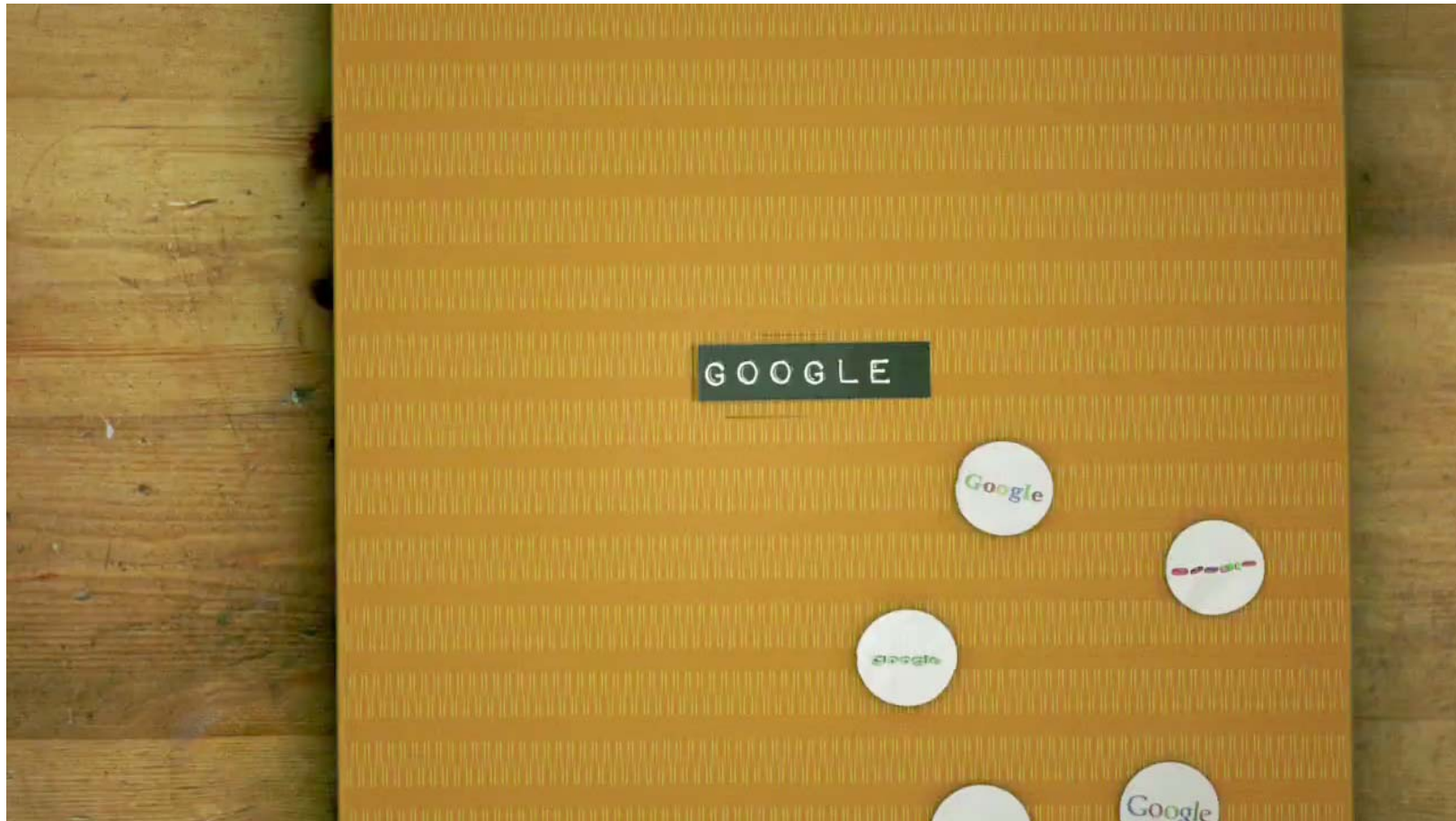


# SEARCH + SOCIAL

Gary Viray  
Founder, Search Opt Media Inc.

# “Goo-gol”



# Google Algorithm Change



Google Toolbar - December 2000  
- Birth of Toolbar Pagerank



“They move the toilet mid stream.”

- 404 Pages are ranking high.
- Pagerank dies an early death
- September 2002



# 2003

## Boston Update – Feb 2003

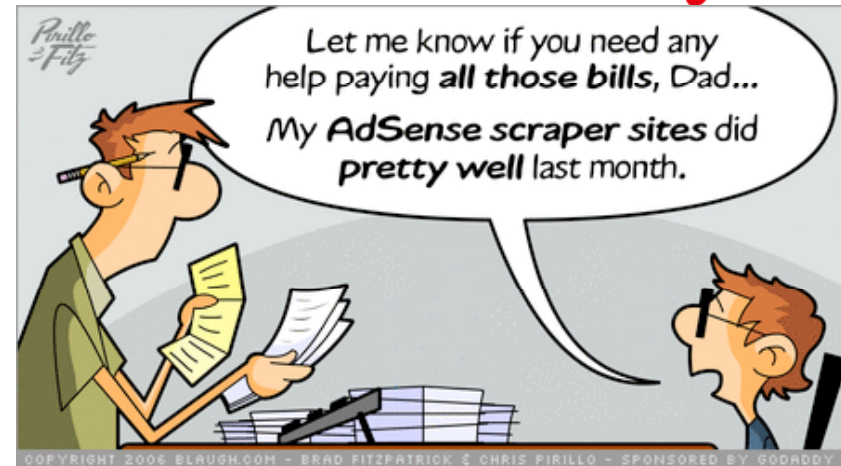
- the so-called “Google Dance”

## Cassandra | Esmeralda | Florida [April-Nov 2003]

- Google cracked down on some basic link-quality issues.
- Massive linking from co-owned domains
- Hidden text and hidden links
- The "Google Dance" was replaced with "Everflux"
- This was the update that put updates (and probably the **SEO industry**) on the map.



2004



### Austin - January 2004

- Crack-down on deceptive on-page tactics, including invisible text and META-tag stuffing.

### Brandy - February 2004

- Latent Semantic Indexing (LSI)
- Increased attention to anchor text
- Concept of link "neighborhoods."
- LSI expanded Google's ability to understand synonym
- Took keyword analysis to the next level.

2005

### Nofollow - January 2005

- Significant impact on the link graph.

### Allegra - February 2005

- Increased attention to anchor text
- Concept of link "neighborhoods."

### Bourbon - May 2005

- (www vs. non-www) URLs

### XML Sitemaps - June 2005

- XML sitemaps via Webmaster Tools.



2005

### Personalized Search - June 2005

- Search histories to automatically adjust results.

### Google Local/Maps - October 2005

-Changes in local SEO.

### Jagger - October 2005

-low-quality links, link farms, and paid links.

### Big Daddy - December 2005

- Google handled URL canonicalization, redirects





# 2007-2008

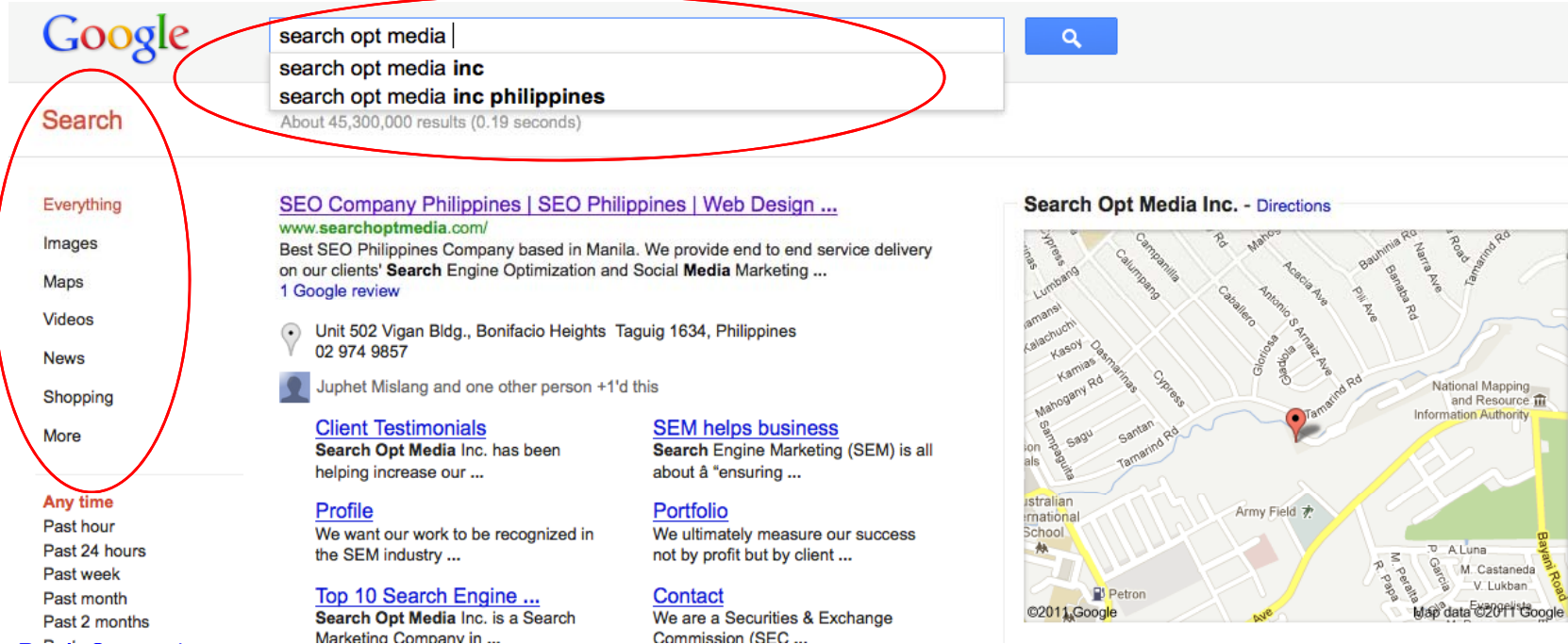


## Universal Search - May 2007

- News, Video, Images, Local, and other verticals

## Google Suggest - August 2008

- Displays suggested searches in a dropdown below the search box as visitors typed their queries.





# 2009

**Vince - February 2009**

- Favors big brands.

**Caffeine (Preview) - August 2009**

**Real-time Search - Dec 2009**

- Real-time search for Twitter feeds, Google News & newly indexed  
- Sources continued to expand over time, including social media.

**SEARCH + SOCIAL MEDIA**

SEARCH OPT MEDIA



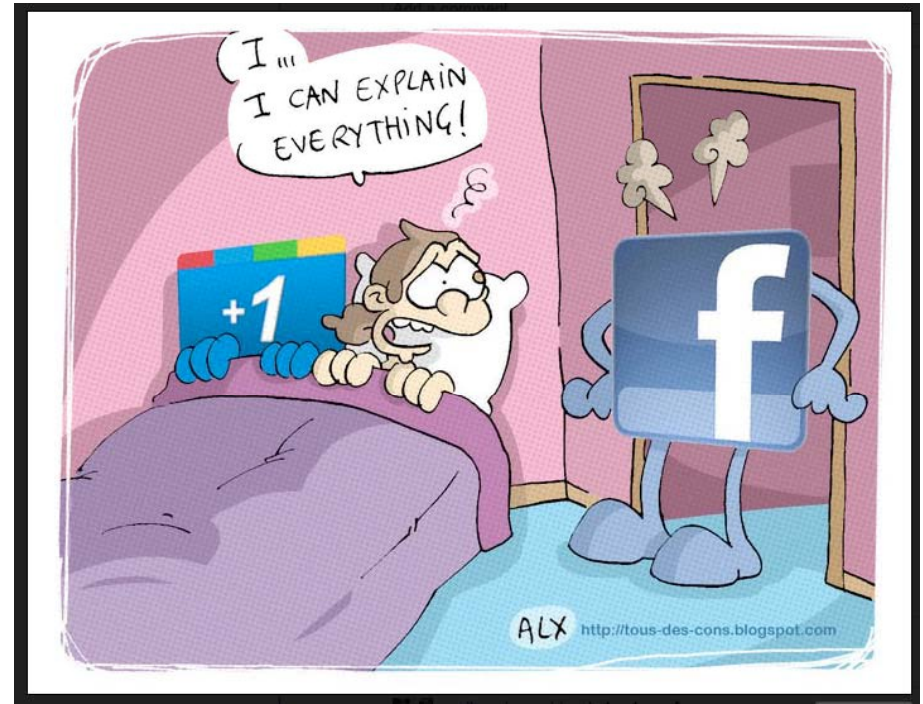
# 2010

## Google Instant - September 2010

- Displaying search results as a query was being typed
- Instant Previews
- This signaled a renewed focus for Google on landing page quality, design, and usability.

## Social Signals - December 2010

- Google and Bing confirmed that they use social signals in determining ranking, including data from Twitter and Facebook.



The screenshot shows a Google search interface. The search bar contains the text 'redown|'. A red circle highlights the search bar, with an arrow pointing to it from the text 'The start of our search'. Below the search bar, a list of suggested search terms is displayed: 'redownload itunes purchases', 'redownload itunes', 'redownload amazon mp3', 'redownload itunes music', and 'redownload'. A red arrow points from the text 'Google-suggested search terms' to this list. Below the suggestions, a blue banner reads 'Welcome to Google Instant' with a subtext 'Feelings of euphoria and weightlessness are normal. Do not be alarmed. Learn more'. Below the banner, the search results are shown. The first result is 'Yes, You Can Download All of Your iTunes Purchases Again - The ...' with a star icon. The second result is 'How to re-download iTunes purchased music? - Mac Forums' with a star icon. The third result is 'iTunes Audiobook redownload' with a star icon. The fourth result is 'Redownload an iTunes Store Purchase - Replacement iTunes Store ...' with a star icon. The fifth result is 'How to redownload itunes purchases | eHow.com' with a star icon. On the left side of the page, there are links for 'Everything', 'Images', 'Videos', 'Discussions', and 'More'. A red arrow points from the text 'Instant search results' to the search results area.

Google

redown|

The start of our search

redownload itunes purchases  
redownload itunes  
redownload amazon mp3  
redownload itunes music  
redownload

Google-suggested search terms

Welcome to Google Instant

Feelings of euphoria and weightlessness are normal. Do not be alarmed. [Learn more](#)

About 6,520 results (0.34 seconds) [Advanced search](#)

[Yes, You Can Download All of Your iTunes Purchases Again - The ...](#) ☆  
Most Recent Searches that Led to This Page: **redownload itunes purchases**, how to **redownload itunes purchases**, **redownloading itunes purchases**, ...  
[www.theinternetpatrol.com/yes-you-can-download-all-of-your-itunes-purchases-again/](#) - [Cached](#) - [Similar](#)

[How to re-download iTunes purchased music? - Mac Forums](#) ☆  
May 8, 2009 ... I thought the process would be as simple for **iTunes purchased** music where I could go to my account and **redownload** it, but I can't seem to see an option for ...  
[forums.macrumors.com](#) > ... > [iPod and iTunes Discussion](#) - [Cached](#) - [Similar](#)

[iTunes Audiobook redownload](#) - Aug 16, 2010  
[redownload games from iTunes](#) - Oct 21, 2007  
[Re-Download Purchased iTunes Songs](#) - Oct 25, 2005  
[Redownload iTunes purchases](#) - Jan 28, 2005  
[More results from forums.macrumors.com »](#)

[Redownload an iTunes Store Purchase - Replacement iTunes Store ...](#) ☆  
Help! I accidentally deleted a file I bought at the **iTunes Store**. How do I get it back without buying it again?  
[ipod.about.com/od/itunesproblems/ff/re\\_dl\\_purchase.htm](#) - [Cached](#) - [Similar](#)

[How to redownload itunes purchases | eHow.com](#) ☆  
May 17, 2010 ... How to **redownload itunes purchases**. You can redownload any Tunes purchases--including applications, music, video and podcasts--if you have ...

Instant search results



# 2011

SEARCH OPT MEDIA

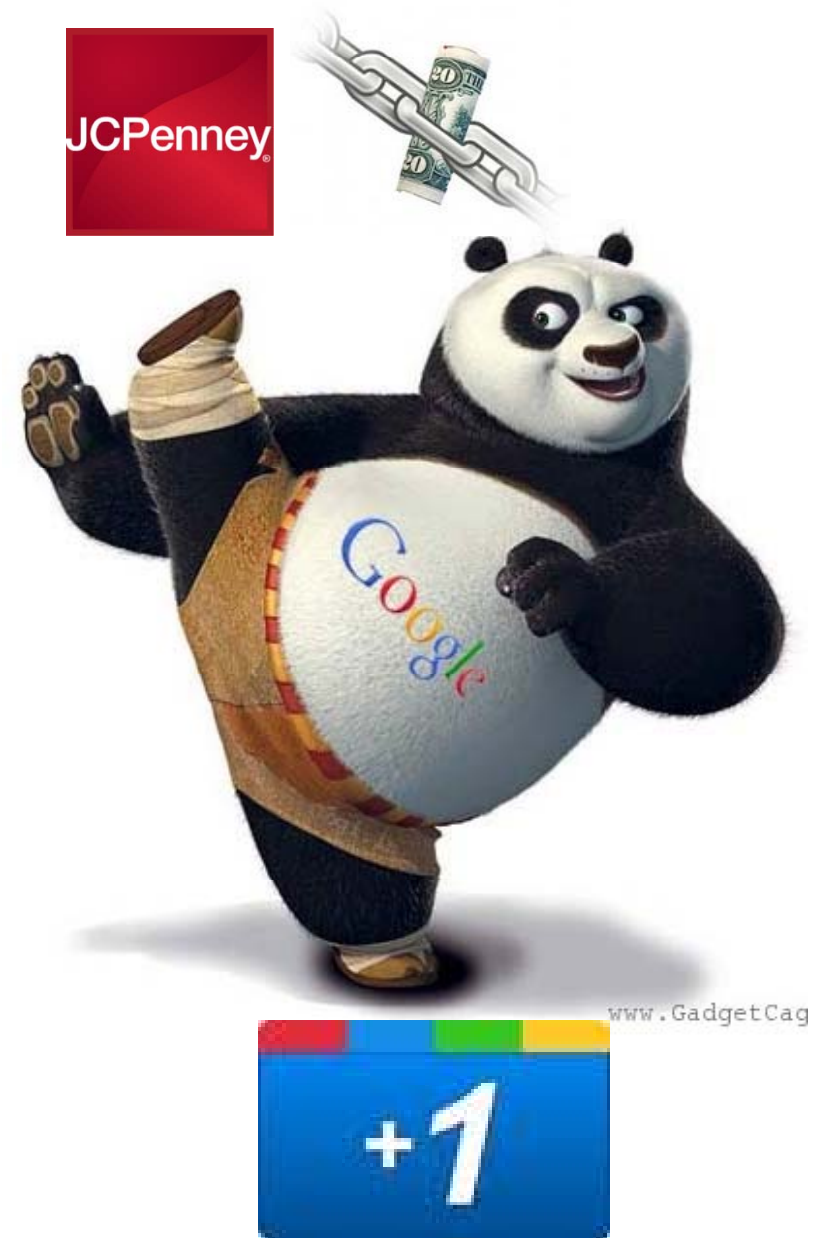
Overstock.com Penalty - Jan 2011

Panda/Farmer - February 23, 2011

- Crack down on thin content, content farms, sites with high ad-to-content ratios, and a number of other quality issues.

The +1 Button - March 30, 2011

- Google launched the +1 button (directly next to results links)
- Clicking [+1] allowed users to influence search results within their social circle



Fixed duplicate contents



Kicked by Panda



www.GadgetCag

# 2011

Panda 2.0 - April 11

Schema.org - June 2

**Google+ - June 28**

Panda Goes Global (2.4) – Aug 2011

Expanded Sitelinks - Aug 16

Pagination - Sept 15

Query Encryption - October 18

Freshness Update - Nov 3





but slow growth!

Mobile location service

First Google Q&A site, *Google Questions and Answers* lasted 24 hours

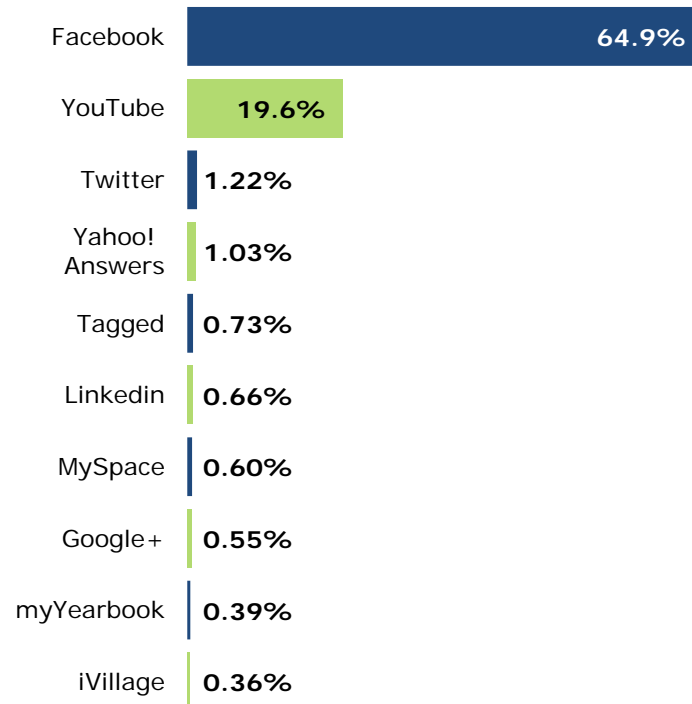
Micro-blogging service.

# Google+ Jumps to 8<sup>th</sup>, 1269% Spike

## Top Social Networking Sites and Forums

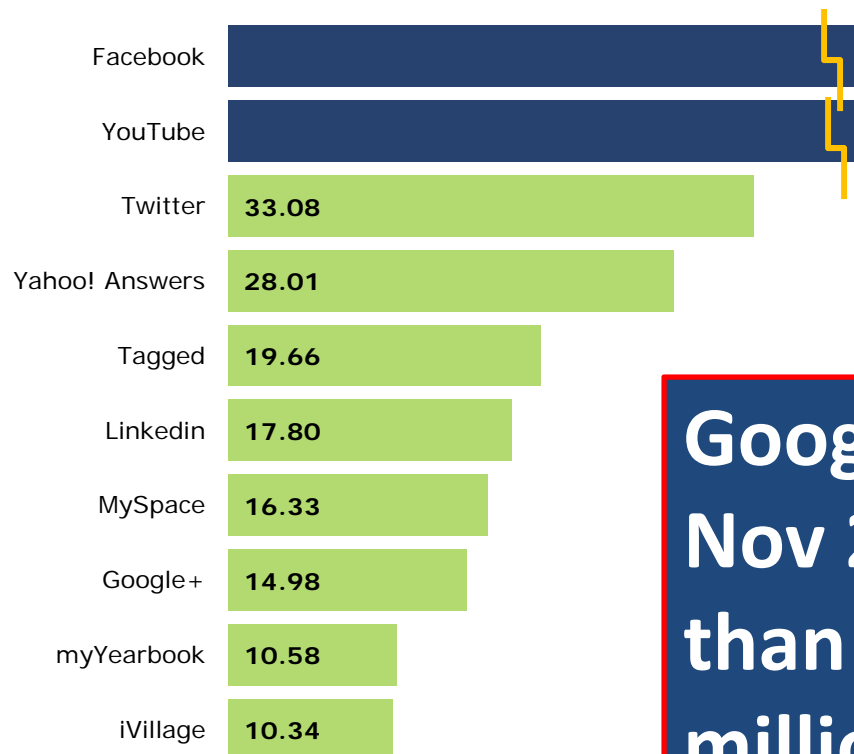
U.S. market share of visits, Week ending September 24, 2011

Source: Experian Hitwise



# Google+ Grabs 15 Million Visitors

**Top Social Networking sites and Forums**  
 Total visits, millions **Week ending September 24, 2011**  
 Source: Experian Hitwise



**Google+ statistics update  
 Nov 2011: traffic up 25%  
 than last month with 6.8  
 million total US visits in a  
 week!**



WTF?

**Google is trying hard to have a hand on social media!**

**“Social Media is changing the  
BALL Game on SEARCH.”**

Searchers want Fresh Contents.

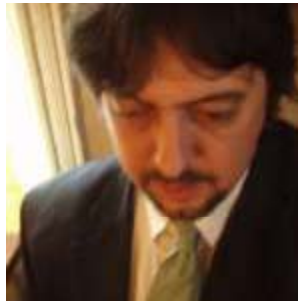


They want access to experts or authorities' say on recent events/news.

They want to know their friends' opinions.



Social media has changed the expectations  
of searchers.



Bill Slawski

Search engines have no recourse  
but to respond.

# Social Search



Bing + Twitter  
Integration

Google Social  
Search

Yahoo + Delicious

**Search Results are now socially transformed.**

- Intimacy and trust
- Social sites such as Twitter and Flickr (Need to connect these to your Google Account)
- Showing +1 activity and Google Plus Sharing
- Based on relevance, and perhaps a User Rank

Number of contacts = number of people who may see you in social search results

# Authorship Markup

## Rich Snippets Testing Tool <sup>Beta</sup>

Use the Rich Snippets Testing Tool to check that Google can correctly parse your structured data markup and display it in search results.

### Test your website

Enter a web page URL to see how it may appear in search results:

Examples: [Applications](#), [Authors](#), [Events](#), [Movie](#), [Music](#), [People](#), [Products](#), [Products with many categories](#), [Recipes](#), [Reviews](#), [TV Series](#)

### Google search preview

[Step by Step Google Plus Business Page creation and Google+ ...](#)  
[www.searchoptmedia.com/step-by-step-google-plus-business-page-creation-...](http://www.searchoptmedia.com/step-by-step-google-plus-business-page-creation-...) - [Cached](#)

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.



Francis Gary Viray

Note that there is no guarantee that a Rich Snippet will be shown for this page on actual search results. For more details, see the [FAQ](#).

### Extracted Author/Publisher for this page

author

linked author profile = <http://profiles.google.com/103524625660167226267>

google profile = <http://profiles.google.com/103524625660167226267>

author name = Francis Gary Viray

Verified: Authorship markup is correct for this page ([learn more](#))

publisher

## Google Social Search

- Friend Feed
- Google Reader
- Gmail contacts!!
- YouTube
- Sites listed on Google Profile
- Twitter
- Facebook Comments (being indexed)
- Google Plus





## Bing Social Search

- Twitter Feeds
- Facebook Comments

## Impact on Keyword Research

- Keyword Research [not so old process]
- Google Insights & Adwords [monthly data]
- Google Trends [3 days delayed]
- SEO Tools (Spyfu, Wordtracker, Google KWT)

Delayed. LAG.



Delayed.

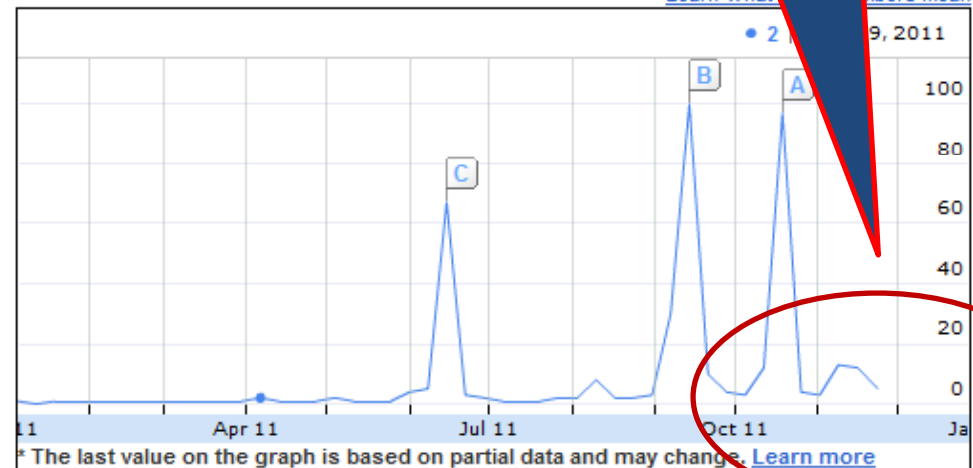
**cnn debate**

[secwatchigss](#): GOP Candidates | Cybersecurity | **CNN Debate** | The Daily Caller: GOP can cybersecurity in ... <http://t.co/uX3EII0A>  
on Nov. 23 at 07:11 p.m.

[Rodriguez\\_Peter](#): **CNN debate** takeaway: The crowd makes a difference <http://t.co/1kKwKC>

Real time.

**Interest over time**



[Embed this chart](#)

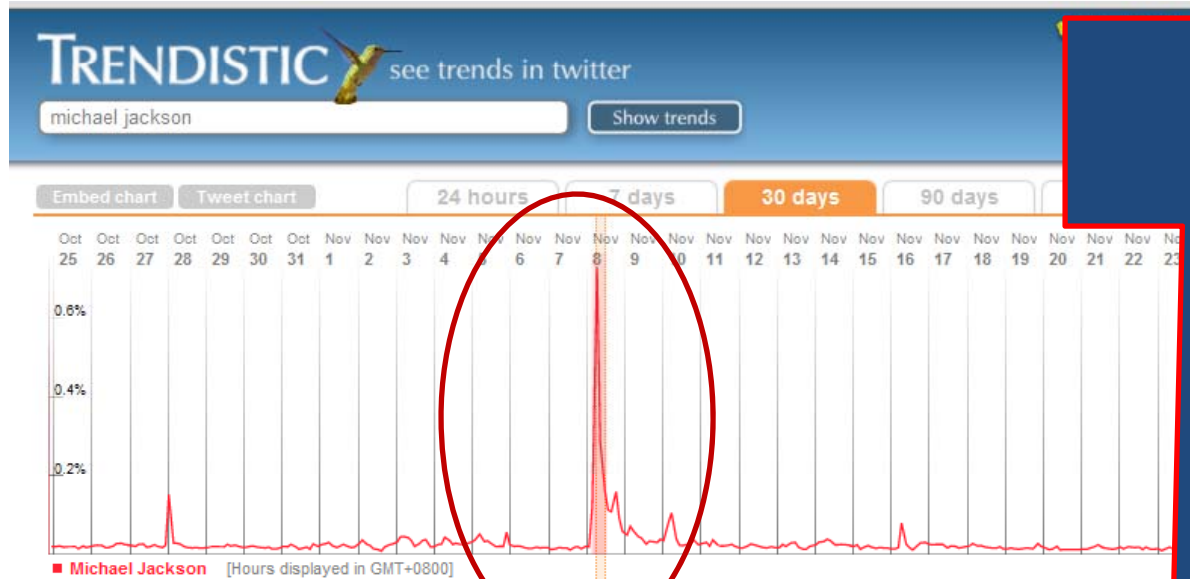
**Regional interest**

1. <a href="#">United States</a>	<div style="width: 100%;"></div> 100
2. <a href="#">Canada</a>	<div style="width: 25%;"></div> 25

## Impact on Keyword Research

- Strong correlation between Search & Social Media Mentions
- Use Real Time Keyword Methodology

Gofish | Social Mentions | Klout | Topsy | Twitter



spike

spike

### Interest over time

[Learn what these numbers mean](#)



[+ Google](#) [Embed this chart](#)

BETA

**K KLOUT** *The Standard for Influence*

**K**  
**59**



EVERYONE HAS  
**KLOUT**  
DISCOVER YOURS!

**SIGN UP!**



Sign In with Twitter

OR



Connect with Facebook



Register today and  
discover your Klout!  
[Learn More...](#)



Compare your Klout  
with connections on  
Twitter, Facebook, and  
LinkedIn



Get cool perks based  
on your Klout!  
[Learn More...](#)

# socialmention\*

Real-time social media search and analysis:

 in All Search

[or select social media sources](#)

Trends: [Airline Baby Ban](#), [thanksgiving](#), [Vitamin D Study](#), [who won dancing with the stars 2011](#), [Blood Sugar](#), [kyle orton](#), [JFK Turtles](#)

## Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

Create an alert

## Realtime Buzz Widget



Display realtime buzz on your site or blog.

Get the widget

[About](#) - [Alerts](#) - [API](#) - [Trends](#) - [Tools](#) - [Install Search Plugin](#) - [Follow us](#) - [FAQ](#) - [Advertise](#)





# TOPSY

Real-time search for the social web

[Advanced Search](#)

Search

Our Google+ search index is now live. [Try it here](#).

## Trending Today

BBC News - Bank of England's MPC says eurozone inflation has risen

 [bbc.co.uk](#) 3 minutes ago  104

NIST to expand cloud computing circle

 [federalnewsradio.com](#) 3 minutes ago



Sinead O'Connor: I've lost two stones

[Belfasttelegraph.co.uk](#)

 [belfasttelegraph.co.uk](#) 4 minutes ago  104

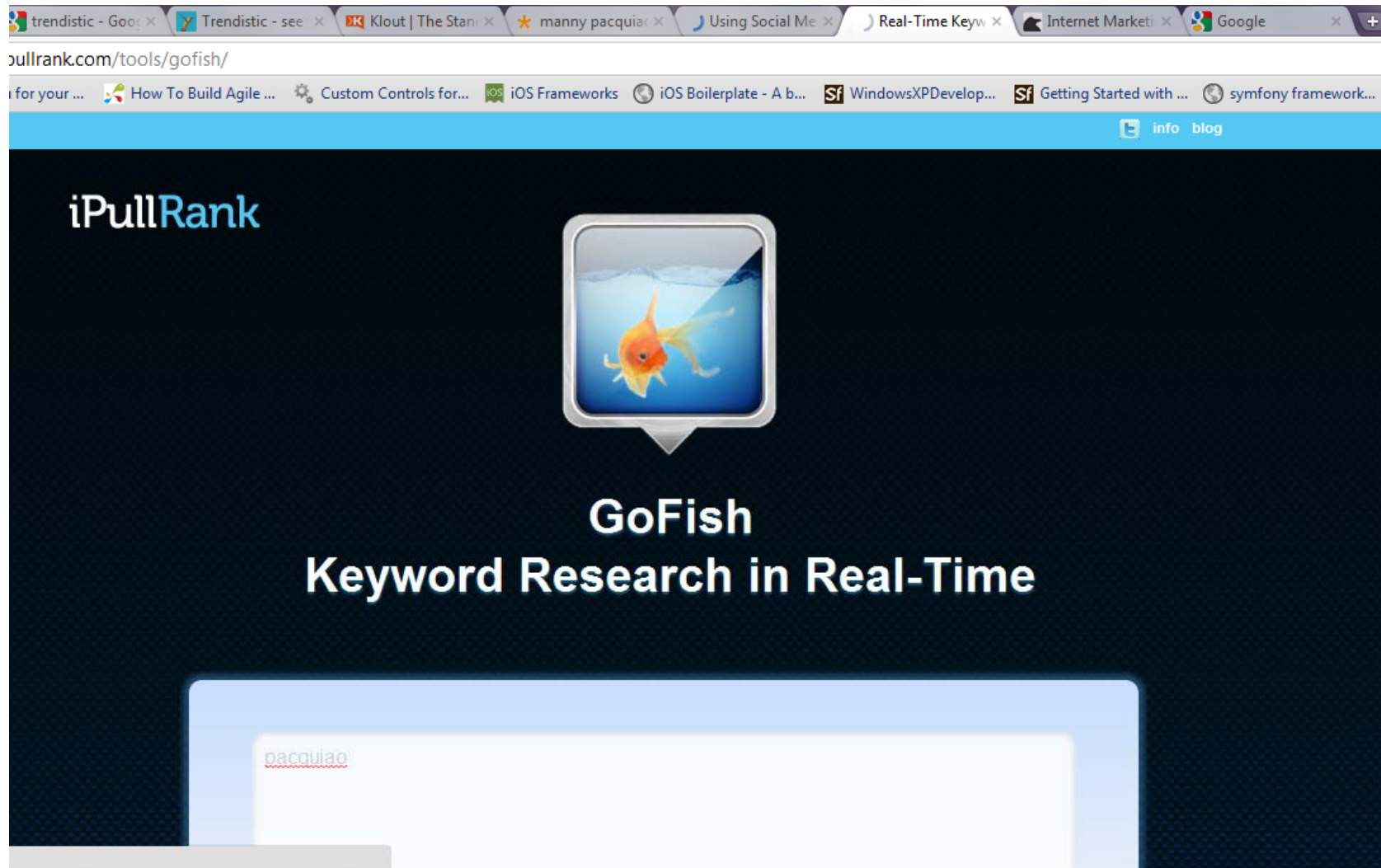
Police at HQ boarding buses. Many w plastic restraining devices hanging from belts

#OccupyToronto

 [yfrog.com](#) 5 minutes ago  22

Look! Google Plus.





# GoFish

## Keyword Research in Real-Time

Keyword	Combined Klout Score	# Users	Users	Search Volume
michael jackson	4691 / 17200	172	chriscofficial colourofamber HentyCricket ImmaRhoxxstar TWilde91 GAConehed doit4MJ _JulianaJackson mllxalisjackson Utruck1 HistoryMagazFR coalition_btn XVRdenis ortidog MelissaSadji bmcgrew evanaNZ BoobedUp_Boss tis_ruthy Florinrm BosGMac dayannasj magicsradio bob_johnson Samurai_Cody ma_841029 SonyMusicIn mozartsom Rhythm100Radio Milad_Nouri yourangelbreezy 4BrunoMars mayzen101 Christinaiisa joshsimona MJForums AhmeezyXo jj17_27 WizardKelleyYal HistoryBooXXW Honkitonk88 MRrimmy_RamiNator71 NosheenIqbal MyLifeAsShanice DindaaR11 portalBK2 alexiuswv CANESHEATPHINS NIGGERSrROACHES IDRAG4MJ bellchangotit graeberkbvjr8 JordanLbridge Sammie2real MARIANNASARTE 77awaking77 LeeBruhGreene IjatoAyodeji EverythingMJJ scuzzzy up_radiovoorne ClaudiaBrown94 BERKANBERKO HarryPotterxx YouRtheDesigner YogaAM DreamTvOfficial LovaticsNL_Pinksophia27 koolkhaideen 2Sershia panamastreet breatheoutnyc OnQrockRadioNow simonchilvers salah_techfui nicldunn dinamotracklist ThisNigga_Ameer Ben_UA KittyKash MymoAnYaPop anekevi MJSWoodward JakeRSampson MelindaBlampied MJacksonHDNews Kikiwhoha fatinzstar NatSupersoaker Hennynmyblood giudantonio uny courtenayelrick QeemStymest breieripal0 DyyahhHmr rupeshsharma24 MJSIMFORUM EICizzle travlwes eXpressAntwort melsomerwoody hannahleaa_LiseToAMil darlvm lincingcom VoiceOfTrueLove meedan I_Speak_Dollars violetwestermt MogensOlesen A1Aradionetwork srevero1 globoradio hayleysnow bestkamgonza katavican KMJARadio Change4LOVE WinonaRyderNbee avidimages sakuzo52 Jaz LazarusBadger mdhuppe beLIEveLivesOn BigPoppaFreezie RickyLDarius petitrecords ervanps La jukemagazine enya_horton JPanther had_betinho Snypz_Artist MarceloGOrtiz Globofmweb kh w2optimismradio justbestsellers Loryyenny lulialovesMJ leighbrookshire morganclissett Getinton amz guardianmusic	Google Insights Google Trends
jackson s	104 / 400		MJForums breieripal0 MarceloGOrtiz innieG	Google Insights Google Trends

Klout score

Search volume





## Low Hanging Fruit

- Use SEO & Social Tools to get ahead of the search demand
- Mash the long list of keywords you generated
- Target 2-5 long tail keywords trending and getting search volume.
- Catch the fruit while it is still hot!

Remember the 5<sup>th</sup> of NOVEMBER

Actually, the 3<sup>rd</sup> of  
November

**FRESHNESS UPDATE**





# Real-Time Google Analytics

## Overview

Right now

**27**

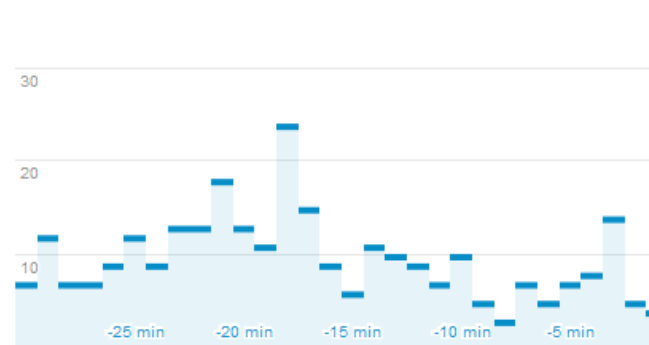
active visitors on site

■ NEW ■ RETURNING

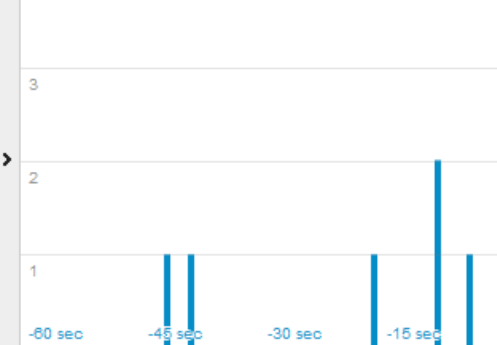


### Pageviews

Per minute



Per second



### Top Referrals:

Source	Active Visitors
--------	-----------------

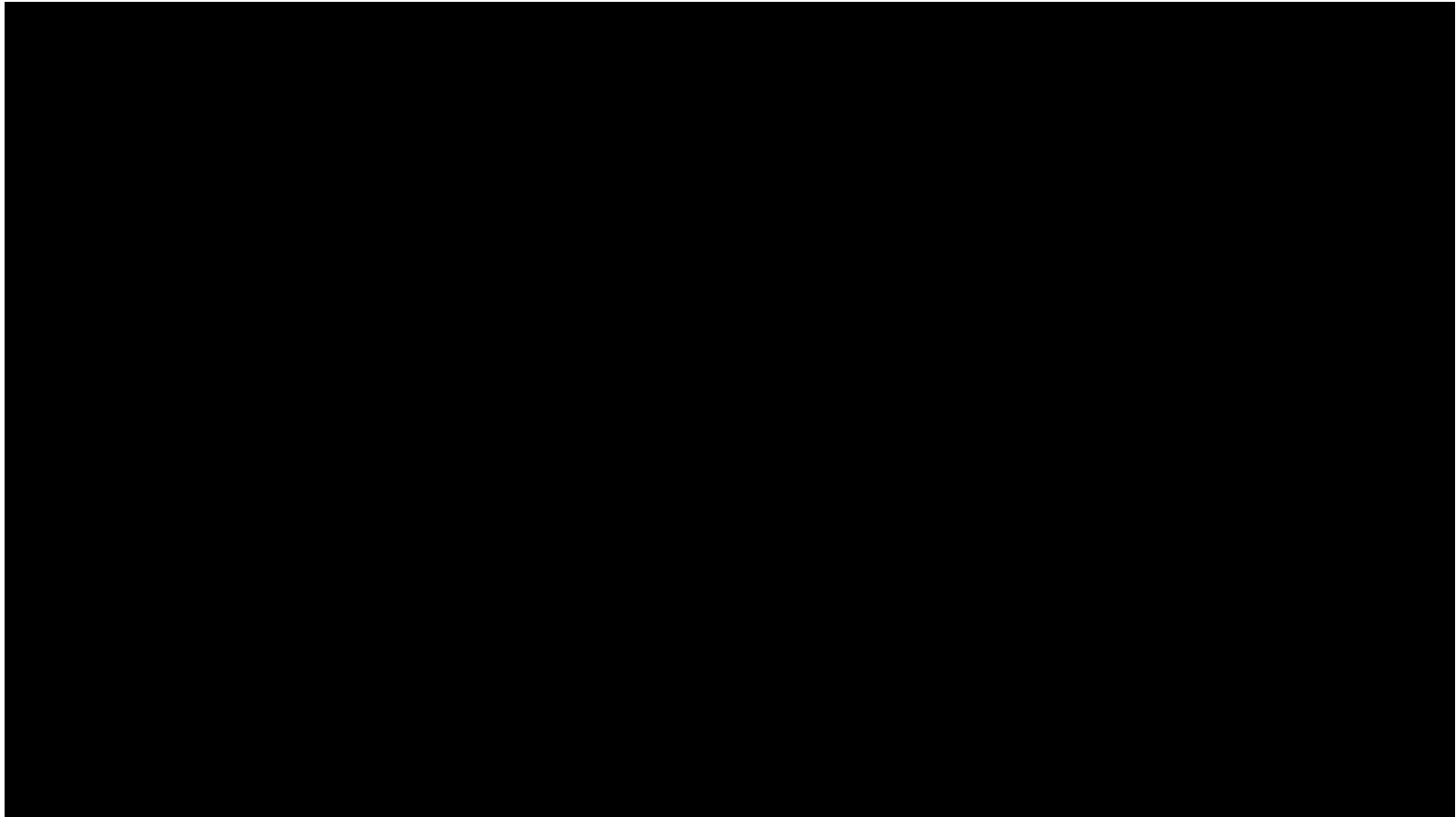
### Top Active Pages:

Active Page	Active Visitors
-------------	-----------------



SEARCH + SOCIAL

= INBOUND MARKETING



# SEO Responsibilities in 2011

---

## Site Aecessibility

Creating a site engines can easily crawl & index

## Keyword Research/Targeting

Choosing the right keywords and employing them effectively

## Content Strategy

Set a plan of how to leverage the organization's resources to produce valuable, useful, relevant, share-worthy material

## Content Creation

Execute on creation of blog posts, evergreen content, infographics, interactive works, apps, tools, etc.

## Link Building

Investigating, tracking and acquiring link opportunities

## New Search Protocols

Schema.org, Rel=Author, Video XML Sitemaps, etc.

## Search Verticals

Images, local, video, news, blogs, social, mobile, product, etc.

## Community Management

Creating & participating in conversations around your brand/sector in positive ways to drive awareness + adoption

## Social Media Promotion

Employing Twitter, Facebook, LinkedIn, Google+, StumbleUpon, Reddit, Quora, et al. to improve your reach

## Social Network Reach

Improving the size, depth and breadth of your social networks to reach more potential customers and connectors

## Reputation Tracking

Watching your brand's search results, social media remarks and web content to track success and monitor for danger

## Local / Maps Optimization

Optimizing for placement in local search and portals, both web and social, plus monitoring local activity

---

**The job of "SEO" has been upgraded to "organic web strategist."**

---

## Key Takeaways

- Have a sense of [SEO](#) Algorithm history
- Improve your SEO Toolbox, add SOCIAL Tools
- Update your SEO process to consider SOCIAL & REAL-TIME SEARCH
- Google Plus is a GOLD MINE
- Remember Microformats
- Authorship Markup
- Teach Clients to use social networks
- INBOUND MARKETING

# THANK YOU!

Gary Viray  
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@garyshack  
[gary@searchoptmedia.com](mailto:gary@searchoptmedia.com)

Sources: SEOMOZ | SEOBYTHESEA.COM