Active Search Results - ASR

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New Page Ranking Algorithm Patent
For
Internet Search Engines

The Active Search Results Search Engine is pleased to announce the US Patent Office's approval for the Active Search Results (ASR) Page Ranking Technology patent.

ASR Page Ranking Technology is a new Internet search engine page ranking algorithm that allows search engines to rank and return search engine results higher for websites where the owners and promoters of those websites have a history of performing actions and events defined as Activity.

The final patent application was originally filed on May 24, 2011 then approved and issued as US Patent 8,849,807 B2 on September 30, 2014. As a result of the issuance, ASR is now seeking investors and partners to develop and grow the new ASR Page Ranking Technology.

ASR Page Ranking Technology is the new website page ranking algorithm that will excel a single or group of search engines to the forefront of the search industry as Google's PageRank did in 1998.

The goal of ASR Page Ranking Technology is to rank websites higher in the search engine results pages (SERP) where there are active people behind and supporting those websites.

An analogy would be similar to walking into a brick-and-mortar store where there are no employees to provide customer service such as answering questions or taking product returns. This is considered a store with low activity. On the other hand, a store with multiple people providing prompt customer service is a store with high activity.

A person can easily identify low and high levels of activity when they physically walk into a brick-and-mortar store whereas it is very difficult to recognize low and high levels of activity when they visit an online store (website). ASR Page Ranking Technology provides the tool to resolve this problem by separating and sorting the levels of activity for websites and, as a result, distinguish the differences between those websites that would otherwise be similar in rankings. For example, a website with higher levels

of activity would translate to a higher ranking compared to similar websites in the search results.

Mark McLellan, Founder and CTO of Active Search Results and ASR Page Ranking Technology, discusses the interest that this new page ranking technology has stimulated in the search engine industry. McLellan states,

"During the past four plus years, millions of website owners and promoters have been submitting their websites to The Active Search Results Search Engine. They are showing a high interest in the new ASR Page Ranking Technology. Owners and promoters of websites are interested in knowing how they can be more active so they can acquire a better page ranking in the search engine results pages for their website(s)."

McLellan continues to emphasize,

"Since this activity includes owners and promoters logging into the search engine website, keeping their social media site(s) current, opening emails, clicking on links and much more; additional activity directly translates to increased revenue for the search engines and affiliates that deploy and implement ASR's Page Ranking Technology."

ASR's Page Ranking Technology algorithm will be an additional key factor within a company's search engine optimization, SEO, strategy. It will give active websites with real companies behind them the search ranking advantage over websites of companies that may not even exist but just have a website front end.

ASR has been running in beta mode with great success while the patent was being reviewed by the US Patent Office. Now that the patent has been issued, ASR is seeking investors and partners to develop and grow the new ASR Page Ranking Technology.

ASR's Page Ranking Technology is positioned to become the next major search engine ranking algorithm within the search engine industry. To be a part of ASR's Page Ranking Technology, contact Mark McLellan of Active Search Results at:
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For more information about Active Search Results (ASR), ASR Page Ranking Technology and ASR's current activity types, please visit http://www.activesearchresults.com/help/about.php

To submit your website to the Active Search Results Search Engine, please visit http://www.activesearchresults.com/addwebsite.php

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