Inc. vs. Jason Haft”. Status: Settled.

2019 – Provided expert witness service on behalf of the defendant in “Homevestors of America Inc v. Big State Home Buyers LLC et al.” Status: Settled.

2018 – Provided expert witness service on behalf of the plaintiff in “Grasshopper House, LLC v. Clean & Sober Media LLC, Cliffside Malibu, Richard L. Taite, and Does 1-10.” Status: Plaintiff prevailed in their complaint and in the countersuit, and the case is closed.

2018 – Provided expert witness consulting service on behalf of the plaintiff in “Booya Charters of Key West, Inc., v. Jumpem LLC, a Florida limited liability Company, and Chris Gardner, Chris Garcia and Damon Santelli.” Status: Favorable settlement.

2018 – Provided expert witness service on behalf of the defendant in “Reputation Management Consultants, Inc., v. Brian Ferdinand”. Status: Favorable settlement.

2018 – Provided expert witness service on behalf of the plaintiff in “Marcos V. Taccolini and Tatsoft, LLC v. Schneider Electric Software, LLC, successor by merger to Indusoft, Inc., f/k/a Indusoft Business Development, Inc., Ernest T. Roland and Marcia R. Gadbois”. Status: Favorable settlement.

2018 – Provided an amicus curiae brief in “United States v. Michael Arnstein”.

2018 – Provided expert witness service on behalf of the defendant in “Michael Grecco Productions, Inc. d/b/a Michael Grecco Photography, Inc. v. Robert Arthur Cross d/b/a Rare Realty; Car Property Group, Inc.; and Does 1 through 10 inclusive.” Status: Settled.

2017 – Provided expert witness service on behalf of the defendant in “Tempur-Pedic North America, LLC, Sealy Mattress Company, Dan-Foam Aps, and Sealy Technology LLC v. Mattress Firm, Inc.”. Status: Cancelled.

2017 – Provided expert witness service on behalf of the plaintiff in “Rainsoft, a division of Aquion, Inc. v. Brian MacFarland, d/b/a ‘Lazy Man & Money’”. Status: Favorable settlement.

2017 – Provided expert services on behalf of “Twentieth Century Fox Film Corporation, Universal City Studios Productions LLLP, Warner Bros. Entertainment Inc., Paramount Pictures Corporation, Disney Enterprises, Inc., and Columbia Pictures Industries, Inc.” in preparation for possible undisclosed litigation. Status: Case suspended.

2016 – Provided expert witness service on behalf of the plaintiff in “Jay M. Pensler, M.D., vs. Fox Television Stations, Inc. et al”. Status: Favorable settlement.

2016 – Provided expert witness service on behalf of the plaintiff in “DoHardMoney.com, Inc. v. Crouse, Jennifer”. Status: Plaintiff prevailed.

2015 to 2016 – Provided 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: Dismissed due to laches.

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 & 2016 – V.P. 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

Languages:

- English (native)
- Italian (basic level proficiency)