Info 2015
searching the Web and Social Media

Amir Fleischman, Cicom Global
May 2015
Top 10 most popular search engines (May 2015, eBizMBA)

1. Google
   - eBizMBA Rank: 1
   - Quantcast Rank: 1
   - Alexa Rank: Marc
   - The Most Popular Search Engines | eBi

2. Bing
   - eBizMBA Rank: 15
   - Quantcast Rank: 22
   - Alexa Rank: Mar
   - The Most Popular Search Engines | eBi

3. Yahoo! Search
   - eBizMBA Rank: 18
   - Quantcast Rank: NA
   - Alexa Rank: The Most Popular Search Engines | eBi

4. Ask
   - eBizMBA Rank: 25
   - Quantcast Rank: 31
   - Alexa Rank: The Most Popular Search Engines | eBi

5. AOL Search
   - eBizMBA Rank: 245
   - Quantcast Rank: NA
   - Alexa Rank: The Most Popular Search Engines | eBi

6. Wow
   - eBizMBA Rank: 271
   - Quantcast Rank: 767
   - Alexa Rank: The Most Popular Search Engines | eBi

7. WebCrawler
   - eBizMBA Rank: 511
   - Quantcast Rank: 674
   - Alexa Rank: The Most Popular Search Engines | eBi

8. MyWebSearch
   - eBizMBA Rank: 545
   - Quantcast Rank: 405
   - Alexa Rank: The Most Popular Search Engines | eBi

9. Infospace
   - eBizMBA Rank: 892
   - Quantcast Rank: 2,110
   - Alexa Rank: The Most Popular Search Engines | eBi

10. Info
    - eBizMBA Rank: 1,064
    - Quantcast Rank: 1,938
    - Alexa Rank: The Most Popular Search Engines | eBi
Omgili – Find out what people are saying

• [http://omgili.com/](http://omgili.com/)
Social media search – Social Mention

http://www.socialmention.com/

Trends: Jimmy Graham, Blurred Lines, Sam Bradford, Windell Middlebrooks, Zoolander 2, Jeremy Clarkson, Jake Locker
Social media search – Social Mention

http://www.socialmention.com/
Identify business tweets and influencers – Topsy

http://topsy.com/
Visualize and graph the Net – TouchGraph

http://www.touchgraph.com/seo
The TouchGraph Facebook Browser shows your friends' Profiles and Photos. Click on friends in the graph to quickly flip through their pictures.
TouchGraph Facebook

See how many photos there are of a friend, or of any two friends together.

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TouchGraph Facebook – See how your friends are connected

The graph shows you your friends, the networks they belong to, and the social cliques they are part of. See who is central to a particular group and which friends are connectors between two groups.
And local social networks...

https://vk.com/
Top 10 most popular social networks (May 2015, eBizMBA)

1 | Facebook
3 - eBizMBA Rank | 900,000,000 - Quantcast Rank | 2 - Alexa Rank | The Most Popular Social Networking

2 | Twitter
12 - eBizMBA Rank | 310,000,000 - Quantcast Rank | 8 - Alexa Rank | The Most Popular Social Networking

3 | LinkedIn
18 - eBizMBA Rank | 255,000,000 - Quantcast Rank | 9 - Alexa Rank | The Most Popular Social Networking

4 | Pinterest
22 - eBizMBA Rank | 250,000,000 - Quantcast Rank | 26 - Alexa Rank | The Most Popular Social Networking

5 | Google Plus
30 - eBizMBA Rank | 120,000,000 - Quantcast Rank | NA - Alexa Rank | The Most Popular Social Networking

6 | Tumblr
34 - eBizMBA Rank | 110,000,000 - Quantcast Rank | 34 - Alexa Rank | The Most Popular Social Networking

7 | Instagram
77 - eBizMBA Rank | 100,000,000 - Quantcast Rank | 36 - Alexa Rank | The Most Popular Social Networking

8 | VK
97 - eBizMBA Rank | 80,000,000 - *120* - Quantcast Rank | 21 - Alexa | The Most Popular Social Networking

9 | Flickr
123 - eBizMBA Rank | 65,000,000 - Quantcast Rank | 91 - Alexa Rank | The Most Popular Social Networking

10 | Vine
581 - eBizMBA Rank | 42,000,000 - Quantcast Rank | 1,172 - Alexa Rank | The Most Popular Social Networking
Top 10 most people search websites (May 2015, eBizMBA)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>eBizMBA Rank</th>
<th>Alexa Rank</th>
<th>Quantcast Rank</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WhitePages</td>
<td>334</td>
<td>28,500,000</td>
<td>876</td>
<td>Quantcast Rank: 876. Alexa Rank: M The Most Popular People Search Web</td>
</tr>
<tr>
<td>2</td>
<td>Spokeo</td>
<td>892</td>
<td>18,000,000</td>
<td>365</td>
<td>Quantcast Rank: 2,086. Alexa Rank: 515 The Most Popular People Search Web</td>
</tr>
<tr>
<td>3</td>
<td>InstantCheckmate</td>
<td>1,039</td>
<td>10,000,000</td>
<td>515</td>
<td>Quantcast Rank: 2,530. Alexa Rank: 515 The Most Popular People Search Web</td>
</tr>
<tr>
<td>4</td>
<td>Intelius</td>
<td>1,810</td>
<td>5,500,000</td>
<td>1,021</td>
<td>Quantcast Rank: 4,120. Alexa Rank: Intelius The Most Popular People Search Web</td>
</tr>
<tr>
<td>5</td>
<td>PeopleSmart</td>
<td>2,192</td>
<td>4,500,000</td>
<td>&quot;165&quot;</td>
<td>Quantcast Rank: 6,216. Alexa Rank: PeopleSmart The Most Popular People Search Web</td>
</tr>
<tr>
<td>6</td>
<td>PeopleFinders</td>
<td>2,516</td>
<td>4,250,000</td>
<td>281</td>
<td>Quantcast Rank: 6,996. Alexa Rank: PeopleFinders The Most Popular People Search Web</td>
</tr>
<tr>
<td>7</td>
<td>MyLife</td>
<td>2,622</td>
<td>4,200,000</td>
<td>2,607</td>
<td>Quantcast Rank: 4,936. Alexa Rank: MyLife The Most Popular People Search Web</td>
</tr>
<tr>
<td>8</td>
<td>PeekYou</td>
<td>3,217</td>
<td>4,100,000</td>
<td>858</td>
<td>Quantcast Rank: 7,329. Alexa Rank: PeekYou The Most Popular People Search Web</td>
</tr>
<tr>
<td>9</td>
<td>Pipi</td>
<td>3,381</td>
<td>4,000,000</td>
<td>1,376</td>
<td>Quantcast Rank: 6,050. Alexa Rank: Pipi The Most Popular People Search Web</td>
</tr>
<tr>
<td>10</td>
<td>Radaris</td>
<td>3,585</td>
<td>3,800,000</td>
<td>1,402</td>
<td>Quantcast Rank: 7,808. Alexa Rank: Radaris The Most Popular People Search Web</td>
</tr>
</tbody>
</table>
What is Spokeo?

Spokeo is a people search engine that organizes White Pages listings, Public Records and Social Networking Information to help you safely find & learn about people.
Beyond the Net – Visual search engines

• Try this out with your competitor stuff

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Visual-Social Search Engine – Jelly

- Q&A social network-based search engine, dealing with pictures
- Ask with your camera
# = Find popular hashtags for trending topics

Tweets about #nexidia hashtag on Twitter
https://twitter.com/hashtag/nexidia
The latest and best Tweets on #nexidia. Read what people are saying and join the conversation.

Bill Jacobs on Twitter: "Ali from #Nexidia: "Big Data is going ... https://twitter.com/billjacob/status/4943006174020096
Jul 31, 2014 - Ali from #Nexidia: "Big Data is going from the server room to the Board Room" on fDMRadio http://ow.ly/zO2hO. 0 replies 1 retweet 0 favorites.

#nexidia - YouTube
https://www.youtube.com/playlist?list=PLr-UjMn5z0WISNiGO9
#nexidia. by Daniel Patton; 1 video; Last updated on Dec 26, 2014. Play all. Share. Loading... Save. Sign in to YouTube. Sign in. Play next; Play now. 5 Things: ...

#Nexidia Named SpeechTech Mag Speech... - PR ...
Nexidia Named SpeechTech Mag Speech Analytics Market Winner For 7th Consecutive Year http://t.co/GGFyWVXao.
You've visited this page 1 times. Last visit: 3/11/15

#Nexidia Article Featured In Contact... - Philosophy PR + ...
Nexidia Article Featured In Contact Professional: Emerging Trends That Will Drive Contact Center Operations in 2015.

Instagram photos for tag #nexidia | Iconosquare
iconosquare.com/tag/nexidia
Browse all Instagram photos tagged with #nexidia. View likes and comments.
@ = Find social tags

Craig Ferguson (@craigyferg) - Twitter
https://twitter.com/craigyferg
1737 tweets • 308 photos/videos • 2,181M followers. Check out the latest Tweets from Craig Ferguson (@craigyferg)

307 Photos and videos
The latest photos and videos from Craig Ferguson (@craigyferg).

Add a location to your Tweets
@craigyferg i was hoping they would use their common...

More results from twitter.com »

Craig Ferguson (@craigyferg) - Instagram photos and videos
https://instagram.com/craigyferg
See Instagram photos and videos from Craig Ferguson (@craigyferg)

@CraigyFerg's (Craig Ferguson) Best Tweets - Favstar
favotor.fm/users/craigyferg
CraigyFerg's (Craig Ferguson) Best Tweets on Favstar.

With @CraigyFerg, Craig Ferguson leaps into the Twitter fray
www.csmonitor.com/.../With-CraigyFerg-Craig-Ferguson-leaps-in...
Feb 9, 2010 - Now, Scottish-American comedian Craig Ferguson has joined Twitter – Twitter handle: @CraigyFerg – and he's already making a splash.

Craig Ferguson @craigyferg Instagram photos | Websta ...
websites.me • Posts of @craigyferg
Craig Ferguson (@craigyferg) Instagram photos | Use Instagram online! Websta is the Best Instagram Web Viewer!

Craig Ferguson @craigyferg Instagram Profile - InstaGravity
instagravity.com/craigyferg
@craigyferg, 1,182. 17. about 1 year ago. Craig & Jim Parsons from @BigBang_CBS
Registered LinkedIn profiles by country (Israel?)
LinkedIn suggestions to follow specific companies

- Wynnchurch Capital
  Venture Capital
  45 followers

- Infocredit Group Ltd
  Financial Services
  45 followers

- KAZPHOSPHATE LLC (A...
  Chemicals
  45 followers

- Kondinin Group
  Publishing
  45 followers

- British Healthcare Trade...
  Nonprofit Organization Ma...
  45 followers

- Watchfinder
  Luxury Goods & Jewelry
  45 followers

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LinkedIn suggestions to follow specific companies
Group statistics

**Members:** 22,842

**Seniority:**
- Senior: 664
- Manager: 5207
- Director: 2956
- Entry: 1860
- VP: 1409

**Comments Last Week:** 2

**Location:** Greater Neo...

**Function:**
- Research: 19%
Who’s viewed my profile? – Interesting statistics

68 Profile views
Last 90 days

17 Viewers found you from
People similar to you

1 Viewer who works at Institute for
Competitive Intelligence

5 Viewers with the title Research / Market Analyst

Profile views
Projected Views
Actions Taken

Jan 19 – Jan 25
8 Profile views
Up 167% from the previous week

8 Actions taken
Up 60% from the previous week
What you did:
• Added 7 connections
• Shared an update
Get more profile views
Who’s viewed my profile? – Interesting statistics

You rank in the top 35% for profile views among your connections.

#251 out of 729  |  -12% in the last 30 days

**Most-viewed connections**

1. **Ella Kogan** 1st
   Head Hunter at Ofra Ben-An | Executive Recruitment | 14K+ Connections

2. **Chris Tine** 1st
   Marketing Team Manager at Wearable Healthcare Inc.

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Follow similar people to your target
Get more info about targets from your connections

739 results

- **Thierry Cuirot**  
  Corporate Marketing Manager at Rosetta Stone  
  Paris Area, France • Marketing and Advertising  
  > 2 shared connections • Similar

- **Magalie Belmo**  
  Commerically driven Senior Marketing Manager at Rosetta Stone  
  United Kingdom • Marketing and Advertising  
  > 1 shared connection • Similar

- **Jean Richen**  
  Partners Channel Responsible for elearning language solutions for governments, schools/unis and corporates in Africa  
  Paris Area, France • E-Learning  
  > 1 shared connection • Similar

- **Agatino Zurria**  
  Entertainment Writer at Examiner.com  
  Miami/Fort Lauderdale Area • Motion Pictures and Film  
  > 1 shared connection • Similar

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Also from here...
See other targets you may not know of (yet)
Get more clues about potential leads
Interested in tracing target’s ex-employees?
Use operators when searching for titles – information specialist OR information professional
לשונית Jobs – קבלו הצעות עבודה רלוונטיות

What location(s) would you like to work in?

Your job activity is private.

namogoo
VP R&D
Israel

Quest
VP Product/ Senior Product /Product manager
Israel

Solution Sales Professional
Ra'anana, Israel

Dyadic
VP Marketing
Israel

GM
Quality and Release Manager - Global...
Israel

Akamai
Senior Program Manager
Herzliya, IL

Cisco

tahlwilson

Move to the top of the list
Get special placement as a featured applicant

Are you hiring?
Reach the right candidates with LinkedIn Jobs

Saved jobs (0)
Save jobs you're interested in and get back to them later.

Saved searches (0)
Save your searches and we'll let you know when new results match your criteria.

Applied jobs
Review your past job applications here.

Conventions
Set your preferred language and location.

Search by job title, keywords, or company name

Advanced search

Move to the top of the list
Get special placement as a featured applicant
לשורות לדглас
רלבנטות
קולגות
הגעה
למשרות
למציא
תפקיד
KLA-Tencor
McCANN
ExLibris
Foreign & Commonwealth Office
Google
Applied Materials

Discover jobs in your network
Reach out to your connections for a referral.
The Job Seeker Plan

Opzioni di pagamento

Skills
- Tutti e molte

The Job Seeker Plan features

- 3 InMails™ messages
  - Let you contact anyone on LinkedIn

- Featured Applicant
  - Move to the top of recruiters' applicant lists

- Who's Viewed Your Profile
  - See who's viewed you in the last 90 days and how they found you

- Applicant Insights
  - See how you compare to other candidates

Start your free month

No commitment for 30 days - cancel anytime.
After your free month, you'll pay US$29.99/month.
Pulse – מקור חדשות שלות, נא להתחמש

See your news ▸
• Evernote and LinkedIn perfect the business card: Connect your Evernote and LinkedIn accounts
  ↓
• Save business cards with a snap of a photo
• Include current LinkedIn profile and contact information
• Update contacts with notes and related documents
• Find every connection you’ve ever made
Connecting Evernote and LinkedIn accounts

![Image showing Evernote and LinkedIn integration settings]
Connecting Evernote and LinkedIn accounts

Camera options

Capture business card within frame
Connecting Evernote and LinkedIn accounts

Gone into LinkedIn and pooled a photo of the contact
Connecting Evernote and LinkedIn accounts

settings

APPLICATIONS

Evernote
Sync your notes with your contacts

Sync
Supplementary tools: Xing

www.xing.com

• XING, social software platform for enabling a small-world network for professionals
• European equivalent to LinkedIn. Used by people from over 200 countries. Available in numerous languages
• Basic membership = free; Premium membership = 6.35 to 9.95 €
• Special Ambassador program for each city/region around the world
• Also offers the system for closed communities
• About 90% of all pageviews come from "D-A-CH" countries
Once you’ve opened the door, Facebook enters (together with Intelligence)

A. I ‘told’ Trip Advisor that I have a Facebook account (logged into TripAdvisor via Facebook)

B. On TripAdvisor I started looking for information about Strasbourg

C. The next day I logged into my Facebook account..
Everything is connected!
Use Hashtags (#) to locate relevant posts

[Avis adds the Maserati to its luxury fleet](https://www.facebook.com/avis)
Follow fan pages’ Likes

Click here
Your own Facebook fan page: Do look inside!
Facebook Insights = Statistical information

Page Likes
- 1,078 Total Page Likes
- 0 New Page Likes (100% decrease from last week)

Post Reach
- 487 Total Reach (739.7% increase from last week)
- 483 Post Reach (1,363.6% increase from last week)

Engagement
- 74 People Engaged (722.2% increase from last week)
- 48 Likes
- 11 Comments
- 4 Shares
- 157 Post Clicks
Let Facebook know what interests you the most

- If you don’t see Interests, then add it manually: www.facebook.com/interests
- You can see info on “interests” from last 2 weeks only
- Your interests could also be certain people
The Graph Search – Facebook’s third pillar

Graph Search

Timeline

Feed

People

Pictures

Places

Interests

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Check on the people who like your competitor’s fan page (customers?)
Pages liked by people over the age of 40 who like your competitor.
Restaurants in London visited by people who like Revlon

Dinner by Heston Blumenthal
4.7 ⭐⭐⭐⭐⭐ (2,128) · Fine Dining Restaurant
People who like Revlon were here
68 Knightsbridge, London, United Kingdom
Tal Hauser likes this

Hakkasan
4.6 ⭐⭐⭐⭐⭐ (2,152) · Chinese Restaurant · Dim Sum Restaurant
People who like Revlon were here
8 Hanway Place, London, United Kingdom
The original restaurant of the Hakkasan Group - at the forefront of...

Harrods
4.5 ⭐⭐⭐⭐⭐ (69,887) · Department Store · Tourist Attraction
People who like Revlon were here
87–135 Brompton Road, Knightsbridge, London, United Kingdom
Restaurant · Department Store

Apex City of London Hotel
4.5 ⭐⭐⭐⭐⭐ (302) · Wine Bar · £££
People who like Revlon were here
1 Seething Lane, London, United Kingdom
www.apexhotels.co.uk | Facebook@apexhotels.co.uk | 0845 365 ...
Google Alerts

https://www.google.com/alerts
Info about (competitor’s) social media activities

https://en.mention.com/

- Advanced Google Alerts (“Google Alerts on steroids”)
- Listening to what's being said on the web and social web
- Monitor in real-time (Facebook and Twitter account connectivity); React in seconds
- Analyze and share alerts, statistics and reports
- Pro – $20/mo, Team – $100/mo
Mention

In wartime, truth is so precious that she should always be attended by a bodyguard of lies.

In wartime, truth is so precious that she should always be attended by a bodyguard of lies.

@soundoftopgun "Don't worry about it. This isn't my first time in the position of a bodyguard per say. Insults were common for me."

Kenny Hamilton, Justin Bieber's Bodyguard, Posts Promposal Photo On ... - Huffington Post: details on http://t.co/enbgUNuB

@styledbybria
Mention – Creating alerts

Similar to Google Alerts

Create your alert

You can monitor any keywords related to you, your brands, your companies or your competitors.
Set up your alert by following the steps.

**EXPRESSION**

<table>
<thead>
<tr>
<th>Expression</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>the name of your alert</td>
</tr>
<tr>
<td>Keyword</td>
<td>monitor this exact keyword(s)</td>
</tr>
<tr>
<td>or</td>
<td>keyword</td>
</tr>
<tr>
<td>not</td>
<td>keyword</td>
</tr>
</tbody>
</table>

You can monitor any keywords related to you, your brands, your companies or your competitors. You can include similar spelling keywords or exclude keywords that are not related to your search.

**LANGUAGES**

<table>
<thead>
<tr>
<th>Language</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>✓</td>
</tr>
<tr>
<td>English</td>
<td>✓</td>
</tr>
<tr>
<td>Spanish</td>
<td>✓</td>
</tr>
<tr>
<td>German</td>
<td>✓</td>
</tr>
<tr>
<td>Italian</td>
<td>✓</td>
</tr>
</tbody>
</table>

Show more languages

Next step
Mention – Creating alerts

More advanced than Google Alerts

Manage and filter your sources
Select sources, block specific URLs, activate the Priority filter and trash unwanted mentions thanks to the anti-noise technology.

Source specification

**SOURCES**
- Web ✓
- Facebook ✓
- Twitter ✓
- News ✓
- Blogs ✓
- Videos ✓
- Forums ✓
- Images ✓

**BLOCKED SITES**
- URL http://www.example.com
  New mentions coming from these URLs will be blocked and ignored.

**TECHNOLOGIES**
- Priority inbox ✓
  You can activate the “Priority” filter. This filter will identify mentions coming from influential people and important sources.
- Anti-Noise Technology ✓
  You can activate anti-noise technology if you want the application to automatically remove mentions similar to those you delete. This technology helps fight against unwanted noise that comes from spam and homonyms.

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Mention – Graphics view

Graphics View

Mentions View

Total mentions
Minimum mentions
Maximum mentions
Average mentions

LarryS

By source By language

Twitter: 4 mentions • 80%
Images: 1 mentions • 20%

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Tweetalarm – “Google Alerts for Tweeter”

http://www.tweetalarm.com/

Get email alerts when someone tweets about your company, your product or anything that interests you. Over 1 million alerts delivered!

Join now, it's free

email: 
password: confirm password: 

"Tweetalarm saves me several trips a day to Twitter search - simple but very useful"

"Finally - it's Google Alerts for Twitter"

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