

## Google Social Search

SearchForecast suggest that website owners embrace Google Social Search.

In 2010, Google will begin to include information from those people you are connected to via Social Networks - such as Google Profile - in their search results pages.

With Social Search, Google finds relevant public content from your friends and contacts and highlights it for you at the bottom of your search results.

### Example of Google Social Search Results Page



The screenshot shows search results for 'new zealand' filtered by social connections. It features two main entries:

- dogmouth photography : new zealand**  
Jeremy Ginsberg - connected via Gmail  
new zealand. home > photography > new zealand. Doubtful Sound 14 photos. Routeburn Track 14 photos. Milford Track 12 photos. The Catlins 13 photos ...  
[dogmouth.net/photos/nz/](http://dogmouth.net/photos/nz/)  
[More results from Jeremy Ginsberg »](#)
- Akaroa, New Zealand - Simon's Photos- powered by SmugMug**  
si - connected via friendfeed.com  
Simon > Portfolio > road to arthurs pass new zealand · Simon > Portfolio > near lyttelton new zealand · Simon > Akaroa, New Zealand ...  
[si.smugmug.com/gallery/1674201/1/114390527\\_JuQmb](http://si.smugmug.com/gallery/1674201/1/114390527_JuQmb)  
[More results from si »](#)

Below these are book results for 'new zealand':

- [New Zealand](#) - by Carolyn Bain, George Dunford - 772 pages
- [New Zealand: its present condition, prospects ...](#) - by E. Brown Fitton - 364 pages
- [New Zealand: being a narrative of travels and ...](#) - by Joel Samuel Polack

### Action Points

SearchForecast suggests website operators:

1. Build a social circle of friends and contacts using the connections linked from your public Google Profile, such as the people you're following on Twitter or FriendFeed.
2. If you use Gmail, Google will include your chat buddies and contacts in your friends, family, and co-workers groups.
3. If you use Google Reader, Google will include websites from your subscriptions as part of your social search results.
4. Link all Social Networks together via hyper text links so Google will index them.
5. Include keywords into the descriptions and titles of the pages and headings within the social network pages.

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