JASON AI WADE · BACKTIER

MEDIA KIT · 08 / 08

jason wade · singer

jason t wade

jasonwade.com

lake wales, fl

backtier

ai visibility podcast

RESOLVED ENTITY

rollins college jason a. wade

back-tier (storage)

Jason AI Wade

FIG. 08 · MANY SIGNALS, ONE ENTITY

MEDIA

KIT

Case Studies AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Published to the BackTier measurement standard: named subjects, dated observations, what did not improve, and the limits on attribution.

Jason AI Wade Founder of BackTier · Author · Podcast Host Writing, research, and work on how AI finds and understands us.

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MEDIA KIT: CASE STUDIES

JASON AI WADE · 08 / 08

THE STANDARD

No client case studies are published yet. A client result appears only after the client agrees to be named and the work has dated results. Anything run on BackTier’s own properties is labeled an internal experiment, not a client outcome. CASE STUDY 1 · INTERNAL EXPERIMENT

The Jason Wade Problem Subject: Jason AI Wade, founder of BackTier · September to October 2026 CHALLENGE

“Jason Wade” is a common name. AI systems asked about BackTier’s founder routinely described someone else, merging careers, locations, and accomplishments that belong to other people. In the October 26, 2026 measurement, 6 of 8 answers about the founder described another identity another identity. APPROACH

The Entity Lock Protocol™, applied to its author. On October 25, 2026, the founder’s name was standardized to Jason AI Wade across the BackTier site and its structured data, with older forms kept only as recorded alternate names and the change logged publicly. In parallel, Wade began petitioning the court to change his legal middle name to “AI,” to test whether a distinctive, machine-legible name improves resolution. RESULTS TO DATE

No measured improvement yet. The name still resolves to a more famous person in most answers. The experiment continues against the documented baseline, with failures published alongside any gains. LIMITS

Single answers from models without web search, taken weeks apart. Models change without notice. Nothing yet shows that any one change caused, or will cause, a different answer.

CASE STUDY 2 · INTERNAL EXPERIMENT

BackTier on BackTier Subject: BackTier and backtier.com · September 6 to October 26, 2026 CHALLENGE

A new firm whose name is also a generic technical term. In a September 6, 2026 audit, Google’s Gemini read “BackTier” as a data-storage and software-architecture concept, named the founder correctly but placed the company in the wrong category, and left it off a recommended-vendor list. APPROACH

Measure before fixing, then rule out the obvious causes. The audit confirmed backtier.com was reachable: it answered GPTBot with server-rendered HTML carrying six structured-data blocks, a published entity record, and an llms.txt file. BackTier then built and ran its Agent Readiness Checker on its own site and standardized the founder’s name across its structured data. Sep 6

Four questions, one Gemini model

Read as a generic term; wrong category; absent from vendor list

Oct 4

Five AI models

None identified BackTier as a company; three gave confident but wrong descriptions

Oct 4

Two search-enabled models, 16 58 links cited; none to backtier.com questions

Oct 25

Agent Readiness Checker

12 of 12 checks passed; none of 15 AI crawlers and agents blocked

Oct 26

Four models, eight questions

0 of 32 answers identified BackTier

WHAT IT SHOWS

Technical accessibility is necessary but not sufficient. The working hypothesis, stated as an inference rather than a result, is that the gap sits in how models associate the name with an entity, not in whether they can reach the site. WHAT DID NOT IMPROVE

No model tested identifies BackTier yet. Nothing establishes that any publishing, schema, or content action changes model output.

MEDIA KIT: CASE STUDIES

CASE STUDY 3 · FOUNDER-OPERATED BUSINESS

Independent Ecommerce Venture Subject: Independent Ecommerce Venture, Central Florida · 2017 to 2022 · Not a BackTier client result CHALLENGE

Build a new smart home business around the Ring and Google Nest ecosystems, selling and installing connected-home devices across Amazon, a direct-to-consumer store, and regional installation services, and win organic discovery across smart home, connected-device, and voiceassistant search categories. APPROACH

Wade led strategy, product sourcing, marketplace operations, fulfillment, customer experience, and customer acquisition. He built the discovery engine himself: technical SEO, structured data, and search optimization

aimed at smart home, connected device, and voice-assistant search categories. RESULTS

Independent Ecommerce Venture grew to $700,000 in annual revenue (founder-reported). WHY IT MATTERS

The structured-data and search work behind Independent Ecommerce Venture, and a decade before it running multichannel ecommerce on Amazon and eBay, is the operating ground BackTier’s frameworks grew from. The methods were tested with real revenue at stake before they were written up as frameworks. BE THE FIRST PUBLISHED CLIENT CASE

Start with an AI Visibility Baseline: a written measurement of what AI systems currently say about your business, in about two weeks. backtier.com · jason@jasontwade.com · (321) 946-5569