



## Distributed Social Search

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# “Eurekster Overview: “Social Search Pioneer”

- **What We Do:**

Swicki (Search + Wiki) platform – enables online publishers of all sizes and consumers to install branded and highly targeted search widgets (Buzzclouds™) and environments that harness the knowledge and behavior of online communities

- **Who We Do it For:**

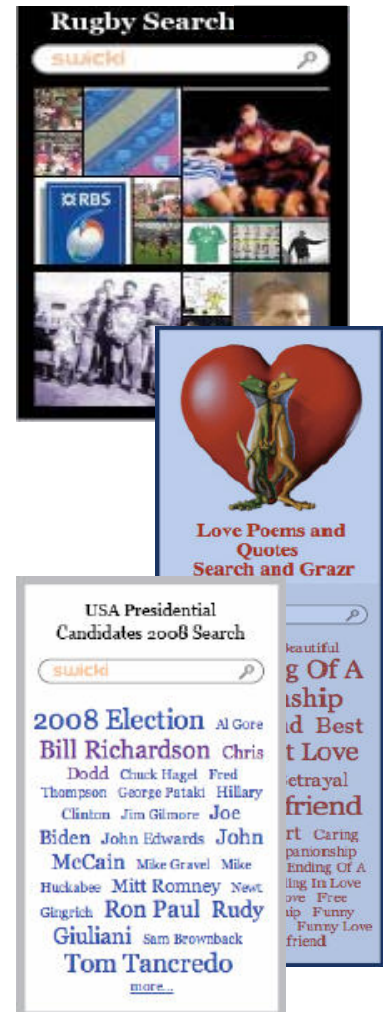
Primarily small to medium web publishers – bloggers, blog platforms, social networks along with enterprise level branded sites such as Forbes.com, Disney/Family.com, Techcrunch and Popular Science

- **Value Proposition:**

- Publisher control – ability to customize feeds and source of content, choose how to monetize and create and manage Buzzclouds
- Reinforces Publisher Brand/ Improves User Experience & Engagement
- SEM/ SEO Benefits: Syndication & Distribution Opportunity
- Increases Page Views, Search Results Relevance and Revenue

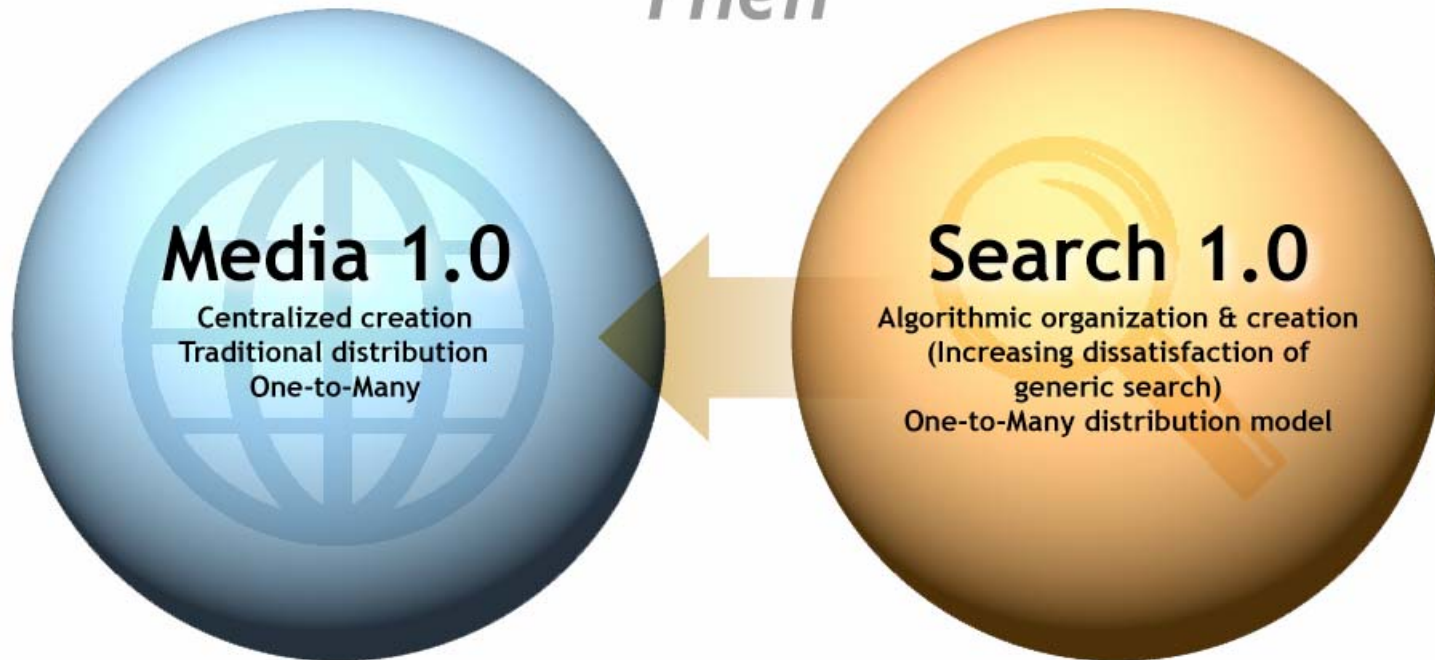
- **Market Opportunity:**

Opportunity to power specialized search for a % of the high growth \$20+ billion search advertising market<sup>1</sup>



# Trends in Social Media / Social Search

*Then*



# Trends in Social Media / Social Search

*Now*



# What is Social Media?



Leverages Wisdom of Crowds / Passion of Community to connect information in a collaborative manner

- Participatory online media
- Democratization of information
- Shift from Broadcast model (*One-to-Many*) to decentralized (*Many-to-Many*) publishing
- Syndication via Widgets



WIKIPEDIA  
Die freie Enzyklopädie



del.icio.us



eureka!  
swicki

**Search Engine**  
STRATEGIES  
CONFERENCE & EXPO

# Why should you care?



## Typical Goals for Online Marketers:

- Acquire / Retain Users
- Drive Action: Transaction (commerce) and/or Engagement (page views)
- Build / Reinforce Brand

## Social Media Optimization (SMO) & Social Media Marketing (SMM)

- Authoritative info, Entertainment, Humor, Useful Apps
- Branded Content that users want to see & share
- Off page / unique content or app capable and driving sharing (viral growth)
- Links to Services Strategy (Digg, Reddit, Delicious) so that content can be easily saved & submitted

# What can *YOU* leverage?



- Power of Community & Collaboration
- Power of User Participation & Engagement
- Power of Social Media Tools
- Power of your *Brand*
- **Leverage the interests and passions of the communities you target & serve: Vertical, Social, Local**

Provide useful tools, apps, etc. to let them interact with your brand (content, products, genre)

*Leveraging **Social Search** is one such tactic!*

# Social Search (Search 2.0)



- Social Media Meets Search (swicki)
- Algo+Humans (Publishers & Users)
- Blend of intent driven search & discovery
- Publisher guided, community sharing
- Community contribution & collaboration
- Many-to-many

Example:

eurekster**swicki**



# Social Search (for marketers)



- Leverages key characteristics of social media and applies to marketers' and publishers' brand needs
- De-centralizes search to enable building of large and small brands
- Leverages the expertise of the publisher to strengthen the brand
- Leverages engagement of focused communities to build/reinforce the brand
- Now will expand content through user engagement as well

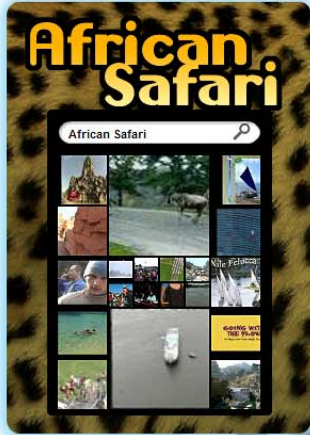
# swicki: Social Search Widget



- Swicki customized widget
- Surfaces community activity/ user-generated content including popular, suggested and recent terms
- Drives Grabbing & Sharing through widget distribution
- Multi-media search capability and tags
- Drives User/ Community Engagement
- Increases search activity and query traffic

*Syndication: Driving Community Engagement & Discovery*

# Video swickis



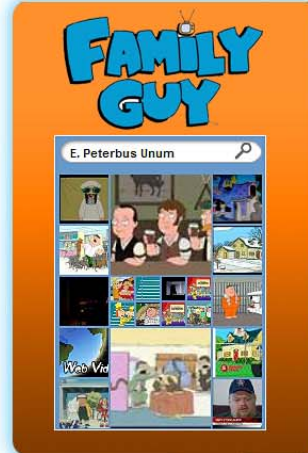
Arches National Park  
Eddie doesn't know I am taping this wonderful rendition of a Queen classic, or his supreme yodeling skills either!  
[Hide Video](#) - view more videos

Travel swicki



Moderator: [Favor Result](#) [Block Result](#) [Favor Site](#) [Block Site](#)

Arches National Park, Utah  
Another day in beautiful Utah.



Family Guy Season Two Episode Four  
Description: 104- Brian In Love  
[Hide Video](#) - view more videos

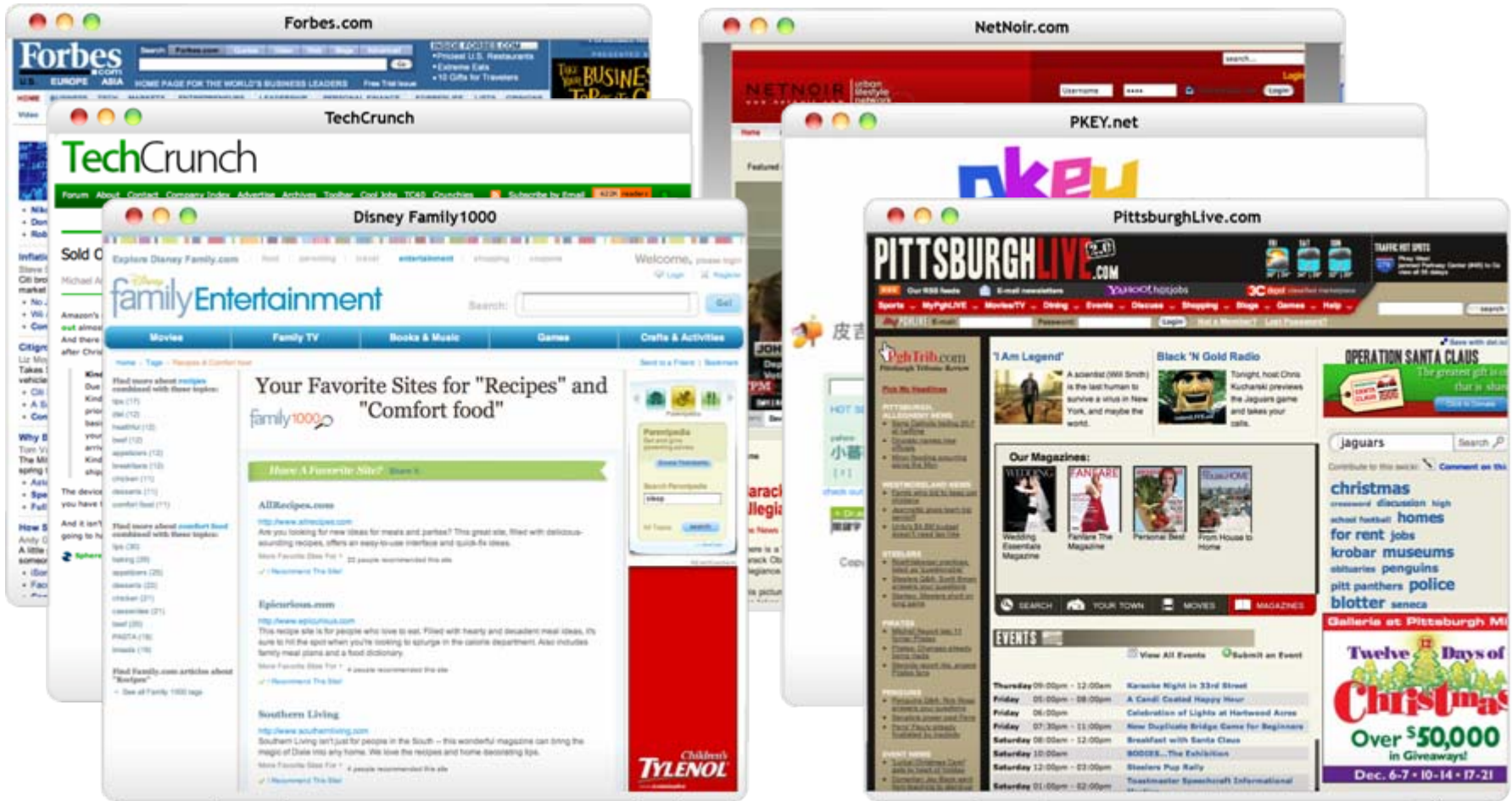
Family Guy swicki



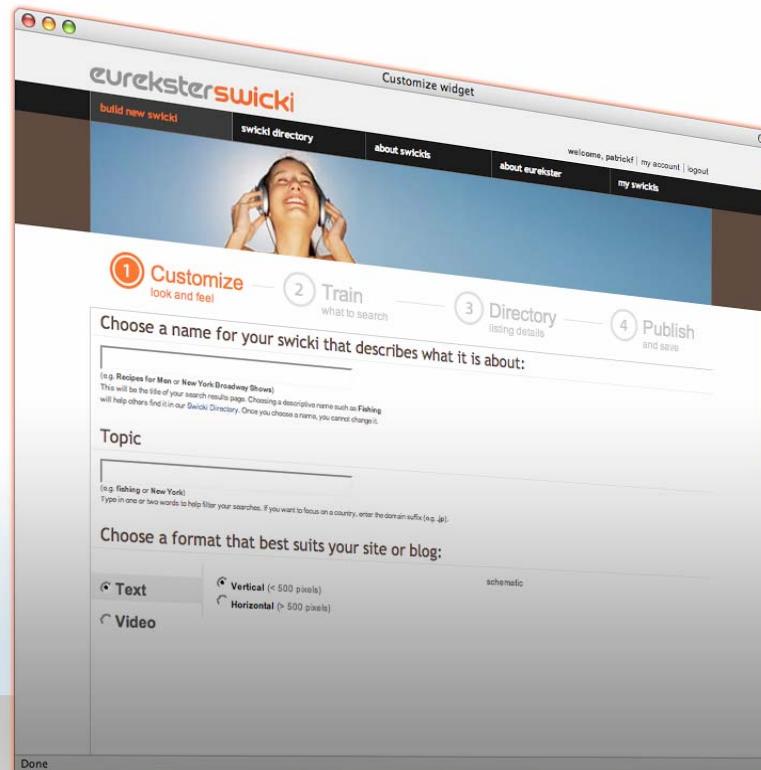
Moderator: [Favor Result](#) [Block Result](#) [Favor Site](#) [Block Site](#)

Family Guy: "Brian In Love"  
Meow Meow Meow Meow Skin Crash Meow Meow

# Select Client Examples



# swicki Demo



<http://swicki.eurekster.com/aboutswickis/tour>

# New Limited Release: Next Generation SERP

- **New SERP** featuring opportunities for community engagement and content discovery

## RECENT COMMENTS

 HammerHead

First things first. This is basic stuff you want to master before moving on to more fancy.

about [install lighting fixtures](#)

 rocky77

Dig it! Awesome idea that's gonna make this so much easier. Totally worth a try.

about [Keep Your Bedroom Clean](#)

 Matteo

This has a pretty good list of do's and don'ts. Definitely read before getting started.

about [How to Build Bar Stools](#)

 Search 

## TOP 10 TOPICS

<a href="#">update your kitchen cabinets</a>	<a href="#">electrical repairs</a>
<a href="#">replace bathroom fixtures</a>	<a href="#">home project planning</a>
<a href="#">drywall repair</a>	<a href="#">weekend DIY projects</a>
<a href="#">backyard garden help</a>	<a href="#">simple house repairs</a>
<a href="#">all things leaky faucet</a>	<a href="#">install lighting fixtures</a>

## COMMUNITY FAVORITES

2

votes



### Repair large holes in the wall

This makes it seem simple, and no major tools are needed other than a small saw to cut plywood.

[www.bejane.com/node/477](http://www.bejane.com/node/477)

Submitted by Audrey 22 hours ago | 0 comments

3

votes



### How to fix a hole in the wall

They have 8 pictures that show a step-by-step process of how to cut, spackle, and repair the drywall. I thought this was great.

[www.thisoldhouse.com/toh/article/0,,216994,00.html](http://www.thisoldhouse.com/toh/article/0,,216994,00.html)

Submitted by Mom 1 day ago | 0 comments



# DIY: DID-IT YOURSELF

## Make Yourself a Man Pad

Find and share projects that YOU can complete for building the ultimate Man Pad.

Install Lighting Fixtures

Contribute to this swicky: Comment on this search

All Video Images

### Sponsored Links

#### Light Fixtures

Cheaper Prices on Light Fixtures. Fast Delivery of Light Fixtures  
<http://Light-Fixtures.Guide-1.net>

#### How To Install Lighting

Start a home electrical project with a screened home contractor.  
<http://www.ServiceMagic.com>

#### Home Improvement Pros

Search for home improvement pros. Get 4 quotes now.  
<http://servicemagic-home.guideq.com>

#### Light Fixtures

Cheaper Prices on Light Fixtures. Fast Delivery of Light Fixtures  
<http://Lighting-Fixture.Guide-1.net>

### POPULAR COMMUNITY PAGES

4 votes

#### How To Light Your Bachelor Pad | productdose.com

This is because you might not have any overhead lighting fixtures, especially in the bedroom. ... light is a ceiling light fixture that is installed i...

[www.productdose.com/wiki/How\\_To\\_Light\\_Your\\_Bachelor\\_Pad](http://www.productdose.com/wiki/How_To_Light_Your_Bachelor_Pad)

[Comment on this result](#)

3 votes



#### Install Dimmer Switch

Change the light level in your room. YouToo Can Do host Karen Schmidt demonstrates how to install a dimmer switch for a fixture with only one switch.

[Play Video](#)

[Comment on this result](#)

3 votes

#### Bright Alternatives for Kitchen Lighting | DoltYourself.com

Bright Alternatives for Kitchen Lighting ... All of these fixtures should be available from local lighting stores, electrical supply ...

[www.doltyourself.com/stry/brightalternatives](http://www.doltyourself.com/stry/brightalternatives)

[Comment on this result](#)

1 votes

#### Designing Track Lighting | DoltYourself.com

Track lighting is simple to install yet offers great flexibility to change the

## SWICKI COMMUNITY

### TOP 10 TOPICS

[Install Home Cinema Projector](#)

[Install Bachelor Pad Lighting](#)

[Keep Your Bedroom Clean](#)

[Gadgets for Bachelor Pads](#)

[How to Build Bar Stools](#)

[How to Build a Bookshelf](#)

[Print Large Photos for Your Walls](#)

[Replace Futon](#)

[Hook up HDTV](#)

[Install Surround Sound](#)

### SWICKI CONTRIBUTORS

Tac

YoMrAHolmes

floppyjoe

Jules

HammerHead

aholmes360

Peavine

andy\_w

rocky77

### RECENT COMMENTS

YoMrAHolmes

Nothing says sophomore in college quite like rope lighting...

about rope lighting

rocky77

Dig it. Awesome idea that will go viral quickly. When's the next party?!?

[Add to favorites](#)

[Email to friend](#)

[Add searchbox to browser](#)

### WHAT IS A SWICKI?

A swicky is a custom social search portal on the topic of your choice. With every search, vote and click, your swicky generates more relevant results and turns into a valuable asset for you and your community. Take a tour to find out more about how swickis work.

[What Is A Swicky?](#)

[Grab the widget](#)

[Add to Netvibes](#)

[Find Cool Art for Your Walls](#) [Gadgets for Bachelor Pads](#) [Hook up HDTV](#) [How to Build a Bookshelf](#) [How to Build Bar Stools](#) [Install Bachelor Pad Lighting](#) [Install Flat Screen TV](#) [Install Home Cinema Projector](#) [Install Surround Sound](#) [Keep Your Bedroom Clean](#) [Print Large Photos for Your Walls](#) [Replace Futon](#)

[About Make Yourself a Man Pad swicky](#)  
 Helping the common man turn their apartment into a man pad.

[Grab This Swicky](#)



# DIY: DID-IT YOURSELF

## Home Repairs Any Gal Can Do

Find and share home projects that YOU can complete.

Install Lighting Fixtures

Contribute to this swicky: [Comment on this search](#)

All Site Video Images



led-museum-lighting-fixtur  
www.ledlightingfactory.coi  
720x576px



5817-Fratelli-Ciulli-3-gene  
img1.travelblog.org/Phot  
450x600px



childrens\_lighting\_fixtures  
www.raretiffanystylelamps  
133x167px



lighting\_fixtures\_dining.jp  
www.raretiffanystylelamps  
133x167px

### Sponsored Links

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#### Light Fixtures

Cheaper Prices on Light Fixtures. Fast Delivery of Light Fixtures  
<http://Lighting-Fixture.Guide-1.net>

### POPULAR COMMUNITY PAGES

2 votes



#### BeJane.com - Install a light fixture

I liked this article a little more than the Better Homes & Garden one. Great tips for beginners.

[www.bejane.com/lightfixture](http://www.bejane.com/lightfixture)

Submitted by Mom 2 days ago | 0 comments

4 votes



#### Installing track lighting

Track lighting is an involved project, but if you have the time it really makes a room. I liked this Better Homes & Garden article because it had ...

[www.bhg.com/bhg/story.jsp?catref=cat250034&categoryid=templ...](http://www.bhg.com/bhg/story.jsp?catref=cat250034&categoryid=templ...)

Submitted by Audrey 3 days ago | 0 comments

4 votes



#### Hanging ceiling fixtures

this helped take the mystery out of hanging my chandelier. i found the comment by diawson13 to be helpful as well.

[www.bhg.com/bhg/story.jsp?storyid=templatedata/bhg/step-by-...](http://www.bhg.com/bhg/story.jsp?storyid=templatedata/bhg/step-by-...)

Submitted by stephF 3 days ago | 0 comments

5

#### Bright Alternatives for Kitchen Lighting | DoltYourself.com

## SWICKI COMMUNITY

### TOP 10 TOPICS

- [fix a leaky faucet](#)
- [small electrical repairs](#)
- [update your kitchen cabinets](#)
- [replace bathroom fixtures](#)
- [home project planning](#)
- [drywall repair](#)
- [weekend DIY projects](#)
- [backyard garden help](#)
- [simple house repairs](#)
- [install lighting fixtures](#)

### SWICKI CONTRIBUTORS

- sforrester
- Mom
- stephF
- Lara
- Audrey
- Tac
- Peavine
- MaryMultiplier
- marakassoff
- TaraG
- leenie

### RECENT COMMENTS

MaryMultiplier

Has anyone had any luck with this company?

[about handyman in New York](#)

Tac

Powertools make a woman sexier. Indeed. An appropriate article for how to woman.

[about how to women](#)

sforrester

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[backyard garden help](#) [drywall repair](#) [fix a leaky faucet](#) [home project planning](#) [install lighting fixtures](#) [replace bathroom fixtures](#) [simple house repairs](#) [small electrical repairs](#) [update your kitchen cabinets](#) [weekend DIY projects](#)

### About Home Repairs Any Gal Can Do swicky

Find repairs that any woman with a little moxie and determination can perform.

[Grab This Swicky](#)

### BUILDER PROFILE

sforrester



Happiness for me is sharing all of my wonderful DIY experiences and



# The Challenges & Opportunities Ahead

- The need for a trusted relationship or expert source/guide:
  - Potentially increasing search results relevance by applying the social graph to search
- How to effectively apply the social graph to search?
  - Socially connected ala Friendster vs profile (OpenID)
- How to create/surface additional high quality content (UGC)?
  - Need for community and collaboration
- How can site owners establish feedback loops with site visitors?
  - Dialog & Collaboration Tools

# Conclusions

- Social Search: Content is still King (deep and fresh)
- Thus, next gen Search will consider the **quality of site content and user interaction** with the content for ranking and prioritization.
- While true personalized search is focused on the individual user profile, personalized social search applies the **behavior and wisdom of crowds to topical search** results.
- Adding community influenced and generated content:
  - adds another layer of content qualification to algorithmic search results
  - provides an **instant feedback loop** to the publisher
  - targeted environment for **advertisements**

# Eurekster Swicki Widget: Branded, Distributed Search

**Enables Marketers to leverage Social Search:**

- Brand reinforcement--Dialog
- Authority/Topical expertise--Usefulness
- Improved user experience and engagement

