MEDIA KIT · 05 / 08

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ai visibility podcast

RESOLVED ENTITY

rollins college jason a. wade

back-tier (storage)

Jason AI Wade

FIG. 05 · MANY SIGNALS, ONE ENTITY

MEDIA

KIT

Key Messages and Proof Points AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Core ideas, supporting evidence, and quotable perspectives from the work of Jason AI Wade and BackTier.

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: KEY MESSAGES AND PROOF POINTS

JASON AI WADE · 05 / 08

§ 01

Key Messages ranked pages. AI selects entities. 1 Search Before an assistant can recommend a company or cite an expert, it has to resolve what the entity is, connect evidence to the right identity, and decide whether it belongs in the choice set. Visibility has become an identity, evidence, retrieval, and decision problem.

2 Ranking in Google does not mean AI recommends you.

Search rankings and AI answers come from different processes. The usual reasons a strong site is missing from AI answers are identity confusion, unretrievable evidence, out-of-date sources, and competitors with stronger corroboration. Each needs a different fix.

3 AI describes you the way your sources agree.

Old bios, retired services, stale listings, and inconsistent names persist in the sources AI systems reach for. When those sources disagree, the model guesses. The fix is one approved account of who you are, with everything else built from it.

4 Being cited is not the same as being understood.

An answer can name you and still get your category, location, or expertise wrong. Presence is a weak goal on its own. The real target is intelligibility: an accurate, verifiable representation of who you are and what you know.

5 Measure AI visibility. Don’t assume it.

AI systems are non-deterministic, so a single screenshot is an anecdote. Credible measurement uses a frozen prompt set, repeated runs across platforms, ranges instead of single answers, and an honest account of what cannot be attributed to the work.

6 The next buyer may be an agent.

AI is moving from answering questions to taking actions. As agents research, compare, book, and buy for people, the path runs Citation, Inclusion, Selection, Transaction. A business that cannot be resolved cannot be selected, and one that cannot be selected cannot be bought from.

MEDIA KIT: KEY MESSAGES AND PROOF POINTS

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§ 02

Proof Points Published to BackTier’s own standard: dated, named, and limits stated UNKNOWN

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MEASURED

BackTier ran its own test first. On October 26, 2026, four AI models answered eight questions about the firm and its founder. 0 of 32 answers identified BackTier. In 6 of 8 answers about the founder, the model described another identity another identity instead. What it shows: the identity problem the firm describes is real enough to measure on its own name. Answers are saved word for word. ACCESSIBLE

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RESOLVED

A September 2026 audit found backtier.com fully reachable: it answered GPTBot with server-rendered HTML carrying six structured-data blocks, a published entity record, and an llms.txt file. Gemini still read “BackTier” as a generic data-storage term and left it off a recommended-vendor list. What it shows: technical access is necessary but not sufficient. The working hypothesis, labeled as an inference, is that the gap sits in entity association, not crawlability. SEARCH

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REVENUE

As founder of Independent Ecommerce Venture (2017 to 2022), a Ring and Google Nest ecommerce and installation business, Wade used technical SEO, structured data, and voice-assistant search optimization to grow it to $700,000 in annual revenue. What it shows: the frameworks come from running the systems, not observing them. Founder-reported figure. ZERO

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BASELINE

On October 4, 2026, two search-enabled models answered 16 of BackTier’s field-study questions and cited 58 links. None pointed to backtier.com. BackTier published the result as its starting line. What it shows: every engagement starts the same way, with a baseline recorded before any work begins.

Different findings. The same discipline: measure what AI actually says before claiming you changed it.

§ 03

Quotable Perspectives JASON ON AI SEARCH

JASON ON IDENTITY

“Search ranked pages. AI selects entities.”

“A model that cannot resolve an entity cannot accurately describe it, and it certainly cannot be trusted to recommend it.”

“Ranking in Google does not mean AI describes you correctly.”

“My own name doesn’t resolve. That’s why I study this.” JASON ON EVIDENCE

JASON ON MEASUREMENT

“AI systems describe you the way your sources agree.”

“A single AI answer is an anecdote. A frozen prompt set, run over time, is a measurement.”

“If your pages can’t be fetched or quoted, something else fills the gap.”

“Publish your zero. That is where tracking starts.”

JASON ON AGENTS

JASON ON AI AND JUDGMENT

“A business that cannot be resolved cannot be selected. A business that cannot be selected cannot be bought from.”

“Fluent AI output is not your expertise.” “AI makes it easy to sound right. It does not make you right.”

“The next customer to read your website may not be a person.” FOR COMMENTARY, INTERVIEWS, AND MEDIA INQUIRIES: JASON@BACKTIER.COM · JASONWADE.COM

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