



## FACEBOOK'S GRAPH SEARCH ...and why it's important to your business

In the world of business – especially small, local business – social media is evolving to become not only a helpful tool in growing your clientele, it is increasingly a fundamental part of any business's success. In fact, as social networking morphs and changes it is essential to understanding social networking's importance for a business.

As social networking expands in many ways, Facebook remains at the innovative cusp of the social networking world. Consider Facebook's new Graph Search function.

To put it simply, Facebook's Graph Search will improve the network's search bar function dramatically by allowing users to filter information through their friends. Graph search expertly employs Facebook's self-stated purpose to the tee: it allows you to NETWORK your search results socially.

Graph Search works by paying closer attention to the information shared by a business page as well as the user searching. A page can be returned in results based on locality, number of friends that already like it, or any other number of common factors it might have with a user or search phrase.

Using these three fundamental components your business' page can gain increased exposure online:

**Do people "LIKE" you?**

With Facebook's Graph Search, "likes" matter. The more people that "like" your page, the broader your network and potential for exposure becomes. Pages with more "likes" are more likely to be returned in searches.

**Are you ENGAGING?**

To further grow your network, you must engage your users. Posting engaging and interactive material not only strengthens the likelihood of your page showing up in a search, but it increases the likelihood that a new user will "like" you. It's all a snowballing, spiderweb effect; if you post an engaging question on your page, one user will answer, and that user's friends will see their interaction with you, and then your strength in search results is increased as well as the chances that one of the original user's friends "likes" you.

**Have you INVESTED TIME in your page's success?**

Arguably the most important investment you can make in social media is making sure you maintain the fundamental information about your business on the site. That is, you must invest time in ensuring that contact information and the like is always up-to-date. This includes other important aspects of your page, such as the name, category, "About" section, and so on. Keeping this information is important because it ensures that your page is seen by the right people. With the correct address, customers in your area will see you in local results. With the correct information about what your business does, people searching for your specific services will find you.

Facebook's Graph Search has been gradually rolling out. By staying ahead of the curve, your social networking and overall internet presence can blossom, bringing you new customers and revenue.