# The Human Side of Search

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#### 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

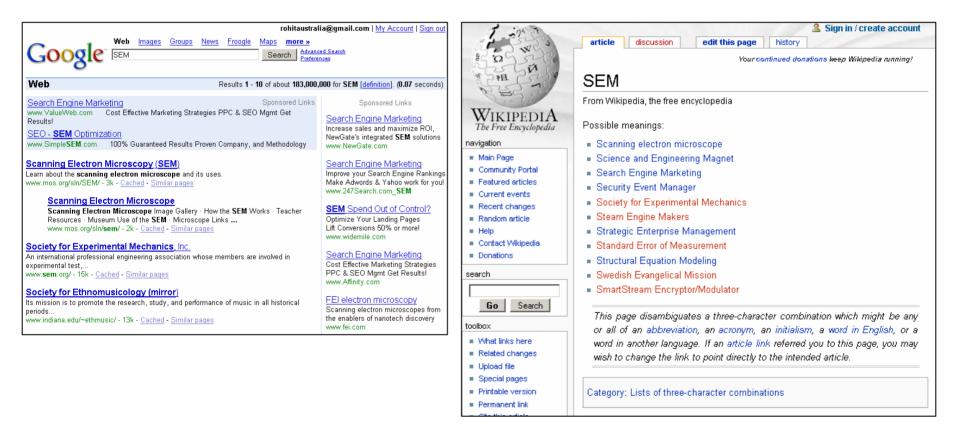
#### What is The Human Side of Search?

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"



#### 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

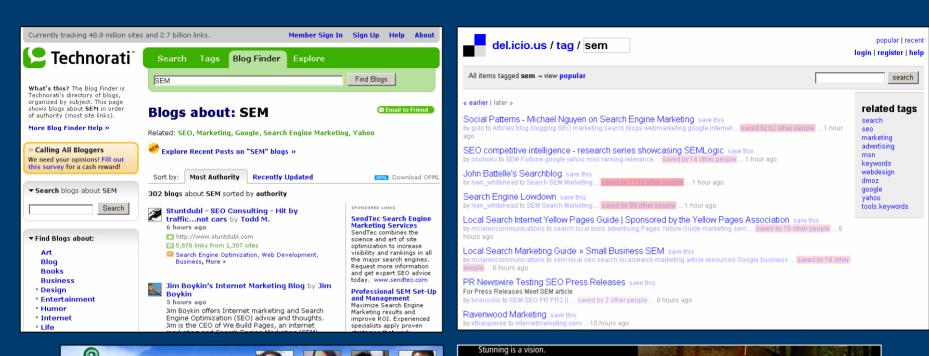
### 3. Rating and Recommending

 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

### Taggregating Content ...



See what stunning is in the



Russian

War & Conflict, International Relations

Middle Fast & North Africa, Israel, Lehanon, Fastern & Central Furone

Russia, Ukraine, Weblog, Children, Education, Gender, Health, Media,

The Israeli blogosphere has a Russian-language corner: quite

vocal, it is populated mainly by those who emigrated from the

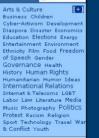
Ganaral Dakietan

# Metroblogging Lahore attempts to

explain to an outsider the marvels

Eastern & Central Europe

of the city.



focus on countries and

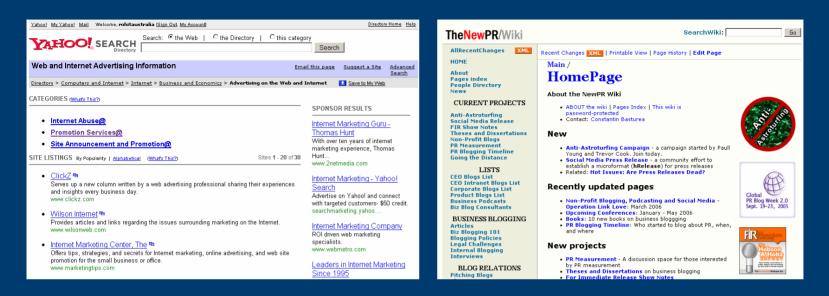
committed to developing

voices everywhere to be

tools, institutions and



### **Networking and Contributing ...**



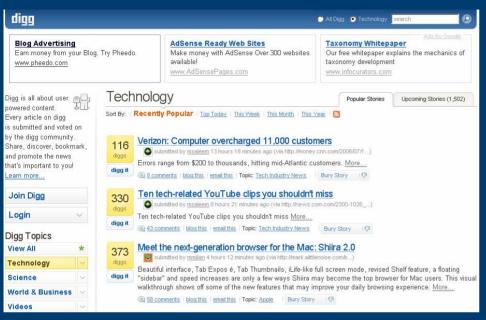


#### **Blog Scratching**

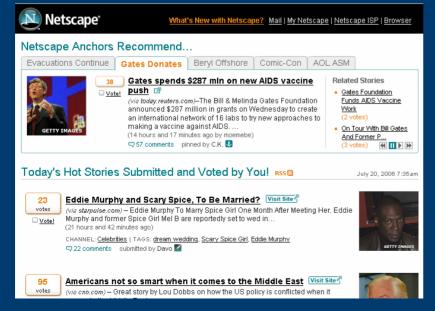
Anything Mobile Apple Matters Bad Language Ben Molloy Beyond Branding

Bill Joos' Tips from the Trenches Blogfeeder Blognoggle business2blog Church of the Customer

## Rating and Recommending ...





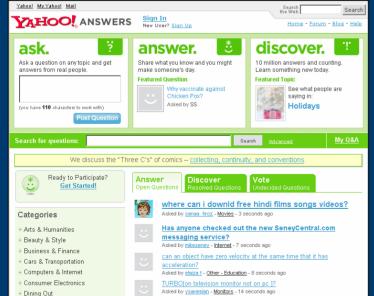




### **Sharing Expertise ...**









### 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!

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