

Facebook Blueprint

Facebook Changes The Game

“Game On Mole....”

Jordan, Australia’s NEXT Top Model Season 3

Search Graph is the feature Facebook had to add, Dan and I have told you it was coming for eighteen months. What is breathtaking is the incredible cleverness in which Facebook are implementing this enormous challenge.

For Facebook users (which is everyone but the Digerati and Internet Marketeers), this is a major step forward.

But perhaps the most amazing achievement of all...

Facebook has figured out how to make those millions of shots of people’s dinner the most important SEO data point of the next five years...

Seriously.

Read on my lovelies...

Can you imagine Facebook as the generator of the majority of searches on the planet?

After the graph search announcement, I can.

Not in a year, but less than five (If Apple hooks this to Siri - and they would literally be insane not too - much less than 5)

What would it mean for your business...

First, head off to [Facebook Graph Search Page](#), watch the videos and put yourself on the waiting list. Then comeback here and let me explain why (with one very big condition) issue my first **GAMECHANGER** of 2013.

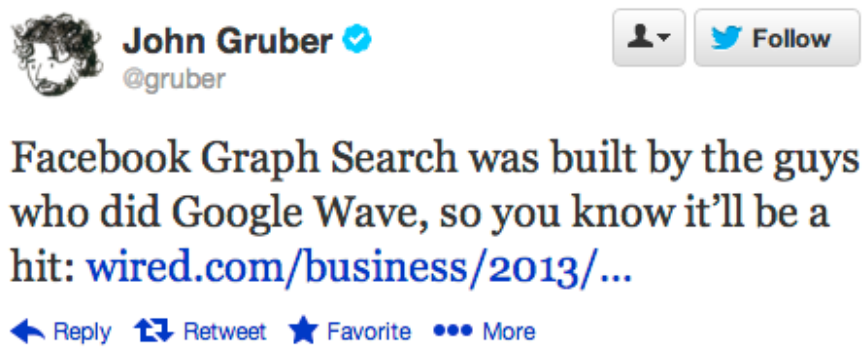
Do not make the mistake of thinking this doesn't apply to you.

It does.

You need to plan for it now.

Facebook Sucks

Facebook is the favourite whipping child of the Digerati and Internet Marketing Crowd. For example, my home boy and favourite blogger John Gruber tweeted:



[Gruber on Graph Search](#)

The usually dead on gruber makes a grievous error. The two guys spearheading this effort were part of Googles A-team. Lars created Maps - Googles best product after search and the infamous "Google Wave".

Google Wave is a sore point for me - its the only time in my career where I made the GAME CHANGER call and got it wrong.

It was a brilliant product, in my opinion, destroyed out of the gate by marketing it to the completely the wrong people (but this sad tale is for another time)

Anyway, the point is, it's really fashionable to take pot shots at Facebook and poo-poo any initiative they come up with.

That would be a grave mistake.

You see....

YOUR MOM IS ON FACEBOOK

Numbers and usage don't lie, all the real people, the ones we want to buy our stuff are all on Facebook. It's not a debate. (You could debate me, but you'd lose)

They are wrapped safely in there friend list cocoons and very happy.

Again, this article is not about the virtues or the very real "jobs to be done" of Facebook,

The numbers don't lie.

What frustrates marketers (and what they continue to screw up endlessly) is people are not on Facebook to look for something, they are there to *experience* something.

Massive difference.

When people are on Google - they're looking for something - they're typing or dictating with intent - and god bless it, that's why in marketer's "love" Google so much. It puts us in front of people who are looking for things - now.

On Facebook, I want to see what my brother is doing in London on Friday night, that Jon Dean ran five k's training for his Marathon in freezing Manchester, Michelle Frost ran a leisurely 17K in the most livable city in Australia, Launceston, Jen Sheean had a great day at the beach with the kids and Alejandro Reyes has the two cutest daughters (after mine) on the planet.

Facebook is about connecting people seamlessly - I stay in touch with people way better than I ever did before Facebook.

Trouble was Marketers thought it was a way to get 5000 followers and shat in their own Facebook nest.

I've of course been discussing this since 2009, we need to keep moving.

Why aren't you opening my *freaking* email!!!

Forget the information gap, forget the economy, forget the fact that Arsenal can't play their way out of a paper bag and we sold our best player to Manchester freaking United and gifted them the Premier League (a fact the 30dc inc office in Manchester occasionally points out...)

The massive problem we all face is:

Attention

Joe and Jane Smith get a metric tonne of calls for their attention every single day and that's the stuff they asked for.

I received just over 27,000 emails in 2012 alone - personally!!!!

My heart is broken daily when people tell me they missed one of my incredibly witty and informative tweets. Facebook only allow 10 percent or so of the people who like me on Facebook to see my insights of Genius (which caused me to ask - why bother with Facebook Pages - well graph search answered that question in spades!!!!)

Here's the thing - Joe and Jane Smith - like the honey badger, does not give a shit about me. They care, quiet rightly, about themselves.

I always hated them for it.

Selfish Bastards.

They want to know, what movies are my friends are going to see, where's a good place to eat, what's the best vacuum cleaner to buy, which of my friends support Arsenal so I can laugh at them....

If you're buying an unfamiliar item - say a vacuum cleaner - it's actually a major amount of work to research something which is a significant purchase but not something you're passionate about.

The regular Internet is a minefield of SEO vomit, bogus review sites and authority hogging page view whores - you are actually comforted to select the right hand side ads in Google (which is Google's point really).

In this information tsunami, what cuts through everything, what's the most powerful marketing tool on the planet....

A friend giving a recommendation.

I'm at my mate's place and mention I'm committing 21st century digital sepakku by researching vacuum cleaners online and he mentions they just got the new digital Dyson slim and it connects to the iPad but more importantly - they love it!!

BOOM - that's the vacuum cleaner for me and now the research time can be dedicated to the recreation of the statue of David in the form of Dan Raine in a pink thong on minecraft.

Everyone is happy.

In this day and age **NOTHING** beats a personal recommendation.

Are you smelling the coffee...

It's not an accident it's called a LIKE button...

Facebook calls someone liking something a connection.

They have a trillion of these things.

The purpose of the Search Graph is simple - come up with a way to show you what your friends like in a really useful *context* - what vacuum cleaners are the most popular amongst your friends, what's the most liked book (that you have not read).

If you can't see why this is important, I can't help you any more.

This is such a massive job it will take years for Facebook to roll this out.

Which is fine, because Facebook has come up with the most deliciously genius way to train their billion users to actually search for stuff in Facebook...

Photos Are The Bait - Places Is The Money, Honey

Newsflash... there's been a search box on Facebook for the last three years using Bing to deliver results.

No one uses it.

Like I said many words ago - people don't come to Facebook to search.

This is a problem. How do we train a billion people to do something?

This is hard.

Facebook has nailed it.

(With one mega caveat).

Photo Graph Search is Facebook's iPod.

It's often overlooked - the genius of iPod was one simple thing.

If this simple thing didn't happen - the iPhone would have been DOA.

The iPod was the first device millions of people ever plugged into a computer - prior to the white marvel only geeks plugged a device into the computer...

This was crucial.

When the iPhone came along - it was completely natural to plug it in and sync music and later apps...

Photos are the iPod for Graph Search, Places will be the iPhone (and make iPhone like percentages of Facebooks revenue)

Look at the photo functionality demonstrations - Joe and Jane Smith will go bonkers over this as long as the functionality is available on mobile.

This is soooooo useful, so perfectly solving the “jobs to be done” for Joe and Jane they will use it all the time. The ranking them based on likes is genius.

Joe and Jane get immediate playoffs.

Facebook teaches them the blue box at the top does useful and cool stuff.

So if discovering your photos is so much cooler and easier, people will upload more photos...

Photos are not just photos...

Photos have location data.

Photos on Facebook have comments - stuff like “ooooh sooo jealous - I always wanted to goto Gary Dankos”, “Wow - we loved Harry Potter world when we where there...”

Hmmmmm - wonder where this info could come in handy....

And before I move on - where’s the only other place on the Internet that had these two vital characteristics as well as some bitchin’ filters and a few tens of millions of incredibly active users....

Instagram...

Penny. Dropped...

Graph Search for Places - Facebooks Money Shot...

Time to bring home the bacon, likes and people are more cool examples of what you can use graph search for.

They are the side show.

Places is where it’s at.

It solves a massive problem for users, it solves a massive problem for great local businesses (and will be the worst nightmare of badly run businesses) and where you solve both sides of the equation...

You're printing money.

For example, the Dale clan is traveling around one of the worlds greatest secrets - Tasmania

Seriously, don't come, we want to keep it for ourselves.

Tassie is tiny in the global scheme of things. If I want to find a good place to eat in Launceston - the second largest town in Tasmaina - here are the "traditional" options

Siri - worse than useless - it's not her fault, she's getting data from yelp which is getting data from the yellow pages - carnage. (Side Note - she thinks Launceston is about 12 miles west of where it actually is...)

Yelp - don't make me laugh.

Google - list restaurants, no indication of how good they are - if I search for "best coffee shop in Launceston" I get a bunch of SEO directories that would only be useful if I printed out the results on paper and used them to wipe my ass.

It's carnage.

Enter Facebook.

Even the littlest general store in Ross (two off the chart bakeries FYI - you haven't lived until you've eaten curried scallop pie) has a "like us" on Facebook...

Guess what... Real people do...

So if the Dales roll into Port Huon, we will be able to hit up Graph Search for places and best case - we will see one of our real friends in our social graph (if I hear the term social graph SEO I will hurt people) and see where they ate.

Worst case scenario - we'll see the places ranked by likes and Facebook has access to all those food photos that it can use to rate and count!!



SIDE BAR - the most hilarious thing about Facebook Graph Search - all those food photos everyone thinks suck...guess what, Hi-Tech sweat shops in China can't send everyone of their hacks to take GPS TAGGED photos of food with real people's comments.

HAHAHAHAHAHAHAHAHAHAHAHAHAHAHAHA

It's to late !!!! Facebook already has the data - you can try manipulate from today but you're intrinsically screwed.

Who would of thought an Instagram photo of a scallop pie would pack more "SEO" punch than a 1000 mechanical Turkers going flat out.

Magnificent.

Recommendations.

- Sign up to the waiting list at [the graph search Facebook page](#)
- If you have a location based business - please disregard everything I've said about Facebook Pages - you must have one and you need a program to get customers to like you.
- Don't forget foursquare - Facebook has access to all this data...
- Hold contests and promotions for likes and check in's - free coffee for a check in.
- MagCasters - you need to have a Facebook Page and you need to run 'like' campaigns in your magazine.
- Stay tuned right here on the Edge. We're all over this.

One More Thing.

I'm calling **Game Changer**.

BUT

If Facebook screw this up on Mobile - it will be all for nothing.

If Eddy Cue at Apple is not baking this into Siri at the first available opportunity Apple and Facebook will be the minority player. Google Now is eating Siri's lunch. It's only Samsungs insistence of hiding this incredible feature more people are not raving about it.

Yes, I just wrote that, yes it hurt, and will be the subject of another article.

If Facebook and Apple team up on this and bake this into the iPhone Then it truly is...

"Game On Mole"