



Social Networking

COMP4711
April 2016



Goal: Conversion!



Easily found (SEO)

Locally relevant (mobile)

Easy to use / exploit (social)



facebook

Email

jim_parry@bcit.ca

☒ Keep me logged in

Password

Forgot your password?

Login

Sign Up

Facebook helps you connect and share with the people in your life.



Wall

Info

RSS/Blog

Tweets

YouTube

Flickr

About

BCIT.ca - Applied, hands-on learning in engineering, business...[See More](#)

3,498

people like this

Likes

[See All](#)

BCIT: The British Columbia Institute of Technology

Like

Organization · North Burnaby, British Columbia



Wall

BCIT: The British Columbi... · [Top Posts](#) ▼



BCIT: The British Columbia Institute of Technology

BCIT Engineering students: have you registered for Presentation Idol yet? \$1000 first prize! Deadline Apr.1st <http://ow.ly/4IRcK>

3 hours ago via HootSuite · Like · Comment



Muhammad Shahzeb Khan

BCIT offer any master programs?? or postgraduate Programs??

16 hours ago · Like · Comment



BCIT: The British Columbia Institute of Technology We sure do! BCIT recently introduced Western Canada's first ever master's degrees in Building Science: a Master of Engineering and a Master of Applied Science in Building Science (www.bcit.ca/update/node/1606).



1. S. E. O. - Why?



Search results <50% visible past #5

Search gives <10% CTR past #2



1.1 S. E. O. - How?



Interesting
Informational
Exclusive



No stuffing / cloaking / bowling



1.2 S. E. O. - Tools & Tips

Analytics
Google Webmaster Tools

Content management system (CMS)
Marqui

Content, content, content

Freshness

Guest blogs



MY STUFF

Dashboards

SEO dashboard

SEO dashboard (Content)
SEO dashboard (Google)
SEO dashboard (Tech)
SEO dashboard (TOP-6)
+ New Dashboard

Shortcuts BETA
Intelligence Events

STANDARD REPORTS

Real-Time
Audience
Traffic Sources
Content
Conversions

SEO dashboard

Dec 18, 2012 - Jan 17, 2013

Advanced Segments
+ Add Widget
Share
Email
Export

Customize Dashboard
Delete Dashboard

Organic Visits

Visits

Visits by Organic Sources

Visits and Pages / Visit

TOP-5 Organic Landing Pages

Landing Page	Visits	Bounce Rate
/	36	30.56%
...	18	72.22%
...	13	38.46%
...	9	100.00%
...

Visits vs Goal Completions

TOP-6 Countries



2. Mobile - Why?

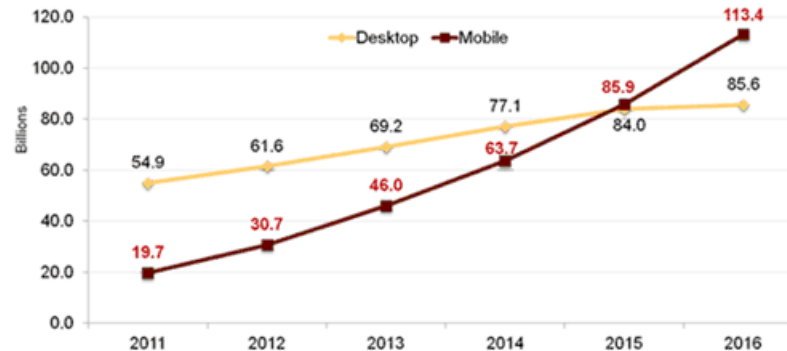


60% of searches from mobile

50% of searches local

U.S. Local Search Market: Mobile vs. Desktop

In 2015 mobile local search volume will surpass desktop local search for the first time. By 2016 we expect mobile to exceed desktop by 27.8 billion queries.



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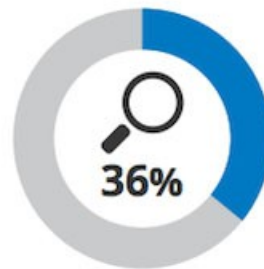
MOBILE SEARCH DRIVES VALUABLE OUTCOMES FOR BUSINESSES

73%

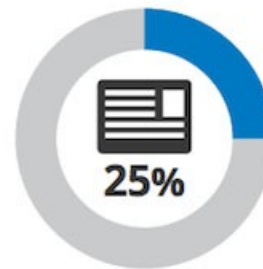
OF MOBILE SEARCHES
TRIGGER **ADDITIONAL**
ACTION & CONVERSIONS



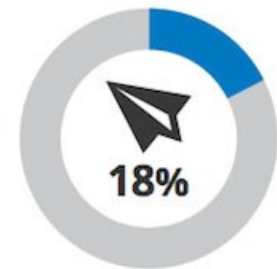
28% of mobile searches
result in conversions
(store visit, call, purchase)



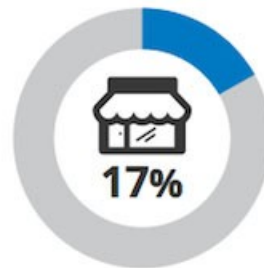
Continued Research



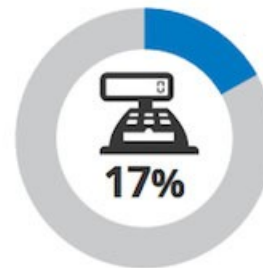
Visited a Retailer's Website



Shared Information



Visited a Store



Made a Purchase



Called a Business



Continued

Site engagement

191,133 Total actions?

14x

Distribution on Facebook

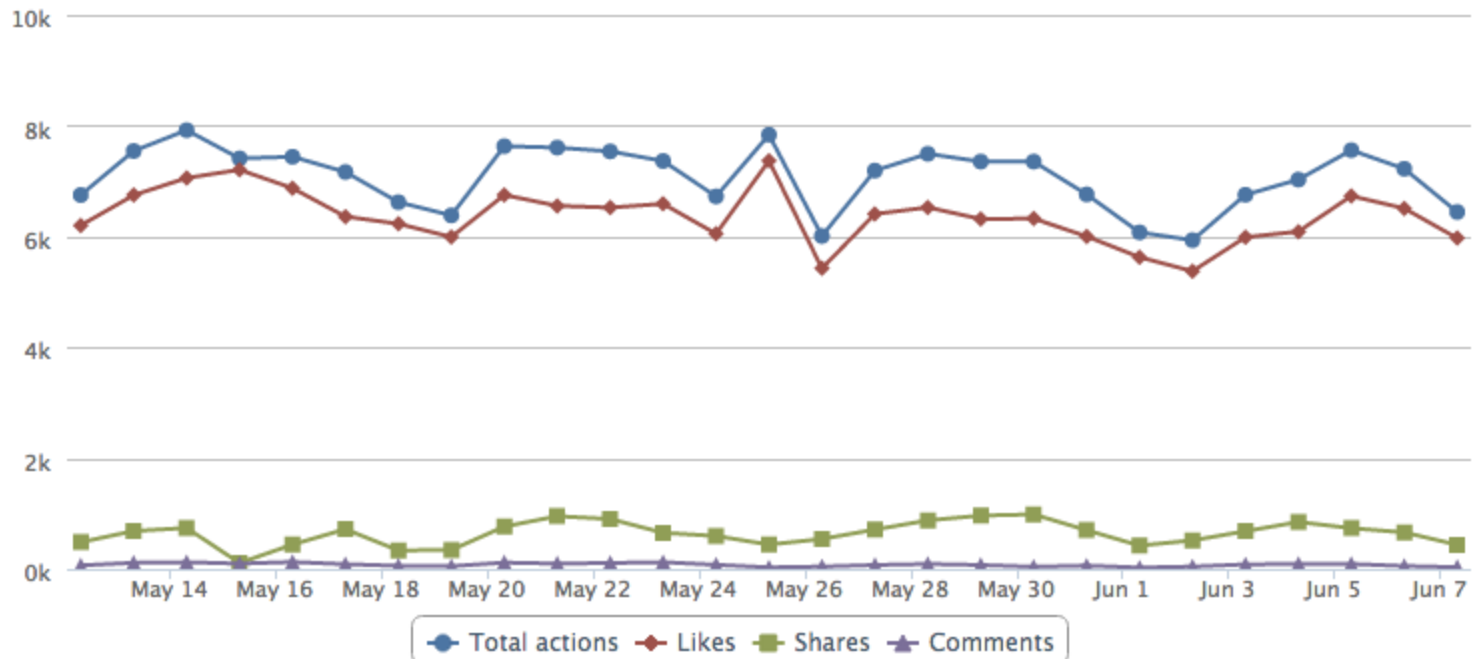
2,765,743 Total impressions?

0.32%

Referral traffic to site

8,852 Total Referral Traffic?

Site engagement



Customize

2.1 Mobile – How?

Responsive design

Cautious tech

Geo-location



3. Social – Why?



90% use friends for decisions
80% use friends for purchasing
Audience engagement

Site engagement
191,133 Total actions?

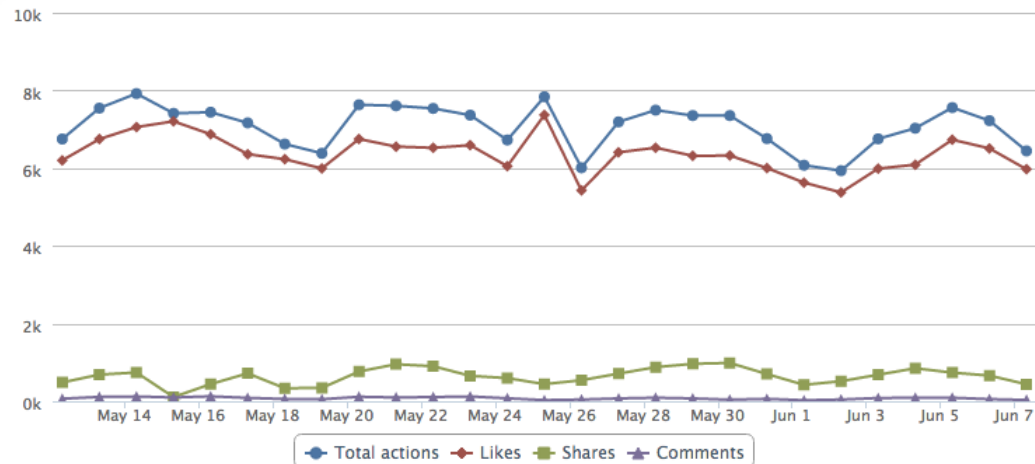
14x

Distribution on Facebook
2,765,743 Total impressions?

0.32%

Referral traffic to site
8,852 Total Referral Traffic?

Site engagement



3.1 Social Networking – What?



Community

Facebook, Google+, LinkedIn

Galleries

Instagram, Youtube

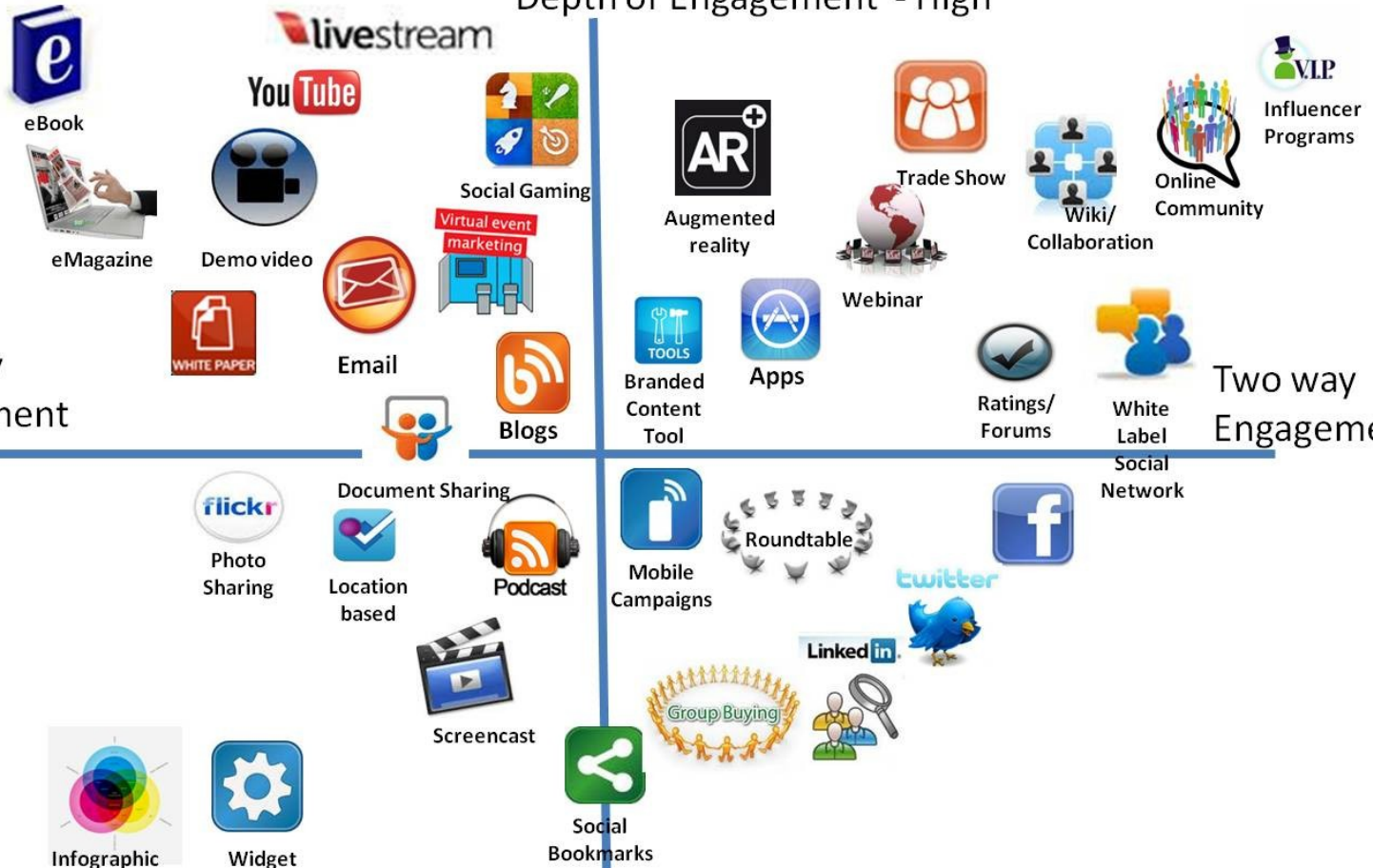
News - *Twitter*



Depth of Engagement - High

One way
Engagement

Two way
Engagement



Depth of Engagement - Low



3.2 Social Networking – How Far?



Link

Social plugin / widget

Social login

Social app



Getting Started

Core Concepts >

- Social Design
- Social Plugins
- Open Graph Protocol
- Social Channels
- Authentication
- Graph API

Advanced Topics

SDKs & Tools

Open Graph Beta

Plugins

- Activity Feed
- Comments
- Facepile
- Like Box
- Like Button
- Live Stream
- Login Button
- Recommendations
- Registration
- Send Button

Beta Plugins

- Activity Feed (Beta)
- Add To Timeline (Beta)
- Facepile (Beta)
- Recommendations Bar (Beta)
- Recommendations Box (Beta)

Social Plugins

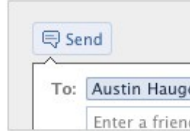
Core Concepts > Social Plugins

Social plugins let you see what your friends have liked, commented on or shared on sites across the web.



Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



Send Button

The Send Button allows your users to easily send your content to their friends.



Comments

The Comments plugin lets users comment on any piece of content on your site.



Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



Like Box

The Like Box enables users to like your Facebook Page and view its stream directly from your website.



Your Plugin Code

HTML5

XFBML

IFRAME

URL

This script uses the app ID of your app

Java-geeks ▼

This app has **Sandbox Mode** set to "Enabled", which may limit its visibility.

Sandbox Mode can be disabled in the [App Dashboard](#).

Include the [JavaScript SDK](#) on your page once, ideally right after the opening <body> tag.

```
<div id="fb-root"></div>
<script>(function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) return;
  js = d.createElement(s); js.id = id;
  js.src = "//connect.facebook.net/en_US/all.js#xfbml=1&appId=1431697333712804";
  fjs.parentNode.insertBefore(js, fjs);
})(document, 'script', 'facebook-jssdk');
```

Place the code for your plugin wherever you want the plugin to appear on your page.

```
<div class="fb-share-button" data-href="http://developers.facebook.com
/docs/plugins/" data-type="button_count"></div>
```



Login | Facebook

f

Facebook Login

Log in to use your Facebook account with [My Great Website](#).

Email:

Password:

☒ Keep me logged in

[Forgot your password?](#)

[Sign up for Facebook](#)

Login

Cancel





Request for Permission



Request for Permission

My Great Website is requesting permission to do the following:



Access my basic information

Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.



Send me email

Which address would you like to use?

An Anonymous email address (xxxx@prox) ▾



Check-ins

My Great Website may read my check-ins.



My Great Website

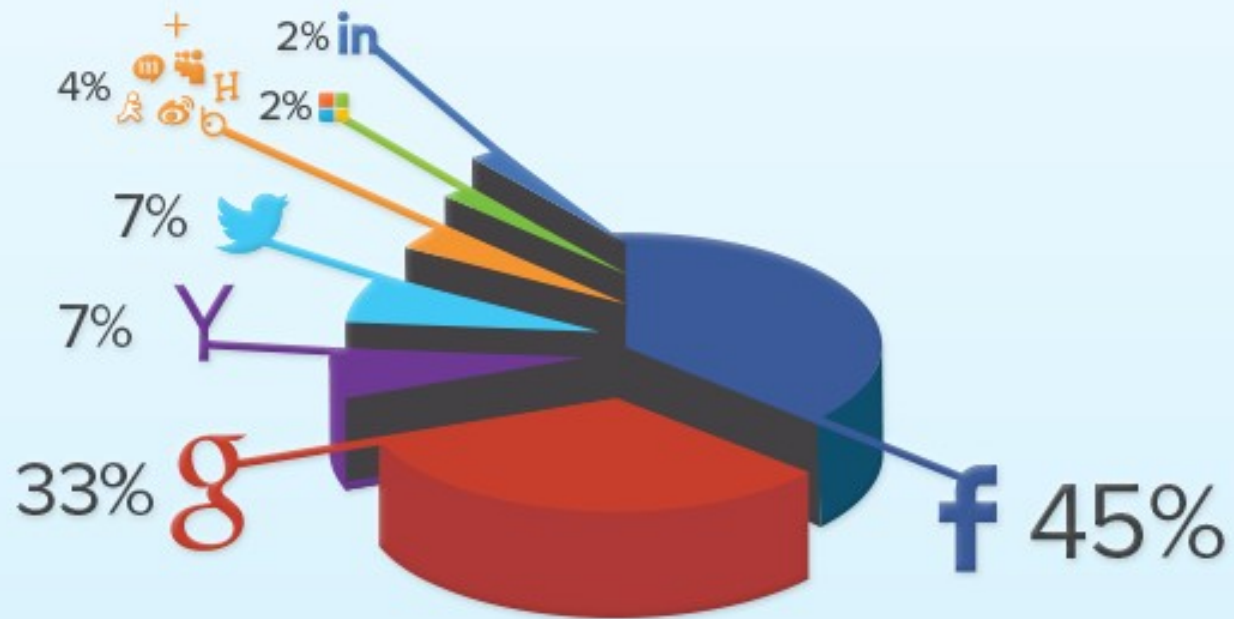
[Report App](#)

Logged in as Douglas Purdy ([Not You?](#))

Allow

Don't Allow





Q3 2013 Social Login Preferences

janrain



3.3 Social – Tools & Tips



Presence
Virtual Greeter



Media Management
HootSuite

