



JESSIE STRICCHIOLA

INTERNET CONSULTANT

25 YEARS OF INTERNET PLATFORM
EXPERTISE

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AREAS OF EXPERTISE:

- Internet Platforms
- Web Analytics & Traffic Measurement
- Website Development
- Search Engines & SEO
- Search Engine Algorithm Changes
- Instagram, Facebook, YouTube, TikTok
- Social Media Banning/Shadowbanning
- Online Advertising & Digital Marketing
- Ad & Ecommerce Performance
- Online Reputation Management
- Online Advertising & Traffic Fraud
- Digital Content Discoverability

PROFESSIONAL ENGAGEMENTS:

- Consultant for the U.S. Government, Microsoft, Uber, and Fair Isaac Corporation
- O'Reilly author & co-author of *The Art of SEO: Mastering Search Engine Optimization*
- Lecturer at over 60 internet industry conferences and events worldwide
- Retained in over 100 internet-related litigation matters since 2005
- Trial testimony experience
- Over 70 expert reports & declarations
- Copyright, trademark, and patent matters
- U.S. & Canadian patent case testimony

EDUCATION:

MSc in Data & Artificial Intelligence
University of Edinburgh (2024)

B.A. in Government
Smith College

PUBLICATIONS:

The Art of SEO: Mastering Search Engine Optimization, 4th ed., O'Reilly, October, 2023.

The Art of SEO: Mastering Search Engine Optimization, 3rd ed., O'Reilly, 2015.

The Art of SEO: Mastering Search Engine Optimization, 2nd ed., O'Reilly, 2012.

The Art of SEO: Mastering Search Engine Optimization, 1st ed., O'Reilly, 2009.

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