

HOW GOOGLE SEARCH PLUS YOUR WORLD AFFECTS YOUR BUSINESS

Guide to important facts about Google
Search Plus Your World.



1

What is Google Search Plus Your World?

2

5 Ways This Affects Seo

- Change In Search UI (User Interface)
- Personalization Of Search
- Google Bias
- +1's are the New Social Signals
- Loss of Keyword Referral Data

3

A Little History

- Universal Search
- Google Places
- Change in The Only Constant

4

Why Is Google Banking On Google+?

5

Politics And Competition Behind It

6

Strategies We Recommend

- Create A Separate Google Account For Your Company
- Enhancing Profile
- Build A Social Circle
- Installing '+1' Button On Your Website

7

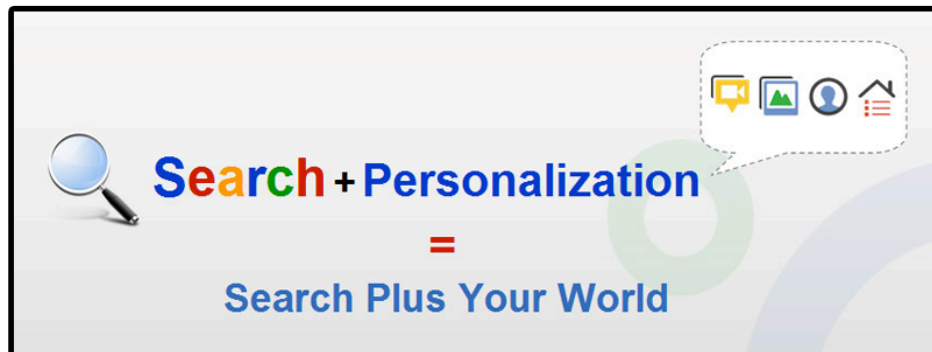
Conclusion

1

What is Google Search Plus Your World?

In simple words:

Google Search + Personalization = Google search plus your world.



Search Plus your world is one of the biggest changes in Google Search User Interface (UI) since Google Places. Is this a gross misuse of Google's monopoly in search? Are they unfairly pushing Google+ over Facebook and Twitter? Maybe. But what you need think about is how all this affects your business.



2

5 ways this affects SEO

1

Change in Search UI (User Interface)

Google promotes Google+ pages & profiles in search. Therefore, if you are not on Google+, you will not be suggested.

Google Bias

Google is aggressively promoting Google+ aggressively over Facebook & twitter. Moreover, the promoted content is visible to users who are not logged in.

2

3

Personalization of search

With personalized search results, Google will show recommendations from contacts in a user's circle. So getting more users to +1 your content/ website will dramatically increase its visibility and recommendations among search results.

4

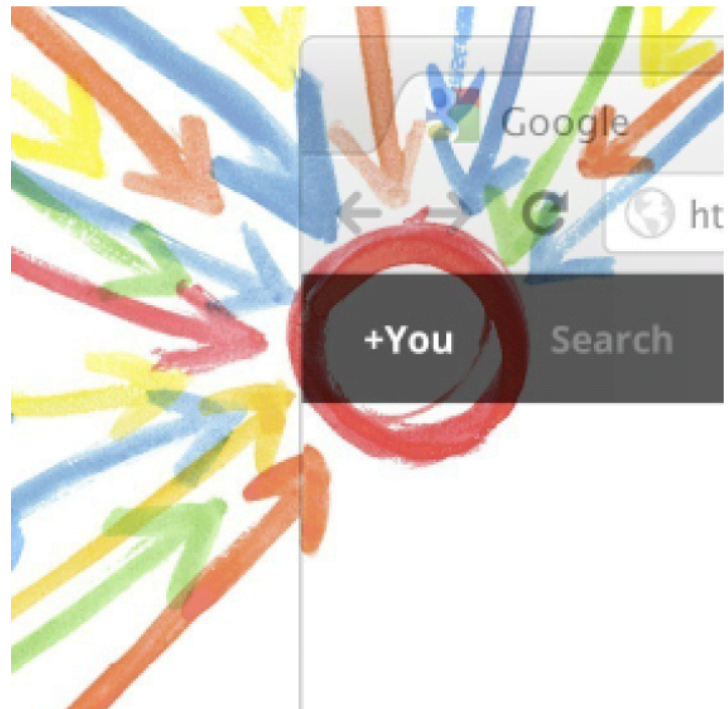
+1's are the New Social Signals

1+'s are the new links. The more 1+'s and shares that you have, better can be your social search rankings will be. Counting social signals even helps increase the trust factor for Google. They will start counting +1's as ranking factors.

5

Loss Of Keyword Referral Data

Since October, 2011 Google started defaulting signed in users to encrypted search results. The keyword referral data for these users shows up as (not provided) in Web Analytics. Although this was supposed to affect less than 10% of organic searches, many people reported that it affected close to 20% of their organic keyword data. With Google pushing more and more users to sign in – it will result in an increased loss of keyword referral data.



3

A little history

Universal Search

On May 16, 2007, Google launched Universal Search. This was the biggest change in Search User Interface in the 9-year history of Google. Universal search incorporated every result in a basic search query, including video clips, images, news articles, books and maps.

When universal search was announced, the then director of product management at Google, Sundar Pichai, said, "We're still at the nascent stages. Going forward we'll be more aggressive in terms of when we trigger this."

However, experimental aggressiveness reduced, but Googlers had already got used to Google's Universal Search.

Before Universal Search, search results looked like this:



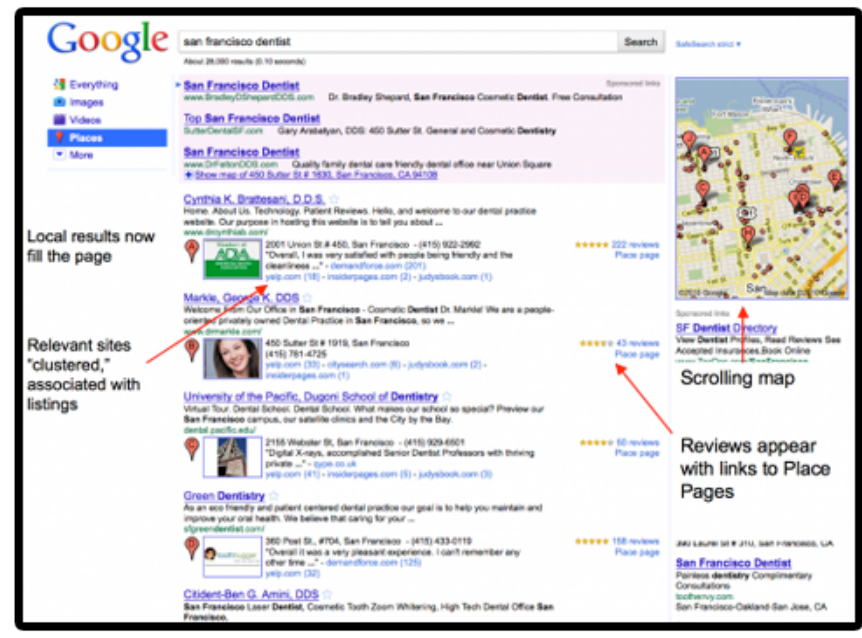
Nevertheless, with Universal Search, they blended like this:

Google Places

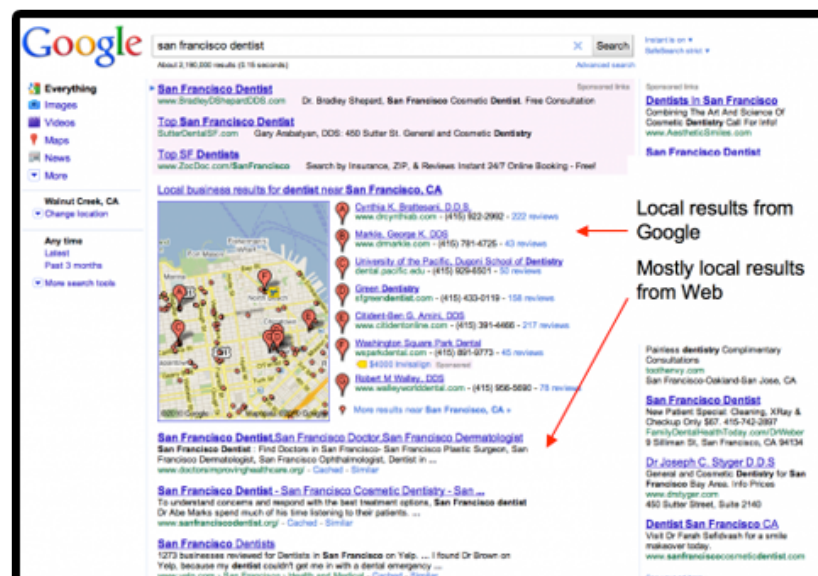
Even though Google Places campaign started with a low, in the last quarter of 2012, Google accelerated its efforts. Every local search had results from Google Places with online reviews.

The images posted below help understand the aggressiveness of Google.

Before



After



Share This



Change In The Only Constant

So is this new UI going to be permanent? Well Google has always been aggressive when it launches a new feature. However, as with Universal Search and Google Places, we should expect some moderation in their aggressiveness of showing Google+ content. Remember change in the only constant. Google likes throwing curveballs but it is our job to protect your interests.

4

Why Is Google+ Banking On Google ?

There are two reasons behind the same.

- 1) Google wants to increase market share. Google+ user base increased by 30 million after it launched Search Plus Your World. These are impressive numbers.
- 2) When Google started in 1998, it has a revolutionary new idea of counting backlinks from websites as votes and ranking websites based on these votes. But these days, links as votes are not at all reliable. Google wants to “process” social likes, votes and use these “social signals” as ranking algorithm.

With Google's 'Search Plus Your World', Google can easily use social signals alongwith traditional backlinks as part of their ranking algorithm.



With Google's 'Search Plus Your World', Google can easily keep a check on the spammy websites, as the possibility of one sharing them socially is low.

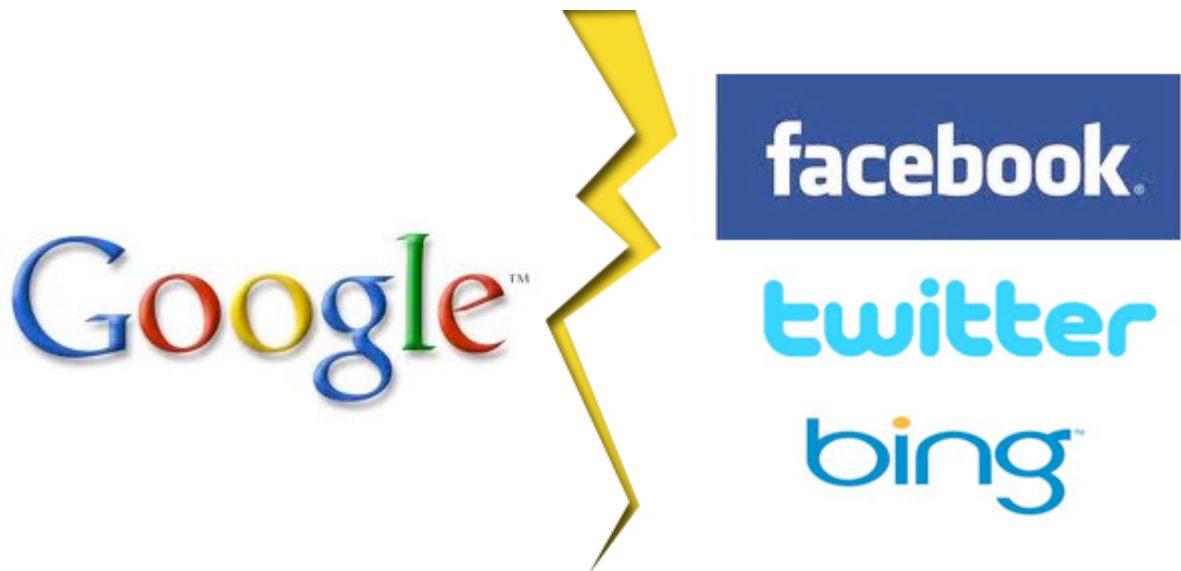
5

Politics And Competition Behind It

In 2007, Google tried very hard to buy Facebook. But Microsoft beat Google and bought a stake in Facebook. This was a great strategic win for Microsoft. Bing started using Facebook likes data to rank search results. This was a great Public Relations win for Microsoft Bing. Predictably, Google finalized a deal with Twitter to power their real time search results.

But last year, Twitter's deal with Google was over, with Twitter choosing not to renew their agreement. Twitter probably wanted more money for sharing its data with Google.

Google has suggested that it's open to including other social networks in Search Plus Your World, but only if those other networks make a search deal with Google. Pushing Google+ content in their search results is a warning to all social sites to either negotiate with Google or else they lose social presence in Google search results.



6

Strategies We Recommend

Create a separate Google account for your company

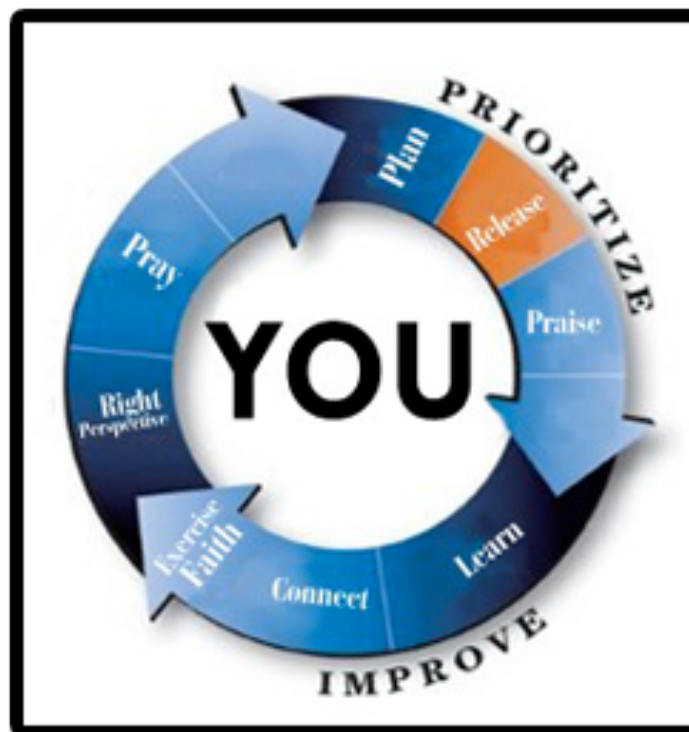
This will help your marketing team members to access the account whenever it is required.

Enhancing Profile

Fill in every detail possible and add images for your Google+ Business Page. This will convince people that your page is valuable enough to add to their Circle.

Build A Social Circle

Google+ Business Page is a must-have, and it is important to optimize the page to be more engaging. It might take some time to get attention via Google+ Business Page, but it is the right time to start building your audience on Google+.



Installing '+1' Button On Your Website

Having the Google+ chicklet on all your site pages is even important. More +1s, will help to increase your page ranking.



7

Conclusion

To summarize, Google is a search engine giant and it will influence SEO tactics more than any of its main competitors with this move. Therefore, Google's 'Search Plus Your World' is here to stay. Therefore, having a Business Page on Google+ is a priority, as it can help bolster your business.

For a comprehensive Google+ strategy, get in touch with us at – 1-847-359-6969.

Alternatively, you can mail us at – doug@dougdvorak.com