

Social Media Intelligence

Google launches 'Search Your World'

Introduction

Google search has gained a more personal element with the introduction of '[Search Your World](#)'. This new feature takes 'social search' to a new level as regular search results from the Google search engine are now combined with more personal results pulled in from [Google+](#), such as images, posts and profiles that have been shared with users who are signed in to their Google profile. This new feature operates directly within Google search and adds another layer to Google's search engine.



Search Your World – Main Features

The latest search feature from Google combines regular Google search results with personal results taken from Google+ for any users who are signed in to their Google+ account and who have turned on the 'Plus Your World' option (pictured above) within the Google search homepage.

Content from your Google+ profile, as well as photos and posts shared directly with you will be included within any relevant search results, along with Google+ profiles that appear in autocomplete and results to enable easy finding and following of people of interest.

Both people and pages present on Google+ will be displayed according to their relevance to a particular search term. These pages can be followed with a few clicks directly from the search results page.

The screenshot shows a Google search for 'chikoo'. The search bar is at the top with the text 'chikoo'. Below the search bar, there are two rows of results. The first row is a regular search result for 'Manilkara zapota - Wikipedia, the free encyclopedia'. The second row is a personal result from Google+ titled 'Images for chikoo - Report images', which shows a grid of images of dogs and fruits. A red arrow points to the 'Search' button, a yellow arrow points to the 'Images' filter, and a green arrow points to the personal result. The top navigation bar shows '+Amit Web Images Videos Maps News Shopping Gmail More -' and the user's name 'Amit Singhal'.

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Personal Results

Users searching for a holiday destination, for example, will now see posts from Google+ alongside links and images that have been shared by their contacts on Google+ either privately or publicly. Images from Google+ and Picasa will be displayed based on captions, comments and album title in relation to appropriate search terms.

Profiles in Search

Searching for a specific person becomes much easier within Google. Typing the first few letters of a name brings up personalised predictions in autocomplete within the search box recommending potential matches. Search results display a mixture of profile information from Google+ for the individual along with the ability to add and interact with that person directly from the results page.

People and Pages

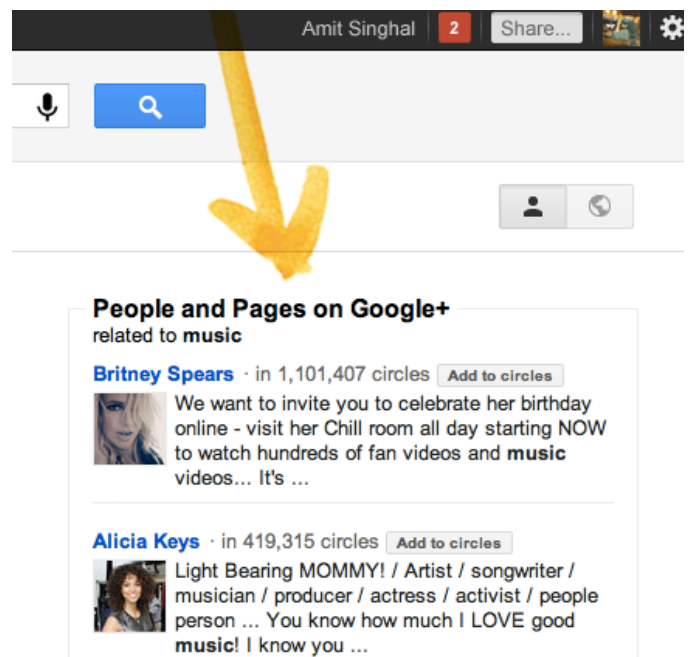
Searching for a specific topic will now bring up related pages from Google+, for example a search for music may recommend the official Google+ profile for Coldplay which can be added to your circles directly from the search results.

What This Means

This is the beginning of Google's effort to incorporate social elements into its search results providing the user with a more relevant and personalised experience when using Google's search function.

Google is likely to develop this social aspect more comprehensively in the future alongside the growth in popularity and adoption of its social network, Google+.

Google's 'Search Your World' results only have access to one open graph, which is that of Google+, as it encourages users to invest more time and effort into their Google+ profiles and activities. Greater user numbers and detail invested in Google+ profiles and pages will in turn provide richer and more relevant search results for people actively using 'Search Your World'.



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