

# The Human Side of Search

*Presented by Rohit Bhargava*

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*On July 20, 2006 at the Search Insider Summit  
At Keystone Lodge, Colorado*



Ogilvy Public Relations Worldwide

# Overview

- What is the Human Side of Search?
- 4 Elements of the Human Side of Search
- Opportunities for Marketers
- 5 Tips for Search Strategy
- Q&A

# What is The Human Side of Search?

*Internet users finding multiple ways online to organize content in a non-automated way*

## **Why we need the human side of search:**

- Algorithms are sometimes silly
- Technorati now tracks nearly 50 million blogs, and worldwide a new blog is created every second
- Relatively targeted searches often show millions of results, raising questions and hiding good content

# Google versus Wikipedia on "SEM"

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# 4 Elements of the Human Side of Search

## 1. Taggregating Content

- Using tags to organize content and group it into logical clusters that can be used for browsing or searching

## 2. Networking and Contributing

- Contributing content to wikis and directories, as well as participating in blog networks and publishing blogrolls

## 3. Rating and Recommending

- Posting stories on sites like Digg.com, rating stories in new models like BBC or Netscape

## 4. Sharing Expertise

- Creating content about your passion and sharing expertise by answering questions through networks

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The Israeli blogosphere has a Russian-language corner: quite vocal, it is populated mainly by those who emigrated from the

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Recently updated pages

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the studio blog

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**seth godin**  
Seth Godin is the bestselling author of more than seven books. He writes about marketing. [More...](#)

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In August, 2006, bestselling author Seth Godin (that would be me) releases his latest book, *SMALL IS THE NEW BIG*. This lens tells you what you need to know before you buy a few dozen copies for everyone you know.

The book is a collection of more than 180 riffs that have appeared in Fast Company or on my blog over the last six or seven years. It's designed to spark you and your colleagues into doing what you already knew how to do in the first place.

**ROLLYO** BETA **John's Profile**

ABOUT JOHN BATTLE

**johnbattelle**  
First Name: John  
Last Name: Battelle  
Homepage: [Battelleme](#)

About:

John Battelle is an entrepreneur, professor, and author who co-founded businesses, currently on leave from Journalism at the University of Berkeley. Battelle, 39, is a Federated Media Publisher and Executive Producer of media, technology, and entertainment industries. He is currently at BoingBoing.net. Previously, Battelle was founder, Chairman, and CEO of Standard Media International (SMI), publisher of The Industry Standard and TheStandard.com. Prior to founding The Standard, Battelle was a co-founding editor of Wired magazine and Wired Ventures.

Battelle recently completed work on a forthcoming book, *The Search: Business and*

### The Search Search

By: **John Battelle**

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The newest of our users' favorites

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- Philadelphia Freedom**  
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- Philly Tourist Places to Go**  
*"The name says it all!"*
- Fave places to dine in Philadelphia**

# Opportunities: What if you could ...

- ... generate more inbound links to your content
- ... find a way to target users that are only browsing and not using search
- ... encourage word of mouth promotion as part of the Search Engine Marketing engagement
- ... ensure your site is present on key tools (outside of search engines) that users are turning to for finding information

# 5 Tips for Targeting the Human Side of Search

1. Create better content
  - Add more dynamic content sources and update continually
  - Review voice and avoid marketing-speak while still optimizing
2. Tag your content
  - Create content tags on your site
  - Add your content to relevant taggregation sites
3. Submit your content
  - Develop a list of key listing sites to submit your content
  - Partner, if necessary, to do this credibly
4. Promote your expertise
  - Join relevant blog (and other) content networks
  - Extend your content through syndication or posting
5. Participate in the community
  - Integrate with blog commenting/participation strategy
  - Develop a unique voice to augment static content



# Thank You!

*Rohit Bhargava*  
*Vice President, Interactive Marketing*  
*Ogilvy Public Relations | 360 Digital Influence*

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