

Active Search Results

Active Search Results Page Ranking Technology

Ranking Signal that Influences Search Results Position Based on Promoters' Activities

March 8, 2025

What is Active Search Results (ASR) Page Ranking Technology?

- Active Search Results Page Ranking Technology describes a ranking signal used by search engines and social media sites as a ranking factor for websites and profiles.
aka “ASR Ranking”
- ASR Ranking was Awarded a United States Patent and Multiple International Patents
 - 2014 - US Patent Awarded - US 8,849,807 B2
 - 2015 - Australian Patent Granted - 2011258449
 - 2017 - Canadian Patent Issued - CA 2836700

Terms used in ASR Ranking

The following terms will be defined to describe ASR Page Ranking Technology.

1. Ranking Signal
2. Promoter
3. ASR Activity
4. ASR Ranking Signal
5. ASR Ranking

1. Ranking Signal

A ranking signal is data about a website that search engines use in aggregate to determine the position of a webpage within the Search Engine Results Page (SERP's). The position of the webpage is known as Ranking.

Example Ranking Signals for Google^[1]

- Domain Age
- Keyword Appears in Top Level Domain
- Keyword in Title, Description and H1 Tags
- Domain Trust/TrustRank
- Site Updates
- Link from Authority Sites
- Penguin Penalty
- Bounce Rate
- Meta Tag Spamming

[1] Google's 200 Ranking Factors: The Complete List (Feb 13, 2025) by Brian Dean
<https://backlinko.com/google-ranking-factors>

2. Promoter

A Promoter is a person that is affiliated with a website or social media profile that is indexed in a search engine or social media site. Promoters include:

- Owners
- Employees
- Contractors
- SEO Companies
- Any Party that is Affiliated with the Website and/or Profile

3. ASR Activity=Promoter Activity

ASR Activities are actions or activities performed by the "Promoters" of a website. This is in contrast to and does not include the activities performed by the visitors to a website.

Example ASR Activities Performed by the Promoter

- **Creating an Account with a Website** (e.g., Google Business Profile or any website)
- Logging into any Website
- Updating any Website
- Uploading Personal/Demographic Information to any Website
- Opening Emails
- Clicking on Links in Emails and on Websites
- Creating Links to Promoter's Website
- Making/Confirming/Removing Relationships in Social Networking Platforms
- Sending Messages Through Online Social Networking Platforms
- Uploading Fresh Content to the Promoter's Website
- Promoter Having the Website Monitored for Page Speed and/or Website Uptime
- Promoter Managing Website for Page Speed and/or Website Uptime
- Promoter Creating and/or Buying Links to the Promoter's Website

4. ASR Ranking Signal

Based on these Definitions,

- Ranking Signal - Data for Search Engines to Rank Websites
- Promoter - Person Affiliated with the Ranked Website
- ASR Activity - Any Activity Performed by the Promoter

ASR Ranking Signal combines Promoters and their ASR Activity and uses that data to rank the promoter's websites/profiles higher, lower or not at all in the SERPs, Search Engines' & Social Media Sites' Results Pages.

ASR Ranking Signal = Promoter Activity

5. ASR Ranking

Active Search Results Page Ranking Technology

- ASR Ranking is when a search engine, social media website or any search-oriented website uses an ASR Ranking Signal of a promoter to influence the position of a webpage or profile of the promoter.
- Influence of the position includes higher or lower rankings or can even result in no ranking, zero ranking.

Why ASR Ranking?

Benefits to People Visiting Websites

- Fewer Out-of-Business/Inactive Websites/Profiles in the Search Results
- Current Up-to-Date Information in Their Search Results
- Working Websites & Fewer Dead Links in Their Search Results
- Search Results From Websites Maintained Regularly

Benefits to Promoters and Owners of Websites

- Signals to Search Companies that Promoters/Owners are Actively Promoting Site/Profile
- No Direct Costs to Promote Websites & Profiles
- Increased Traffic
- Increased Visibility

Benefits to Search Engines, Social Media and Other Sites Utilizing ASR Technology

- Fewer Out-of-Business Websites Indexed in the Search Indices
- Increased Promoters Registering with Search Engines & Social Media Sites
- Increased Demographics, Email Open Rates and Click Through Rates of Promoters
- More Exposure for Search Engines & Social Media Sites
- Increased Ad Impressions for Search Engines & Social Media Sites

ASR Activities Currently Used

The following ASR activities are currently used on the Internet throughout multiple companies to influence their search results.

- Creating an Account
- Logging into an Account
- Keeping Profile Active/Updated
- Promoter Adding Content and Links to Promoter's Site
- Sending Social Media Messages
- Clicking and Swiping on Links

Where is ASR Ranking Being Used?

ASR Ranking is currently being used on the Internet by the following companies.

- Google
- Bing
- Internet Local Search
- Social Media Websites
- YP.com – The Real Yellow Pages
- Tinder
- Active Search Results Search Engine

Google

- Google Business Profile Local Search - Creating an Account

Creating an account is required when a promoter claims, verifies and joins Google Business Profile. The following is from Google's Support site.

"Add or claim your Business Profile at no charge.

This will let you control how your business information shows up on Google.

To make sure your business is eligible to show up on Google, verify your Business Profile. If you have more questions about profile verification, visit the Business Profile community."

[How to add or claim your Business Profile on Google - Computer - Google Business Profile Help](#)

Also, listed on Safari Digital's website.

Arguably one of the **most crucial local SEO ranking factors**, Google My Business is a free tool, set up by Google to provide users with local businesses through Google Maps. Properly **setting up your GMB listing is an integral part of getting your business noticed by both Google and potential customers**. Given that GMB is one of the first things that users will come across when searching for a company on Google, it is **crucial to have your business listed, verified, and managed**.

[Top 9 Local SEO Ranking Factors 2023 | Safari Digital](#)

➔Creating an account (claim/verify require accounts) is a defined promoter activity in ASR's patent. ←

Google (cont.)

- Google Business Profile Local Search - Creating an Account (cont)

Many SEO experts agree that claiming your Google Business Profile page is required to be ranked well on Google's local search results. For example, [PureLinq's Kevin Rowe](#) states the following in his article [Top 25 Local Search Ranking Signals You Need to Know](#), on the [Search Engine Journal's](#) website, "this article will outline important steps you can take to build your local online presence and increase your chances of ranking well as a local business." Rowe continues his article by listing the top 25 local search ranking signals by listing the claim your "Google Business Profile" at Number 1.

The Basics

1. Google Business Profile

You may know Google Business Profile by its previous name, Google My Business.

It is easy and free to **claim your Google Business Profile.**

This is one of the simplest and most effective ways to improve your local SEO.

There are two methods:

With the [first](#), you enter the name and address of the business and choose it from the search results.

[Top 25 Local Search Ranking Signals You Need to Know \(searchenginejournal.com\)](#) by [Kevin Rowe](#)

→ Creating an account (claiming your GBP page) is a defined promoter activity in ASR's patent. ←

Google (cont.)

- Google Business Profile Local Search - Logging into Account

The following are statements directly from Google Plus' website that suggest logging into the promoter's Google My Business account is an important ranking activity for the promoter's website.

"Staying on top of your online presence can mean the difference between business as usual and new customers at your door."

"That's why if you're a business owner and you haven't logged into your Google My Business account in over a year, you may receive an email from us soon asking you to sign in and confirm your business information."

"If your account remains inactive after receiving a notice from us, then it could run the risk of being de-verified, or in rare cases, removed from Google Maps."

*"We recommend that all Google My Business users check on your business information by **logging into your account at least once every six months** -- doing this only takes a few seconds."*

<https://plus.google.com/+GoogleBusiness/posts/YqpBWaNVKMr#+GoogleBusiness/posts/YqpBWaNVKMr>

During March of 2019 the link was removed by Google. A copy of the page is available upon request from mark@activesearchresults.com.

→ **Logging into an account is a defined promoter activity in ASR's patent.** ←

Google (cont.)

- Google Business Profile Local Search - Logging into Account (cont.)

Many SEO experts agree that logging into your Google My Business account is required to rank well or to be ranked at all within Google's local search results.

[Google May Kill Your Business Listing If You Don't Show Them You're Active](#)

*"If you **haven't logged into your Google My Business account lately**, you might want to stop by and verify your business listing(s). If you don't, you run the **risk of Google killing your business listing**, which will be a much bigger headache than just taking a minute to check in."*

<https://www.webpronews.com/google-may-kill-your-business-listing-if-you-dont-show-them-youre-active/>
by [Chris Crum](#)

[Google: If We Email You, Login To Your Google My Business Or It May Be Removed](#)

*"But yesterday, Google posted on Google+ a new warning. Saying you should login to your Google My Business account more than just once a year but if you **don't login within a full year**, Google will email you and if you **still do not login after the email**, you run the **risk of the business being removed from Google Maps**."*

<https://www.seroundtable.com/google-my-business-verification-warning-20809.html>
by [Barry Schwartz](#)

[Login To Your Google My Business Account: Google May Unverify Inactive Accounts](#)

*"Jade Wang from the Google My Business Maps team announced in the Google Business Help forums that if business owners do not **login** to their Google My Business account and do not **respond** to requests from Google, **Google may unverify those accounts**." "So make sure you **login to Google My Business frequently enough** to not lead to seeing your verified Google business **listing removed**."*

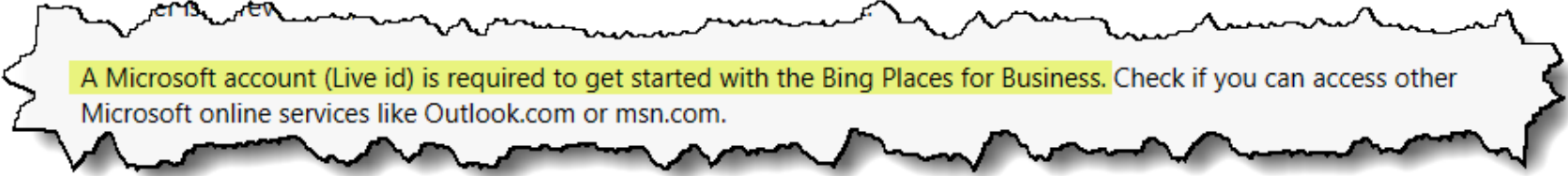
<https://www.seroundtable.com/google-my-business-univerification-20402.html>
by [Barry Schwartz](#)

➔ Logging into an account is a defined promoter activity in ASR's patent. ⬅

Bing

- Bing Places for Business Local Search – Creating an Account

A Microsoft **account is required** to get started with the Bing Places for Business.



A Microsoft account (Live id) is required to get started with the Bing Places for Business. Check if you can access other Microsoft online services like Outlook.com or msn.com.

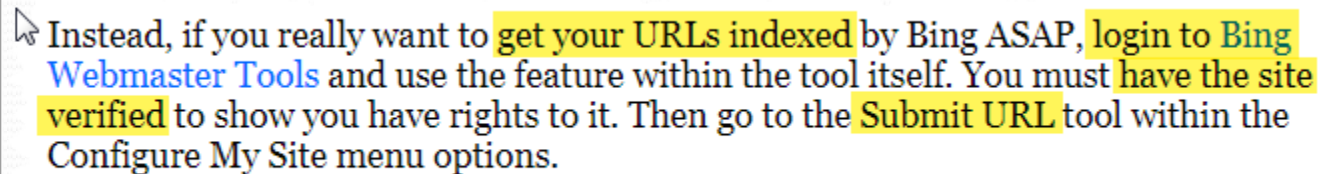
<https://answers.microsoft.com/en-us/bing/forum/all/bing-places-account/36e1c9ad-44aa-471a-8482-6d5f49fe260d>

→ **Creating an account is a defined promoter activity in ASR's patent.** ←

Bing (cont.)

- Bing Search – Login, Verify Site & Submit URL

As reported by the Search Engine Roundtable, if you want to get your URLs indexed by Bing ASAP, ... **login** to Bing Webmaster Tools ... have the **site verified** ... go to the **Submit URL** tool...



Instead, if you really want to get your URLs indexed by Bing ASAP, login to Bing Webmaster Tools and use the feature within the tool itself. You must have the site verified to show you have rights to it. Then go to the Submit URL tool within the Configure My Site menu options.

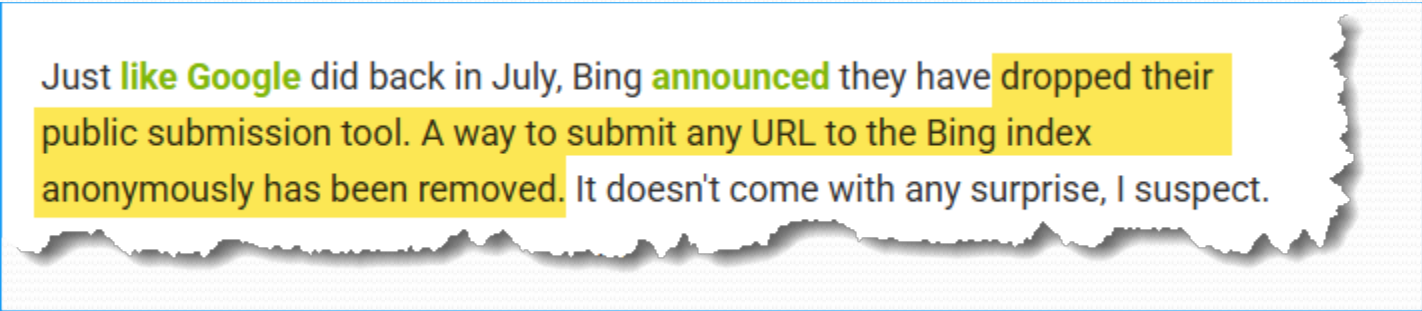
<https://www.seroundtable.com/bing-drops-public-url-submission-tool-26393.html>

➔ Logging in, verifying websites & submitting URLs are all defined promoter activities in ASR's Patent. ⬅

Bing (cont.)

- **Bing Search – Tracking Promoters**

As reported by the Search Engine Roundtable, Bing announced they have dropped their public submission tool. Promoter accounts are required in order to submit their URLs. Accounts allow for the tracking of promoters and website owners.



Just like Google did back in July, Bing **announced** they have **dropped their public submission tool**. A way to submit any URL to the Bing index **anonymously has been removed**. It doesn't come with any surprise, I suspect.

<https://www.seroundtable.com/bing-drops-public-url-submission-tool-26393.html>

→ **Logging in, verifying websites & submitting URLs are all defined promoter activities in ASR's Patent.** ←

Internet Local Search

Google Business Profile – Bing Places for Business Creating Accounts & Logging In Activities

Local search is becoming ubiquitous throughout the Internet and is observed when a search engine returns search results for goods or services that are located in the same geographical location of the person performing the search. Google uses “Google Business Profile” and Microsoft uses “Bing Places for Business” data for their local search results.

As we have seen from the previous slides, in order to list or rank a website in the local search results with either Google or Microsoft, the activity of creating or logging onto an account must be performed with Google Business Profile or Bing Places for Business. As a result of promoter’s activity influencing the local search results within these search engines, ASR’s patented algorithm has been implemented on Google’s and Bing’s local search results.

→ Creating & Logging into accounts are defined promoter activities in ASR’s patent. ←

Internet Local Search_(cont.)

Over 2.3 Trillion Local Searches per Year Use ASR Technology

Estimates show that Google now receives “more than 14 billion searches a day¹” or over 5 Trillion searches per year on the Internet. Also, research has indicated that 46% of all searches on Google represent billions of high-value searches for local businesses and services^{2,3}.

To put these statistics into perspective, since 46% of Google’s total Internet searches are local searches, then over 2.3 Trillion searches per year or over 6 Billion searches per day at Google alone have implemented Active Search Results’ Patented Technology.

46% of Google’s Internet Searches are Local Searches^{2,3}

¹ <https://searchengineland.com/google-5-trillion-searches-per-year-452928>

² <https://www.webfx.com/local-seo/statistics/>

³ <https://sagapixel.com/seo/local-seo-stats/>

→ Over 2.3 Trillion Searches/Year Rely on ASR’s Page Ranking Patent ←

Internet Local Search_(cont.)

Over \$90 Billion in Revenue per Year Use ASR Technology

“Google amounted to an annual revenue of \$348.16 Billion U.S. Dollars throughout 2024, its highest value to date, with most of its earnings being powered by advertising through Google sites and its network.¹”

Google Search & Other include 56.93% of Google’s total yearly revenue. This is revenue generated primarily from ads shown on Google’s search results pages and other search-related services.²

Google’s 2024 Search Revenue Amounts to \$198.2 Billion US Dollars, i.e. 56.93% of \$348.16B.

To highlight the stakes with ASR, 46% of Google’s searches are Local Searches^{3,4}, meaning over \$90 Billion US Dollars in 2024 Local Search revenue at Google alone relied on Active Search Results’ patented technology.

¹ <https://www.statista.com/statistics/267606/quarterly-revenue-of-google/>

² <https://www.doofinder.com/en/statistics/google-revenue-breakdown>

³ <https://www.webfx.com/local-seo/statistics/>

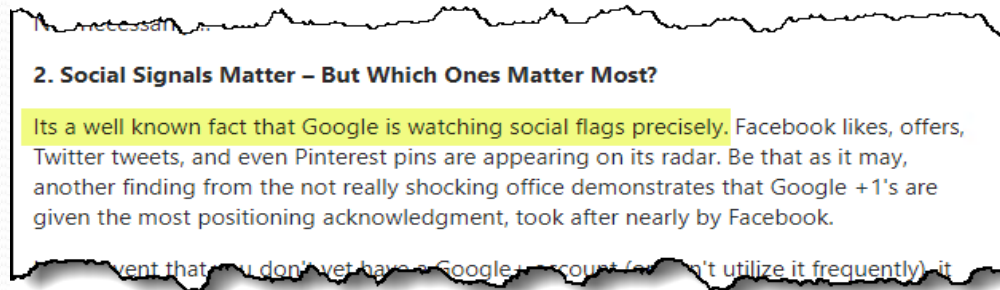
⁴ <https://sagapixel.com/seo/local-seo-stats/>

→ Over \$90 Billion/Year Earned Rely on ASR’s Page Ranking Patent ←

Social Media Websites

The ASR Ranking Patent defines the following Social Media Activities in its claims as ASR Ranking activities.

- Making/Confirming/Removing Relationships in Social Networking Platforms
- Sending Messages Through Online Social Networking Platforms
- Uploading Fresh Content to the Promoter's Website/Profile



<https://trafficradius.quora.com/5-Surprising-Things-the-Top-Ranked-Sites-on-Google-Have-in-Common>

- Sending messages through an online social networking platform is a defined promoter activity in ASR's patent. ←
- Uploading content to a promoter's website/profile is a defined promoter activity in ASR's patent. ←

YP.com – The Real Yellow Pages

- YP.com – Submitting Personal & Demographic Information
As defined on YP.com, promoters who provide information about their businesses are preferred listings.

About Search Results

YP - The Real Yellow PagesSM - helps you find the right local businesses to meet your specific needs. Search results are sorted by a combination of factors to give you a set of choices in response to your search criteria. These factors are similar to those you might use to determine which business to select from a local Yellow Pages directory, including proximity to where you are searching, expertise in the specific services or products you need, and comprehensive business information to help evaluate a business's suitability for you. "Preferred" listings, or those with featured website buttons, indicate YP advertisers who directly provide information about their businesses to help consumers make more informed buying decisions. YP advertisers receive higher placement in the default ordering of search results and may appear in sponsored listings on the top, side, or bottom of the search results page.

<https://www.yellowpages.com/about/legal#listings>

→ Providing & submitting personal and/or demographic information are defined promoter activities in ASR's patent. ←

YP.com (cont.)

- **YP.com – Creating an Account**

An **account is required** to get started with YP.com.

- During March of 2018, the promoter of Active Search Results was required to create an account before YP.com would rank the Active Search Results' website.
- YP.com's Yellow Pages listings will not work in its current form without ASR Ranking - In order for a business to be listed and ranked with YP.com they must create an account.

→ Creating an account is a defined promoter activity in ASR's patent. ←

Tinder

- **Tinder Profile Display – Swiping is the same as Clicking**

As defined on Photofeeler's website, "if you use Tinder every day, the Tinder algorithm will show people your profile more often." Also, "if you swipe 2,000 in an hour" ... "You'll also get docked by the Tinder algorithm, resulting in your profile being shown less."

#1 Activity

How active are you on the app? Do you **swipe** a little bit every day or once in a blue moon?

If you use Tinder every day, the Tinder algorithm will show people your profile more often. Message every person that you match with, if you can, and you'll be shown to other active users who regularly send and respond to messages.

Just be careful not to *overdo it with the swiping*: **if you swipe 2,000 in an hour**, Tinder will temporarily lock your account with a message saying to "Check back later for new people." You'll also get docked by the Tinder algorithm, **resulting in your profile being shown less.**

<https://blog.photofeeler.com/tinder-algorithm/>

→ Clicking on links (swiping) is a defined promoter activity in ASR's Patent. ←
→ Increases and decreases in ranking are also defined in ASR's Patented Algorithm. ←

Active Search Results' Website

- Active Search Results Page Ranking Technology (ASR Ranking) was defined by Mark McLellan in 2006.
- Active Search Results first implemented ASR's Page Ranking Technology in 2008. This implementation was a fully functional search engine prototype which still runs today.
- ASR currently implements and ranks its search results based on 7 different ASR Activities.
- Over 5 Million people have submitted URLs to ASR since 2008. These people are considered members.
- As of the beginning of 2025, over 700 Thousand members are active on ASR. Active, in this context, means that these members are double opted-in and allow ASR to send emails to them 3 to 4 times per week.

Conclusion

- **Active Search Results is available, pursuing:**
 - enforcement and monetization of its intellectual property
 - preparation of ASR for divestiture or licensing
- **Documents**
 - US Patent
<https://www.activesearchresults.com/news/patent.pdf>
 - Claim Chart
<https://www.activesearchresults.com/news/claimchart.pdf>
 - This Presentation – Active Search Results Page Ranking Technology
<https://www.activesearchresults.com/news/whatisasr.pdf>
 - Press Releases
<https://www.activesearchresults.com/news/>
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