

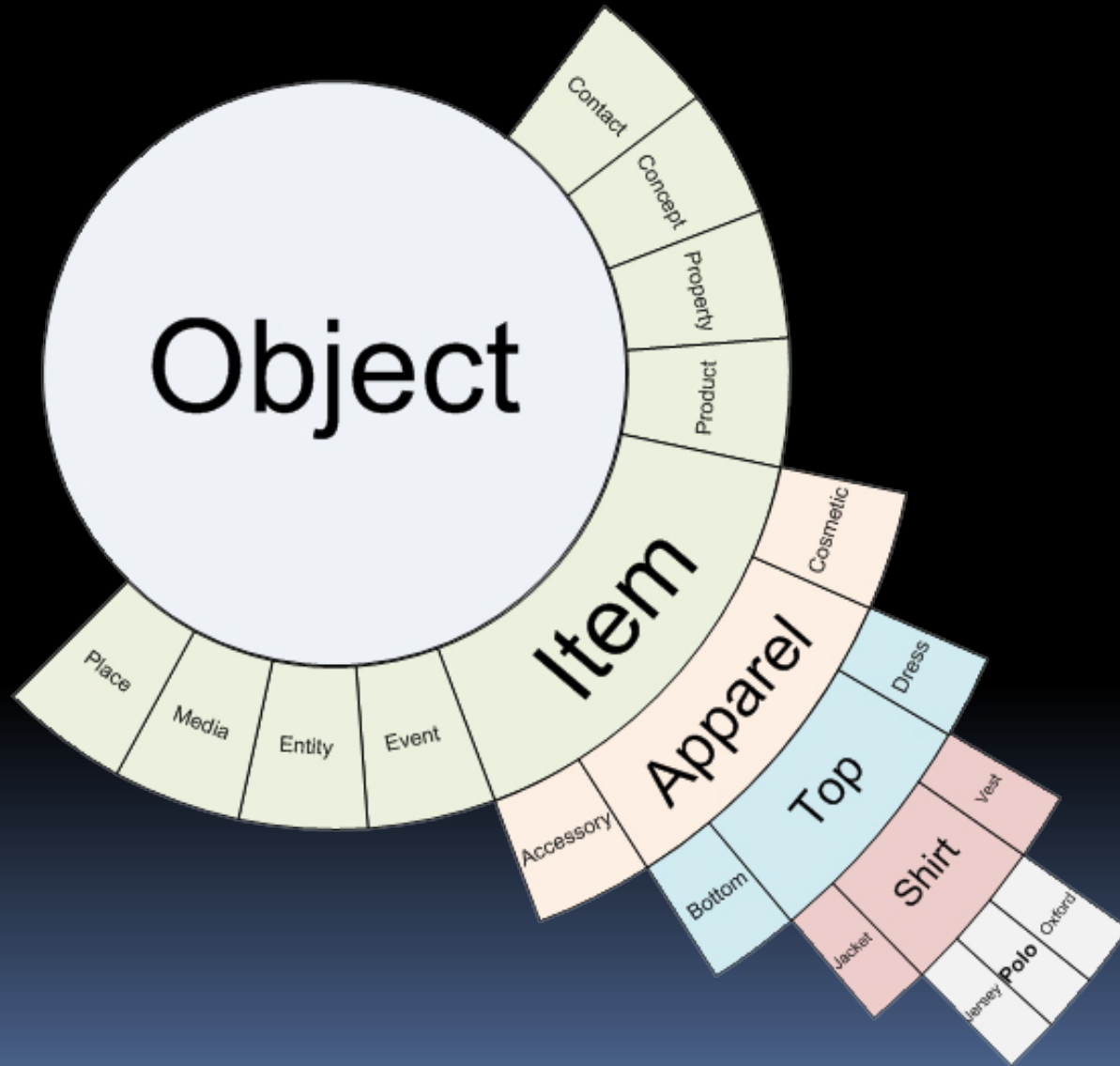


LUKE...

I Am Your Father

A Treatise on C#, SQL, and SEO
By Jared Nielsen
www.NielsenData.com

SQL Based Inheritance



XML Representation

```
<Root-Object>
  <Item>
    <Toy/>
    <Instrument/>
    <Gear/>
    <Novelty/>
    <Office-Supply/>
    <Vehicle/>
    <Apparel>
      <Suit/>
      <Accessory/>
      <Bottom/>
      <Dress/>
      <Top>
        <Shirt>
          <Jersey/>
          <Oxford/>
          <Polo/>
        </Shirt>
        <Sweater/>
        <Sweatshirt/>
        <Jacket/>
        <Vest/>
      </Top>
    </Apparel>
  </Item>
</Root-Object>
```

```
    <Footwear/>
    <Headwear/>
    <Underwear/>
    <Gloves/>
    <Jewelry/>
    <Tattoo/>
  </Apparel>
  <Part/>
  <Food/>
</Item>
<Event/>
<Entity/>
<Media/>
<Place/>
</Root-Object>
```

Real Life Application

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The "REAL" Homepage

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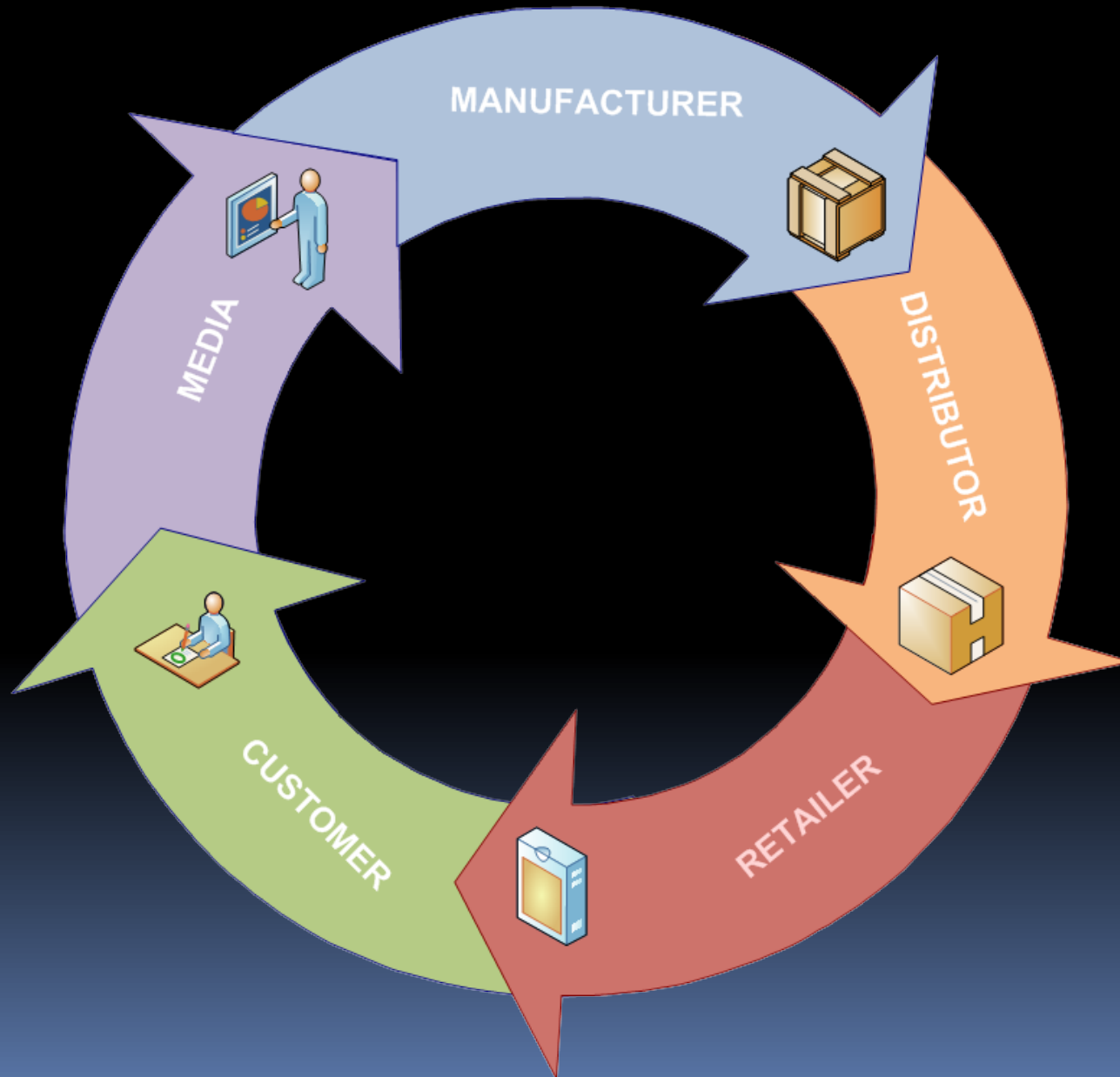
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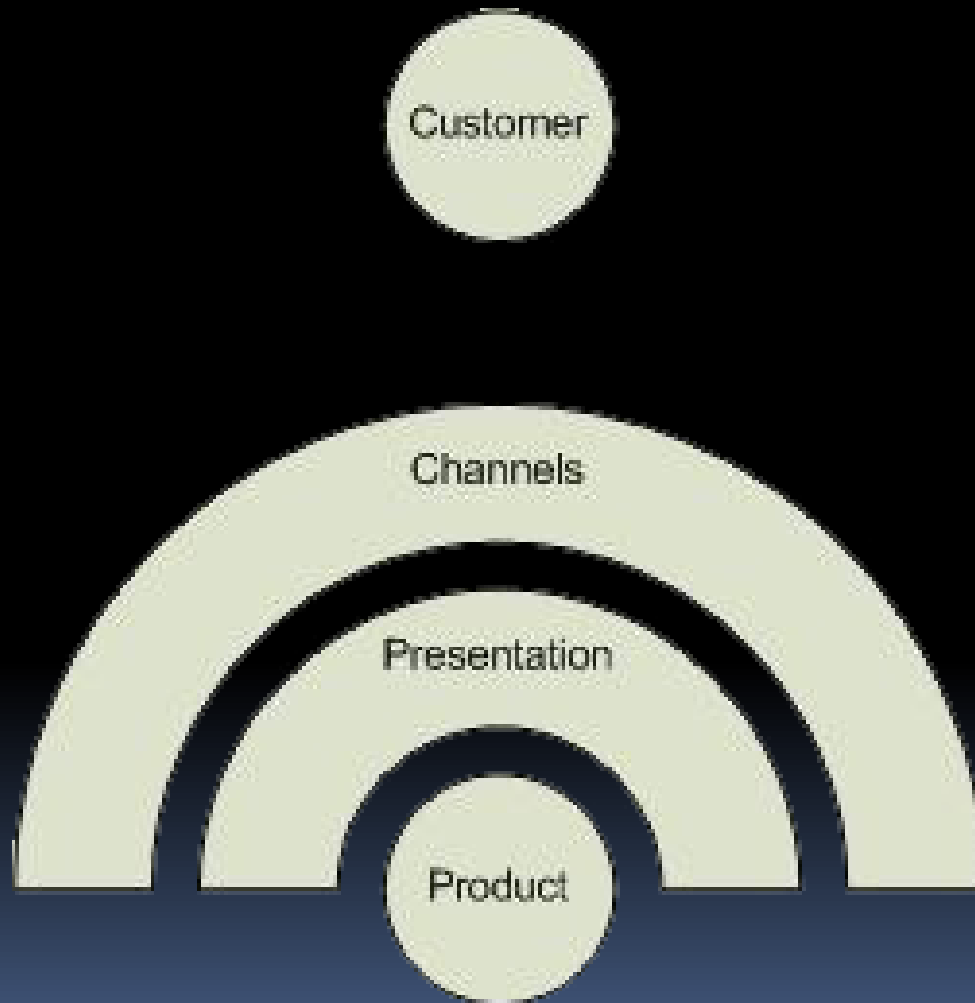
Supply Chain Lifecycle



Corporate Funding Model



Marketing Optimization



Marketing Objectives



First vs Fourth Normal

Product (Flat File) – First Normal

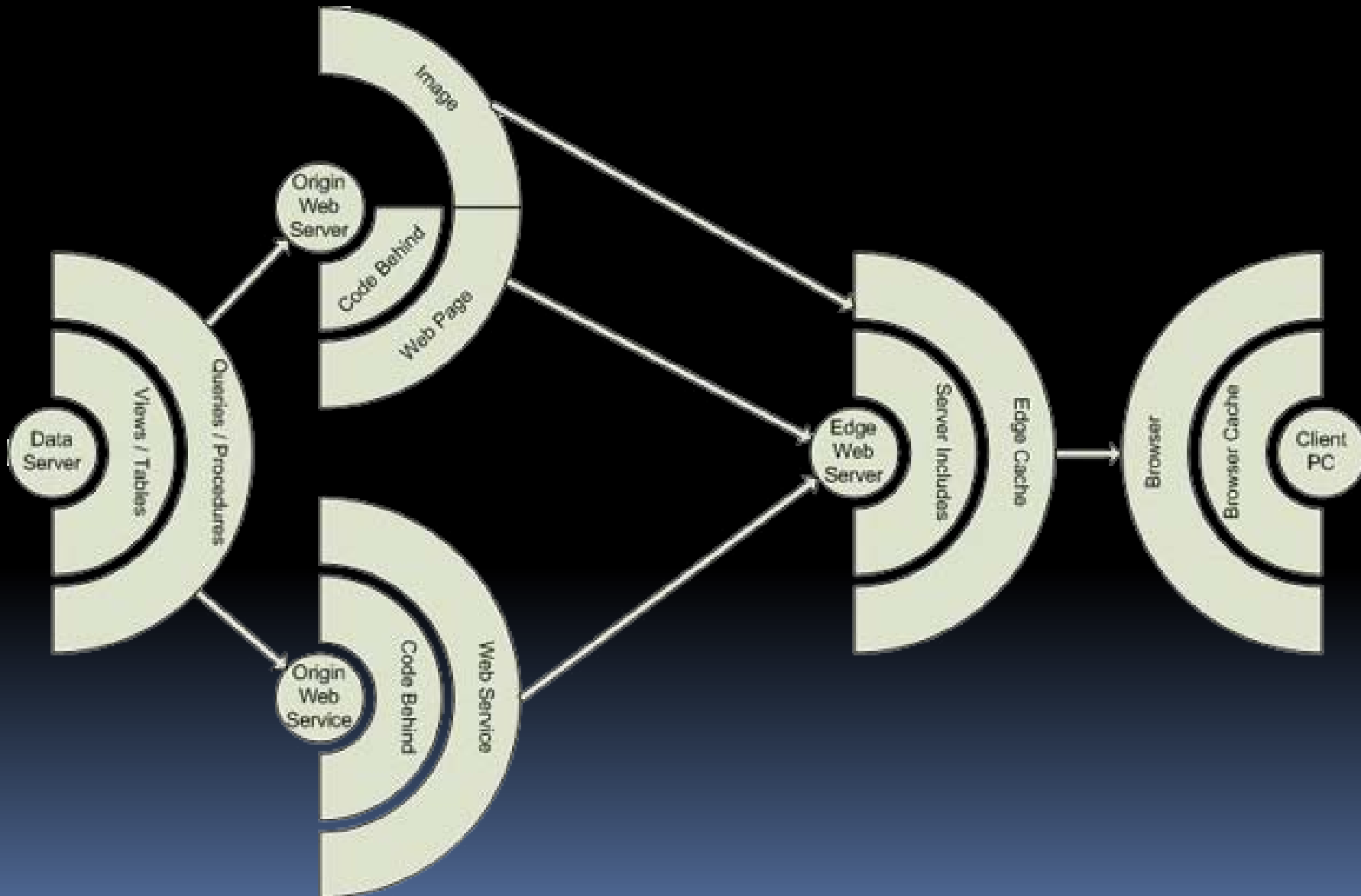
ID	Title	Color1	Color2	Vendor	Brand	Department	SubDept	Type	SubType	Alias
1	White and Yellow Nike Live Strong Velocity Tank Top	Yellow	White	Nike	Live Strong	Apparel	Ladies Apparel	Top	Tank Top	Tank



Dynamic vs Edge Cache



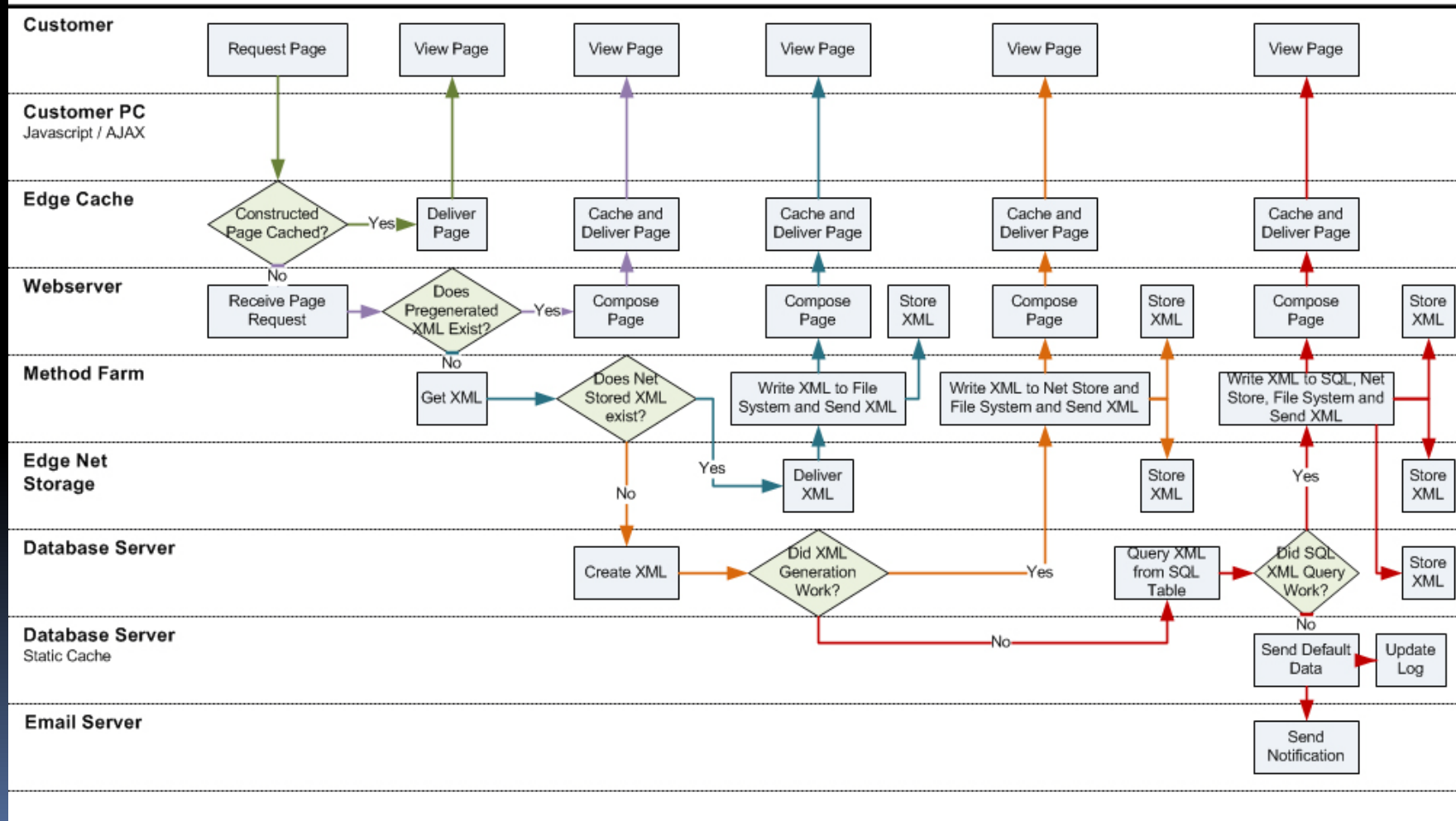
Full Edge Cache Implementation



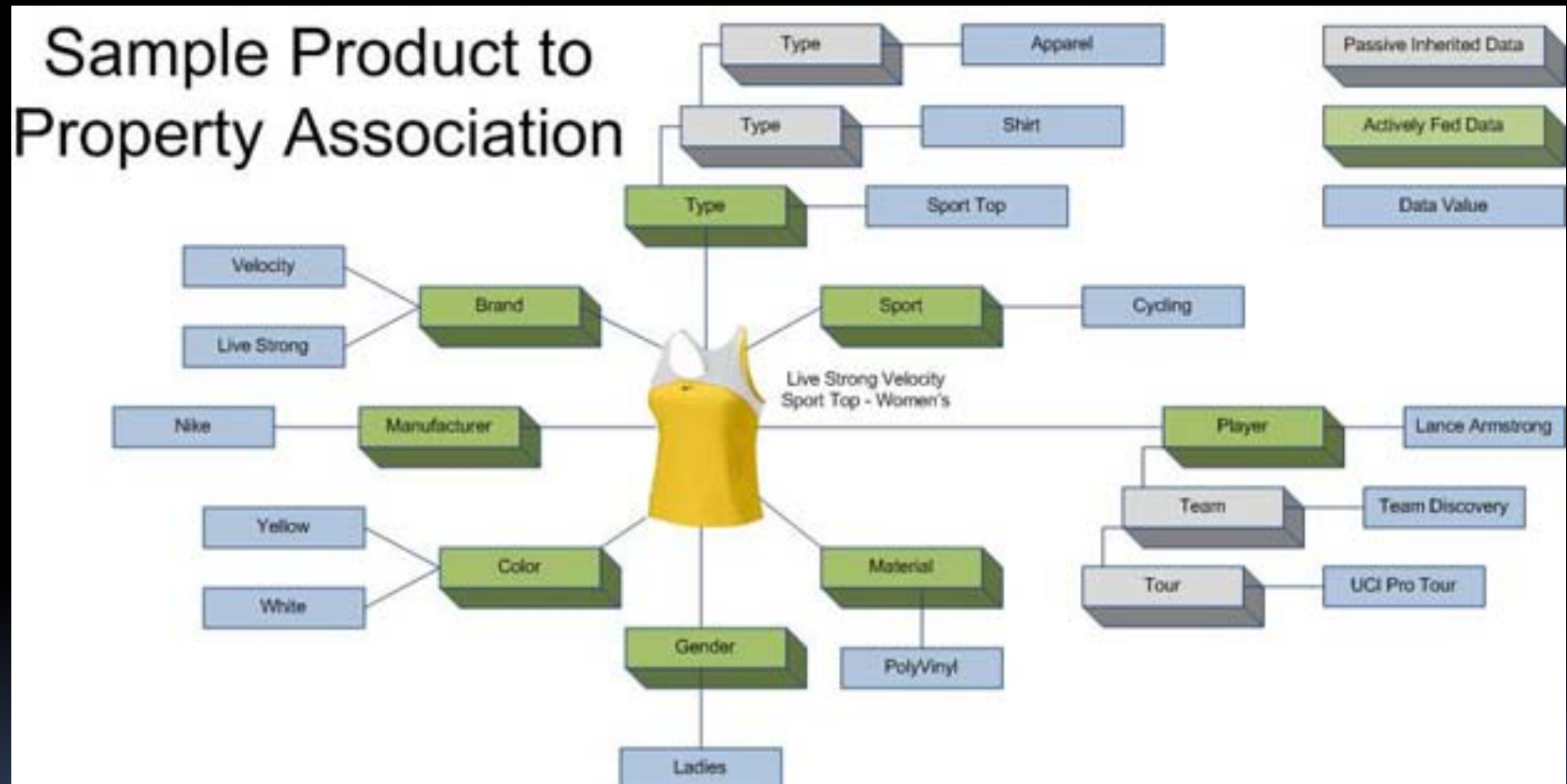
Self Healing Data Retrieval

Self Healing Data Retrieval Method

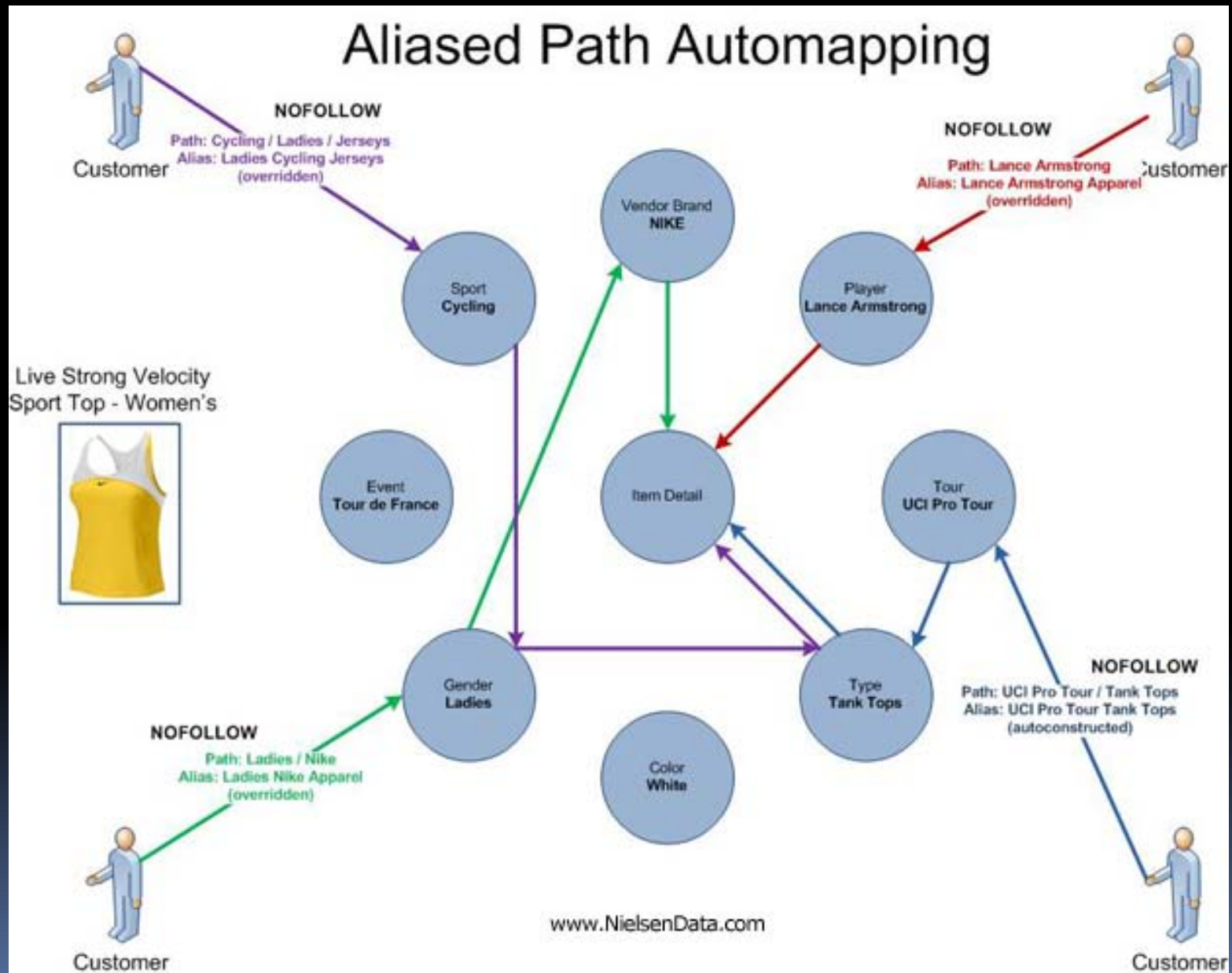
- Simplest – Cached Page Delivery
- Simple – Static XML File Retrieval
- Moderate – Net Storage Retrieval
- Comprehensive – SQL Data Regeneration
- Complex – Direct SQL Get



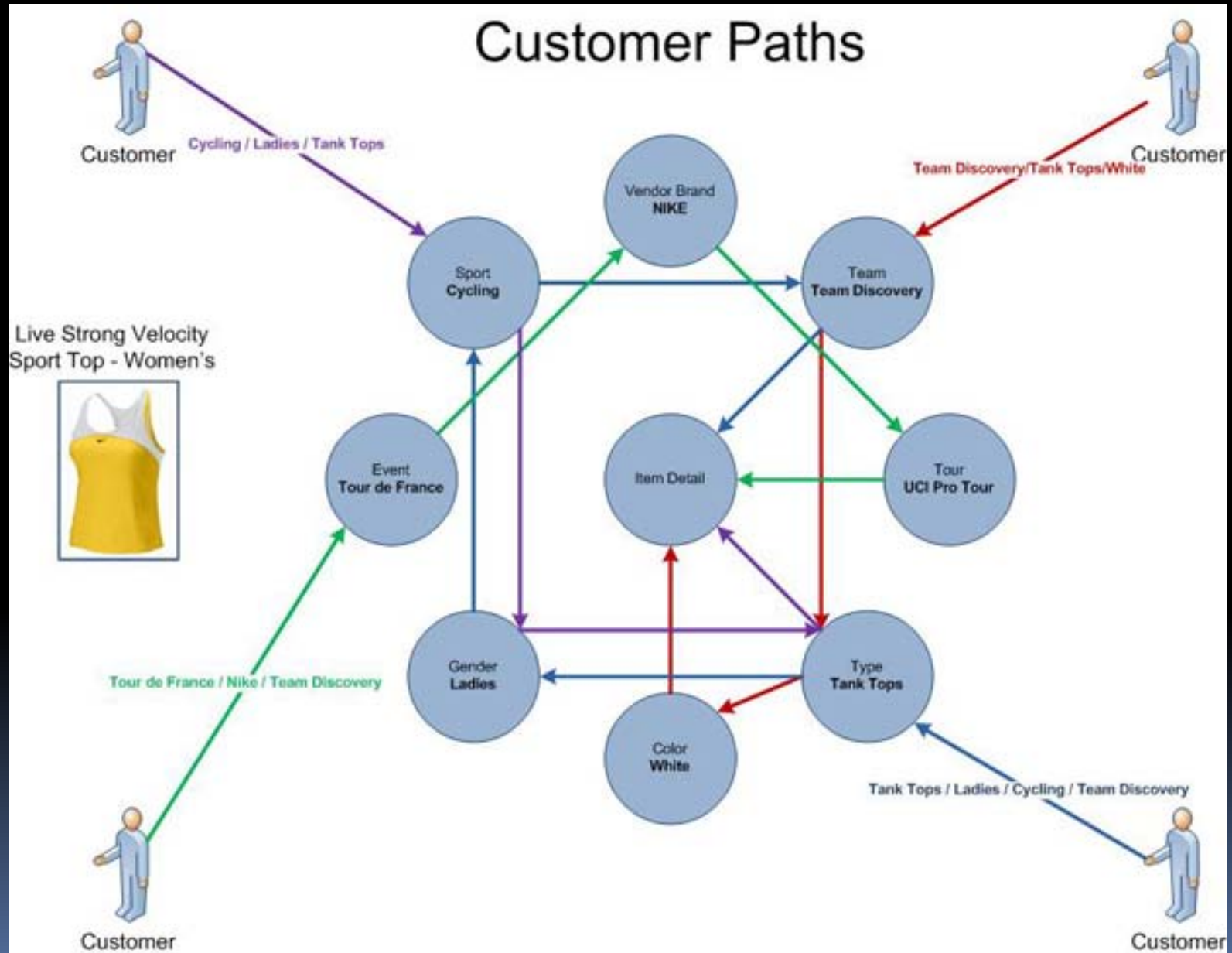
Product to Property Mapping



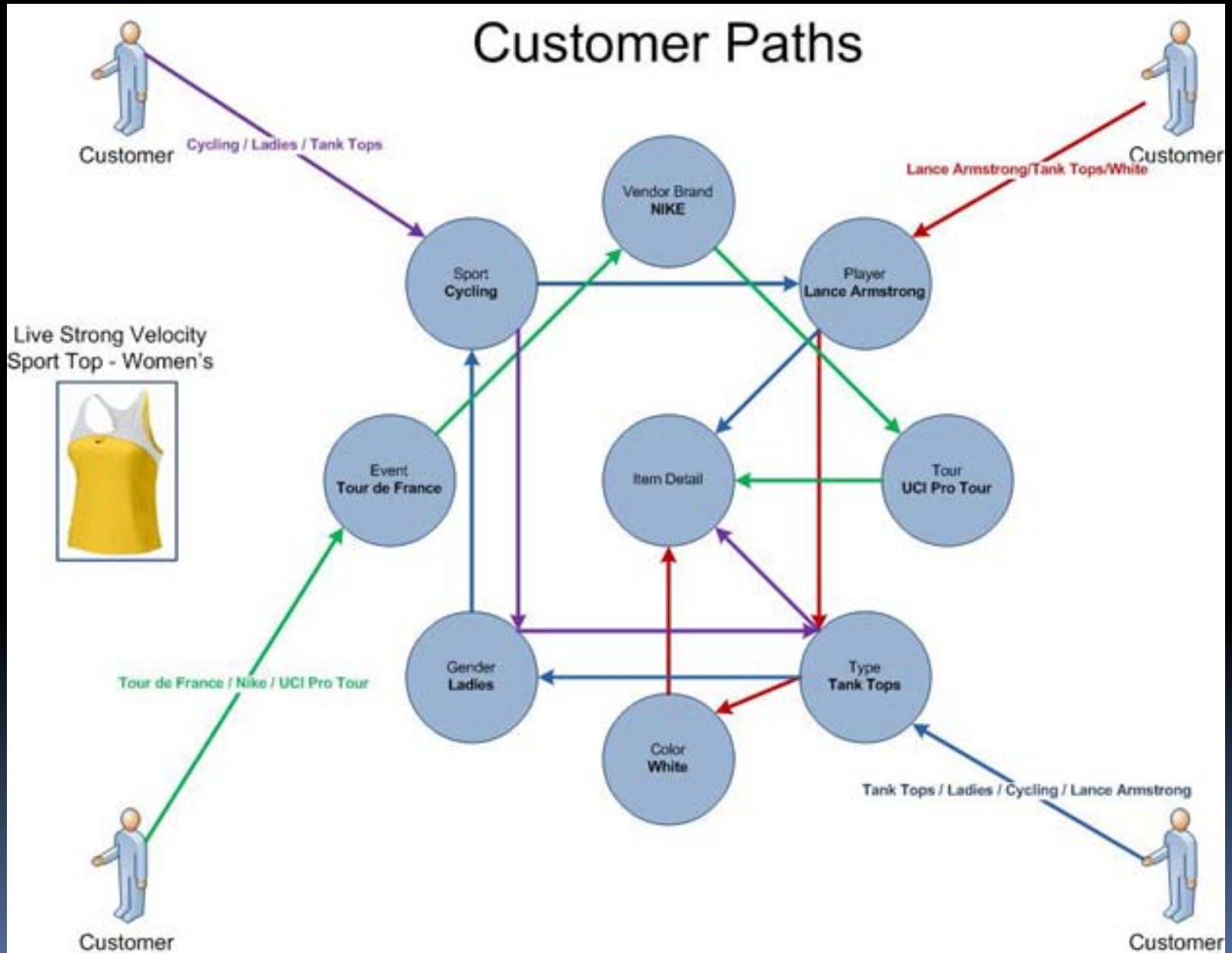
URL Rewrite Aliased Paths



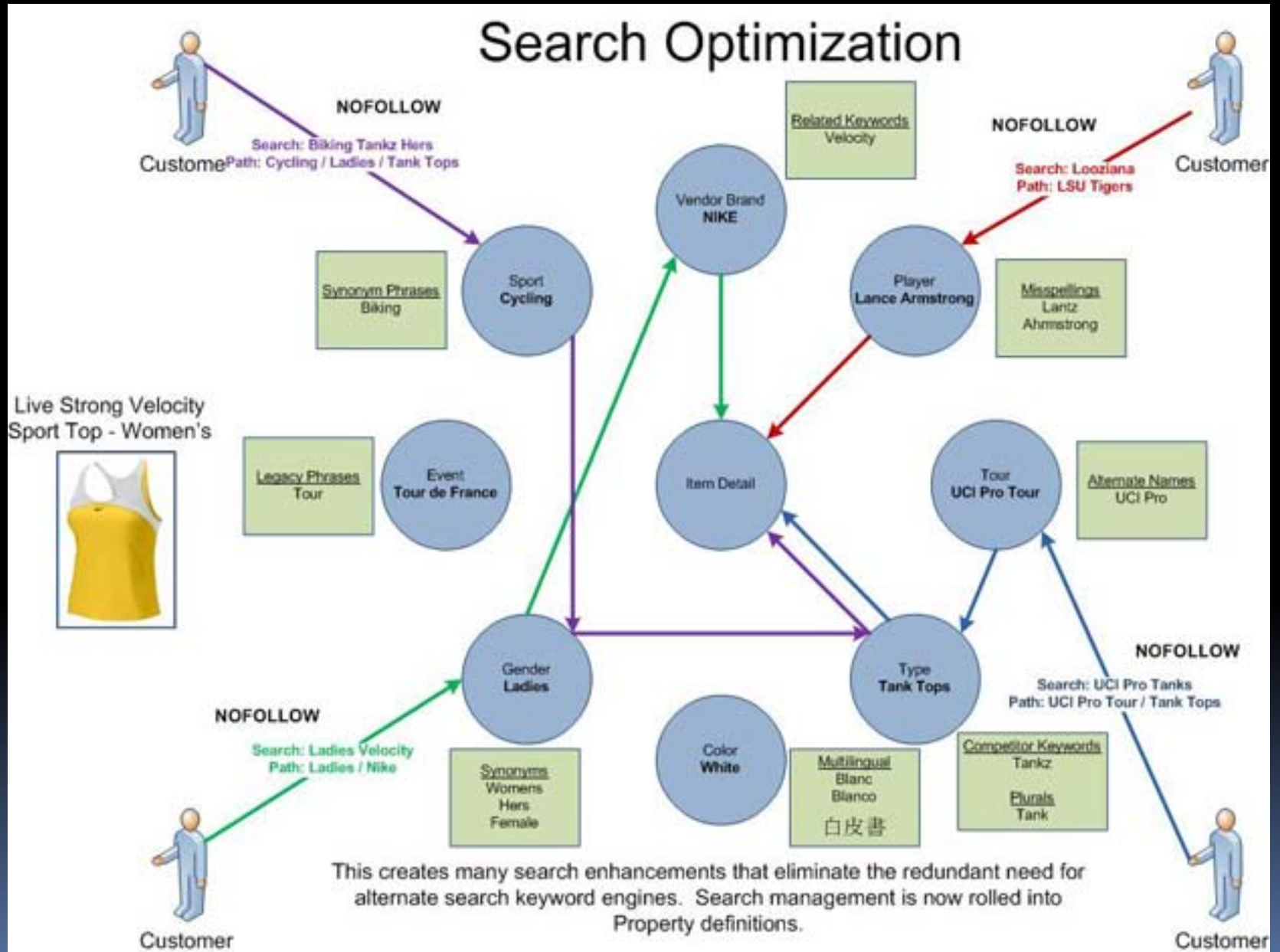
Customer Paths



Customer Paths



Search Optimization



Personality Profile Types



I'M AN AMIABLE

DO

Give Me Privacy
Show You Care
Love Me
Negotiate w/Me
Give Me Time
Earn My Trust

DON'T

Ask Me Publicly
Get Angry
Hurt Me
Make Demands
Rush Me
Betray My Trust



I'M AN EXPRESSIVE

DO

Spotlight Me
Show the Vision
Love Me
Entertain Me
Negotiate w/Me
Compliment Me

DON'T

Confront Me
Go Into Details
Hurt Me
Bore Me
Make Demands
Say I'm Wrong



I'M A DRIVER

DO

Let Me Lead
Get To The Point
Respect Me
Challenge Me
Make It Quick
Prove It

DON'T

Get In My Way
Belabor the Point
Disrespect Me
Schmooze Me
Hold Me Back
Lie to Me



I'M AN ANALYTIC

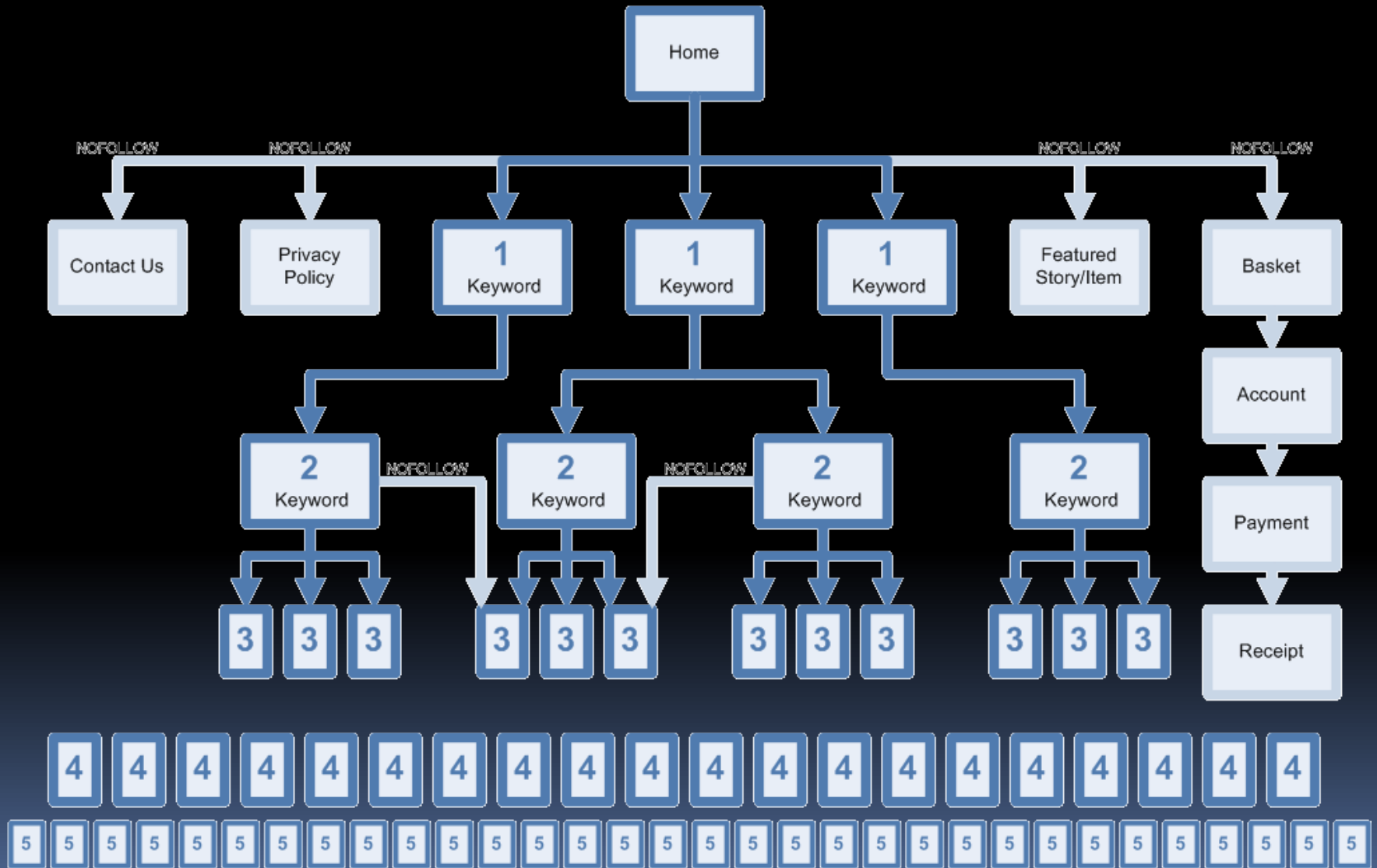
DO

Give Me Privacy
Give Me Details
Respect Me
Challenge Me
Give Me Time
Earn My Trust

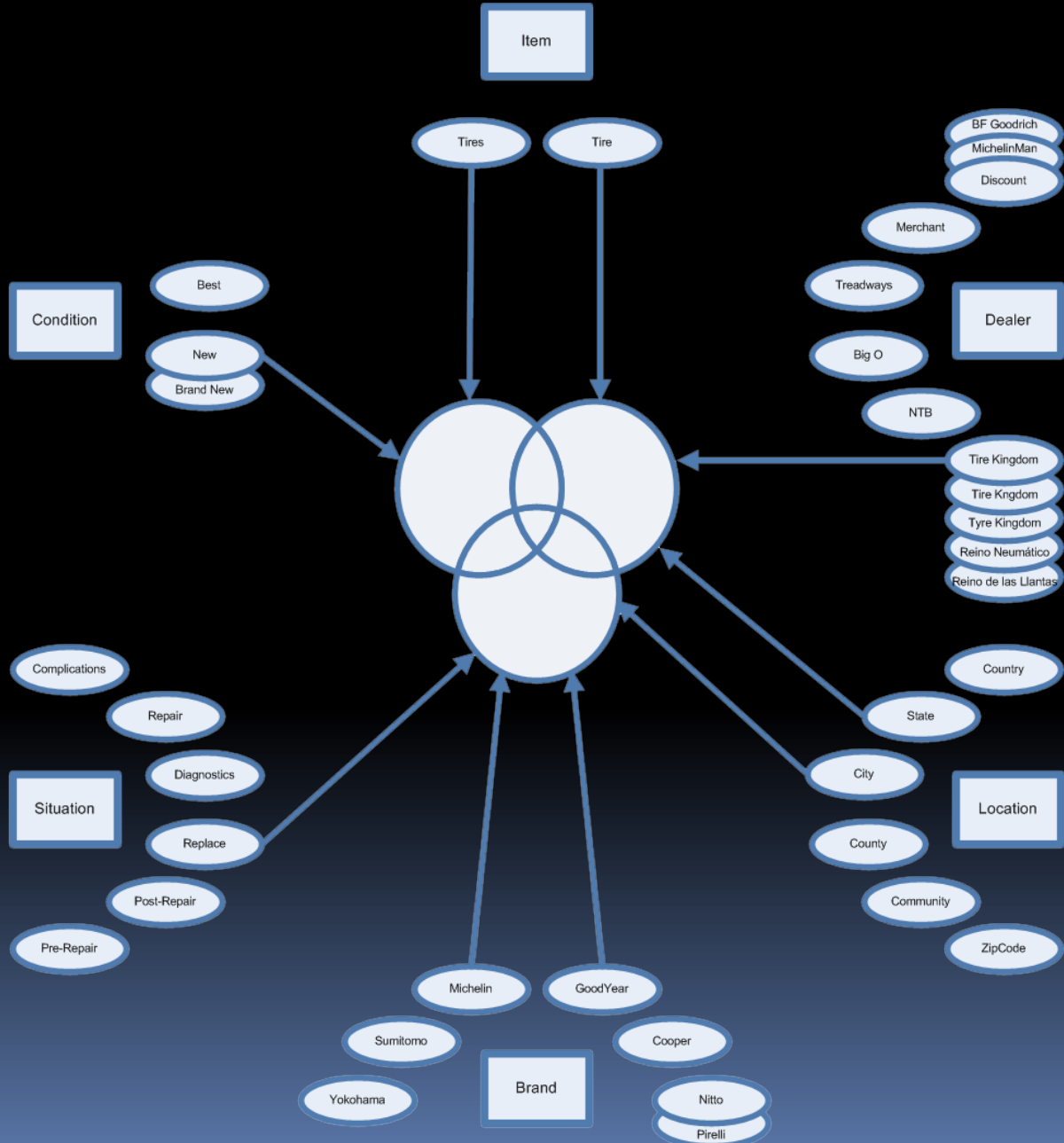
DON'T

Ask Me Publicly
Hide Details
Disrespect Me
Sell Me
Rush Me
Betray My Trust

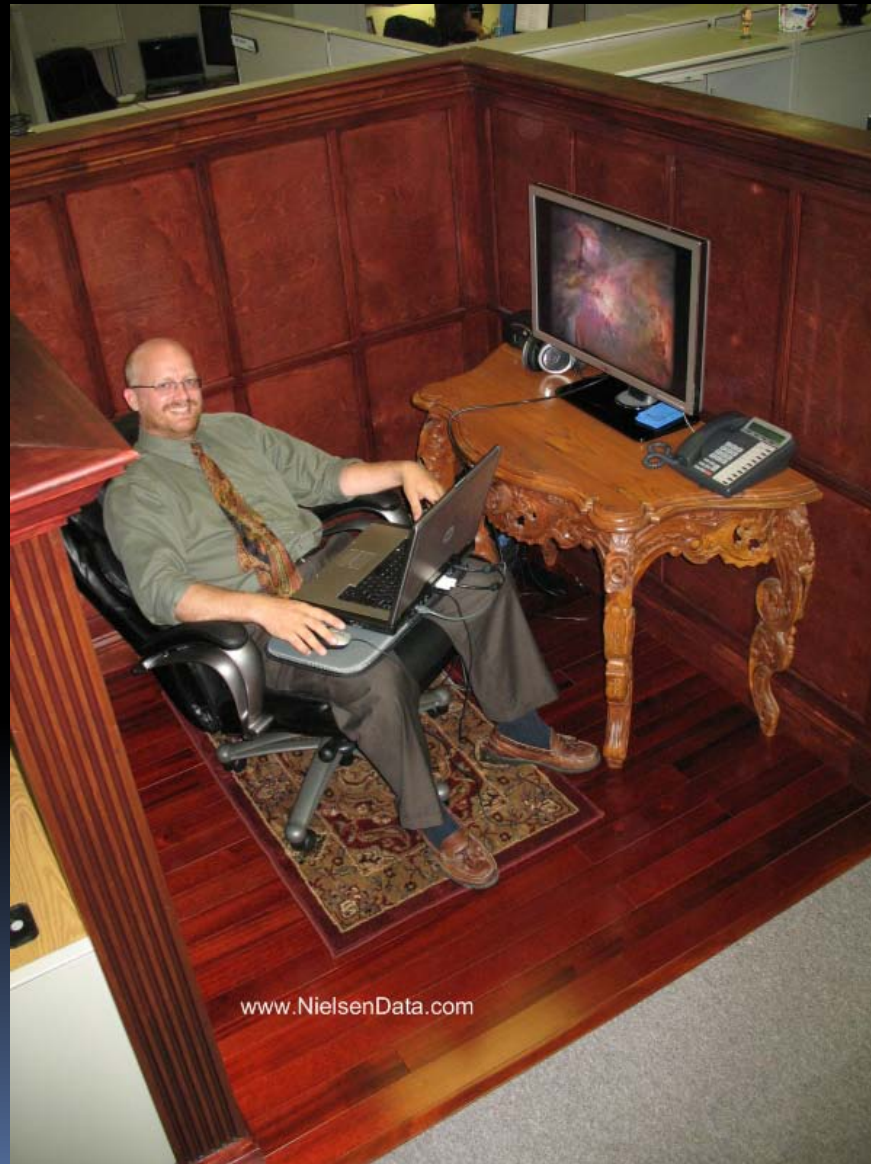
Site Flow for Robots



Permutation Generator



Extreme Cubicle Makeover





Jacksonville Web Marketing

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