

Background

Google search results have a new feature, Knowledge Graph - a continuing evolution of the search engine's mission to serve more relevant results and move from being an information engine to a knowledge engine.

Details

The new Google Knowledge Graph is an attempt to 'show a summary of information about a shared subject.' The purpose of Knowledge Graph is to find the right information, get the best summary available and go deeper and broader into the content all in order to return more relevant information to the user and understand better what content they are looking for. Google illustrates the service by talking about a person searching for Chicago's Millennium Park and how the new Knowledge Graph could 'show what people are most interested in about Millennium Park', not just return keyword matches or how searching for renaissance painters could bring up in depth information on Leonardo Da Vinci or Raphael.

Implications

We expect marketers will have to think more about how people connect to their products and services. Google says currently you won't see Google Knowledge Graph applied for searches on companies, video games, and cars, but will see it for searches about a book, movie, sports team, location, dog breed, roller coaster, or famous person. In the near future we believe it will be rolled out wider. As Google curates the Web they are delivering shared information that the wider community has found relevant, and so developing a more semantic search proposition. We expect this to be popular with users, which will challenge marketers to make more of their content socialized and easily discovered so it indexes higher and is more popular. In the Millennium Park example, have you considered maps, image and event content that relate to your company? What content and connections can be found that relate to your brand?

Summary

Google is evolving and taking users with them. Unlike other companies that often seem to misjudge how changing the user experience affects the end product and its use, the Knowledge Graph capitalizes on what Google already knows. Thanks to Google users showing more connections to a shared subject, and so making it more popular, Google can create a deeper level of engagement and give more relevant knowledge on a topic.

Useful Links:

<http://googleblog.blogspot.co.uk/2012/05/introducing-knowledge-graph-things-not.html>

<http://insidesearch.blogspot.co.uk/2012/05/knowledge-graph-for-mobile-and-tablet.html>

<http://www.google.com/insidesearch/features/search/knowledge.html>

<https://www.google.com/search?q=vincent+van+gogh> (Knowledge Graph in Action)