

Module-4 SM & Location Analysis

- Location Analytics
 - Categories
 - 1) Business data driven location Anal)
 - 2) Social Media " "
- 1) Business data driven location Anal)
 - ↳ customer segmentation
 - ↳ Advertisement
 - ↳ Information request
 - ↳ Alerts
 - ↳ Search & Rescue
 - ↳ Navigation
- ↳ It can be used to geolocate by SM of location like country, state, city.
- 2) customer segmentation -
- 3) Advertisement - Location Based adv. allows targeted Marketing & promotion campaign Mostly delivered through mobile devices to reach specific target audience.
- 4) Information request - Based on their current location, user can request a product, service, or resource (nearest coffee shop, restaurant -
- 5) Alerts - Location data can be used to send & receive alerts & notifications such as sales & promotion alert, traffic congestion alerts, speed limit, warning & etc.
- 6) Search & Rescue - - Location data is vital in search & rescue operation ex - disaster Mst
- 7) Navigation - Mobile & GPS based Navigation service & Apps can help user find Address.
ex - GPS system (online/offline)

Location Analytics & privacy concern

- Location based Service can bring convenience & value to business but they also raise privacy concern.

- They concern include the need for transparency about location tracking, user control over storage of location information & option for preserving anonymity.
- About legal protection for historical location data against unreasonable searches & appropriate level of disclosure control.
- There is need for appropriate gov-regulation to protect citizen privacy rights in the era of location-aware mobile devices.

Location Analytic tool :-

- } \Rightarrow
- 1) google fusion tool
 - 2) agas
 - 3) tweeps map
 - 4) follower wonk

Part 2 Search Engine

- Search engines are the tools that help users to find information on the internet. They do this by searching for information that corresponds to a user request. (e.g. by keywords)
- There are different types of search engines
 - 1) crawler based
 - 2) Directories
 - 3) Meta search Engine

2) crawler based search engine → It will create their database or lists automatically without any human intervention.
 ex - google, bing.
 → web crawling - It involves collecting & storing information about web page

→ Indexing - It involves using keywords to query the index & provide a list of relevant web pages ranked according to various factors.

→ Searching - It involves using keyword to query the index & provide a list of relevant web pages ranked according to various factors.

- 2) Directories
 - Directories listing are compiled & created by human editor.
 - website owner can submit their website for inclusion in directory
 - The submission is reviewed by editor before being added to the directory
 - ex - yahoo ~~directory~~ directory.
- 3) Meta search -
 - It compile & display result from multiple, individual search engine
 - ex - Metacrawler,
 - Local search engine - They are embedded within a specific website & only search the content of that website.
 - ex - google local finder
 - Global search engine
 - It search the entire web & can be localised to specific website
 - ex - google, bing

Search Engine Analytics

- Search Engine Analytics involve analyzing & interpreting data from Search Engine
- It helps website owner to understand & improve their website's performance in search result
- It can involve analyzing various data points such as the no of visitors, keyword used, Page visits, & website position in the search engine.
- Search engine analytics can be used to track the effectiveness of SEO efforts & guide future SEO strategy
- There are 2 type of search engine analysis
 - 1) search engine optimization
 - 2) search engine trend analysis

1) Search engine optimization:

- It is the process of improving a website's ranking on a Search result Page (SERP).
- SERP have both organic & non organic result, with organic being based on relevance to the user's query & non organic result being Paid advertisement.
- It is important for website, especially commercial one, to have high ranking on (SERP) bcz it can lead to more traffic & potential customer.
- The main factor that determines a website Ranking on SERP is its Page Rank, which is determined by the quality & no of incoming links to website.
- Tools like Open SEO stats can be used to check a website Page Rank & other relevant information such as traffic, Hyperlink status & Page Speed.

2) Search trends Analysis:-

- Search engine trend analysis involve analyzing & understanding the keyword used in search engine.
- Google Trends is the comprehensive tool for analyzing search engine trends & predicting future trends.
- It can be used to understand how people search for a particular brand, when interest in product or service, which keyword drive the most traffic & how a brand's competitors are performing.
- Google Trends data has also been used in various industries to detect early warning signs & trends.
- From a business perspective, Google Trends can help answer question about search trends & pattern related to a brand.

Search engine Analytic tool

- 1) google trends
- 2) canopy
- 3) google alert
- 4) ice rocket
- 5) social mention
- 6) tweet beep.

Privacy concern → SM privacy refer to personal & confidential information that other people can learn about you through your SM account.

- The information may be shared intentionally such as public profile or post. Also get a detail from website when it was share it.
- Even with your account set to private, Adv. & Scammer can gain access to your sensitive data such as ~~accout~~ name, profile picture, DOB, contact detail etc.
- SM site collect data from users who don't have an account. They are called as shadow profile. They are typically used to display adv. on other ~~websit~~ website.

Privacy ISSUE

→ SM phishing Scams -

↳ if your account isn't set to private & anyone can msg
so Scammer is ~~use~~ use to get detail by malicious link.

- Scammer regularly used SM to carry out investment fraud schemes.

→ Shared location data - Many SM website allows location data by default (such as photo, video). This can be used by stalker, Scammer, & thieves to track your movement.

→ Privacy Loophole → SM Companies regularly change their Policy & feature also change can raise serious privacy concern.

e.g. Post share privately with friends on in group may be shared publicly without your permission.

→ Cyberbully - for children & adult, SM can be source of bullying & emotional & psychological aggression. A Public account give easy access to attack (with MSG & malicious Post or access your Personal Information).

→ Romance Scam - Scammer create a fake SM profile to involve in fake only relationship & solicit cash, gift or personal information

→ Employer Tugby by Post

→ Third Party App — login via fb, gmail..