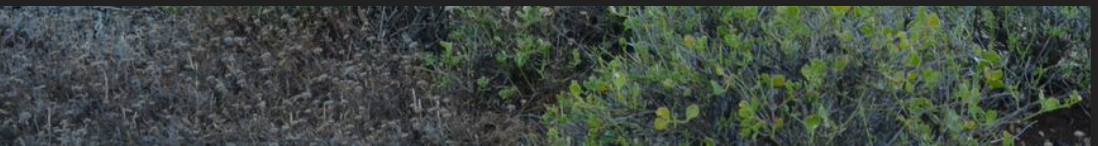
DARK SEARCH AND SOCIAL —RUN RABBIT RUN!

MARSHALL SIMMONDS

Define Media Group, Inc.

@mdsimmonds

Rand and I in SA



Was ist Dark Traffic?

Direct traffic
Apps
Browsers
Image Search
Secure Search
Misinformation

Apps
Twitter
Referral Traffic
Android
iOS

Email
IM
Direct Traffic
Sharing Apps
Facebook
SnapChat
WhatsApp

Phrase Coiner

@alexismadrigal

https://alexismadrigal.com/

Here's what we see, here's what we think.

Our approach is observations, not necessarily solutions.

Goal

HOW TO

- talk to clients
- talk to your boss
- talk to non-technical people

Methodology

System Wide Overview

130
# of Sites

68
# of Categories

All Time

226 billion
Total Page Views

61 billion
Total Visits

17 billion
Total Search Visits

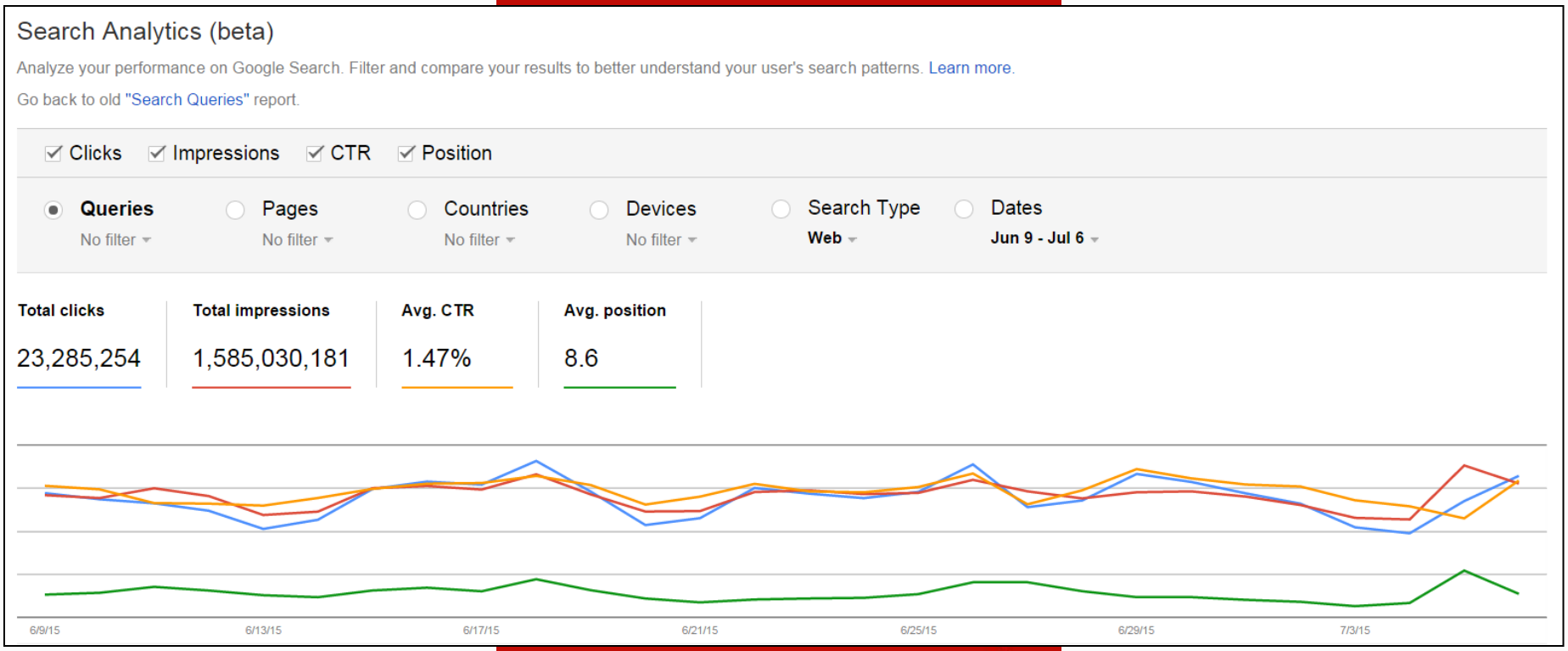
Dark Search

Dark Mobile

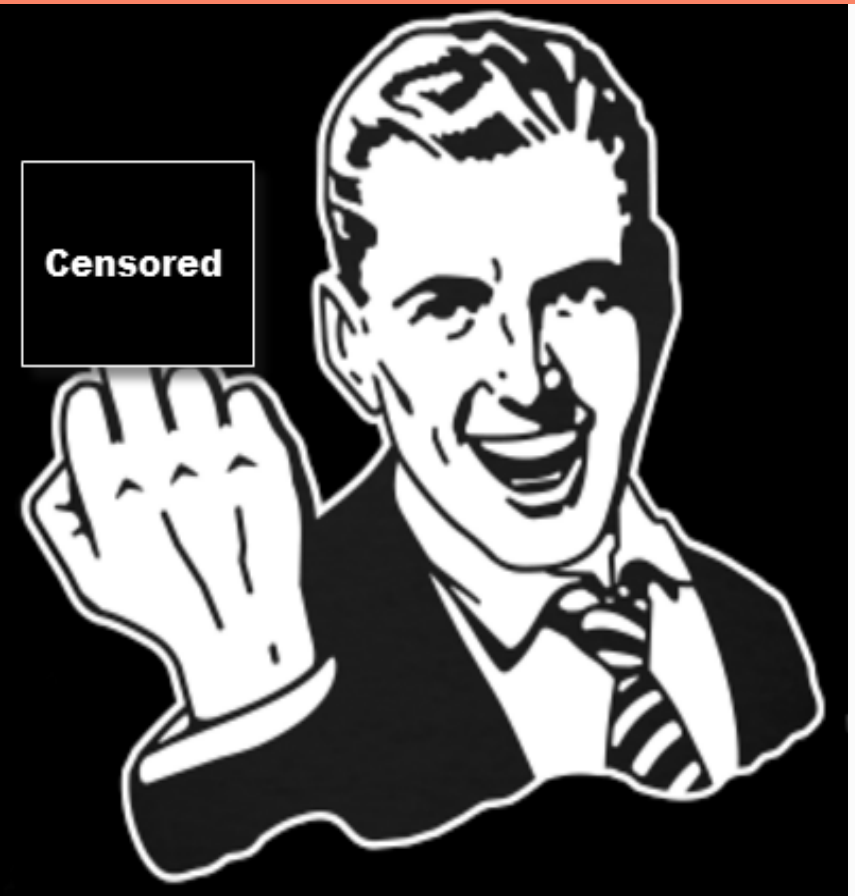
Dark Social

Dark Search

Not Provided



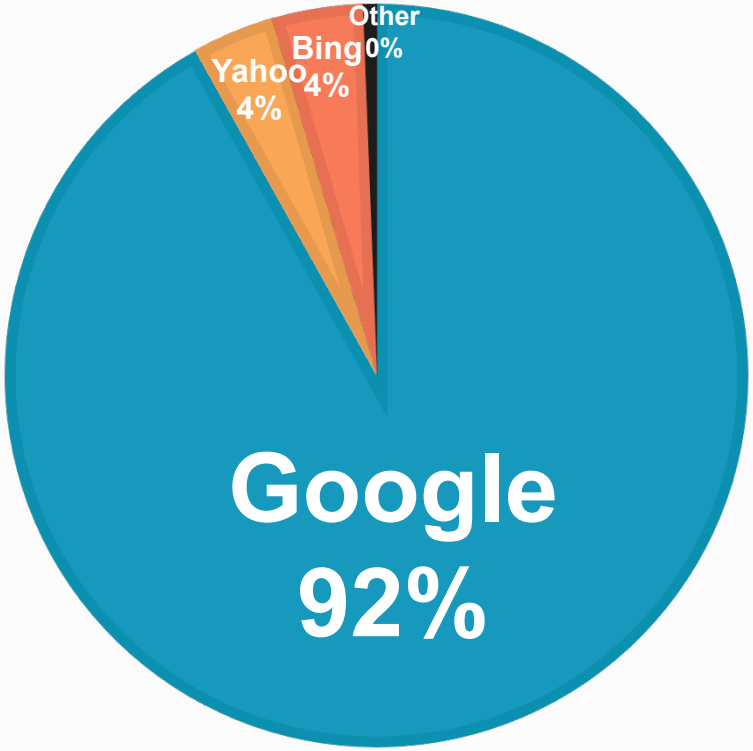
Comscore



comScore Explicit Core Search Share Report* (Desktop Only)
May 2015 vs. April 2015
Total U.S. – Desktop Home & Work Locations
Source: comScore qSearch

Core Search Entity	Explicit Core Search Share (%)		
	Apr-15	May-15	Point Change
Total Explicit Core Search	*100.0%*	*100.0%*	*N/A*
Google Sites	64.2%	64.1%	-0.1
Microsoft Sites	20.2%	20.3%	0.1
Yahoo Sites	12.7%	12.7%	0.0
Ask Network	1.8%	1.8%	0.0
AOL, Inc.	1.1%	1.2%	0.1

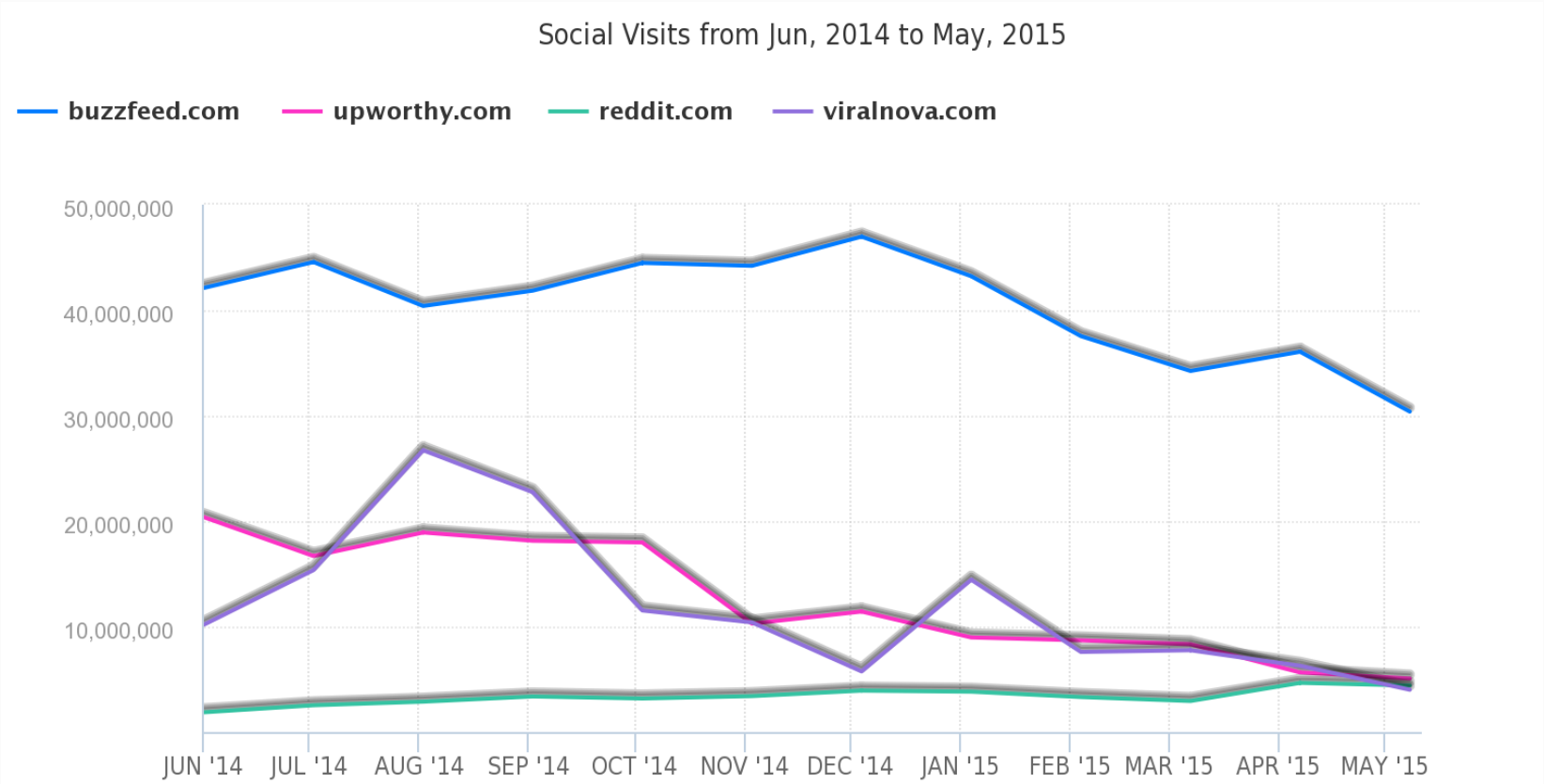
Search Marketshare



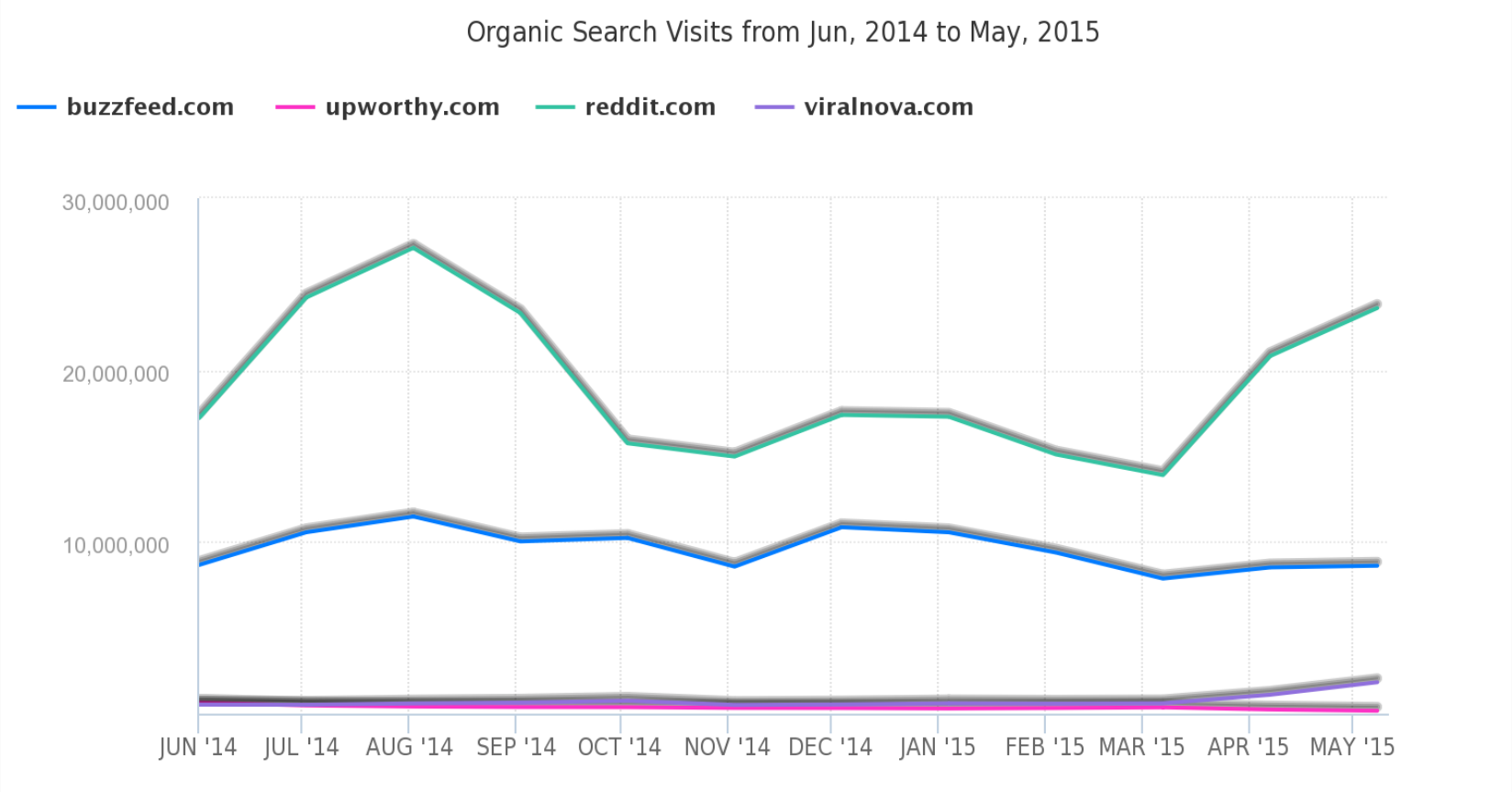
TOTAL 2014:

4,845,078,957 referrals

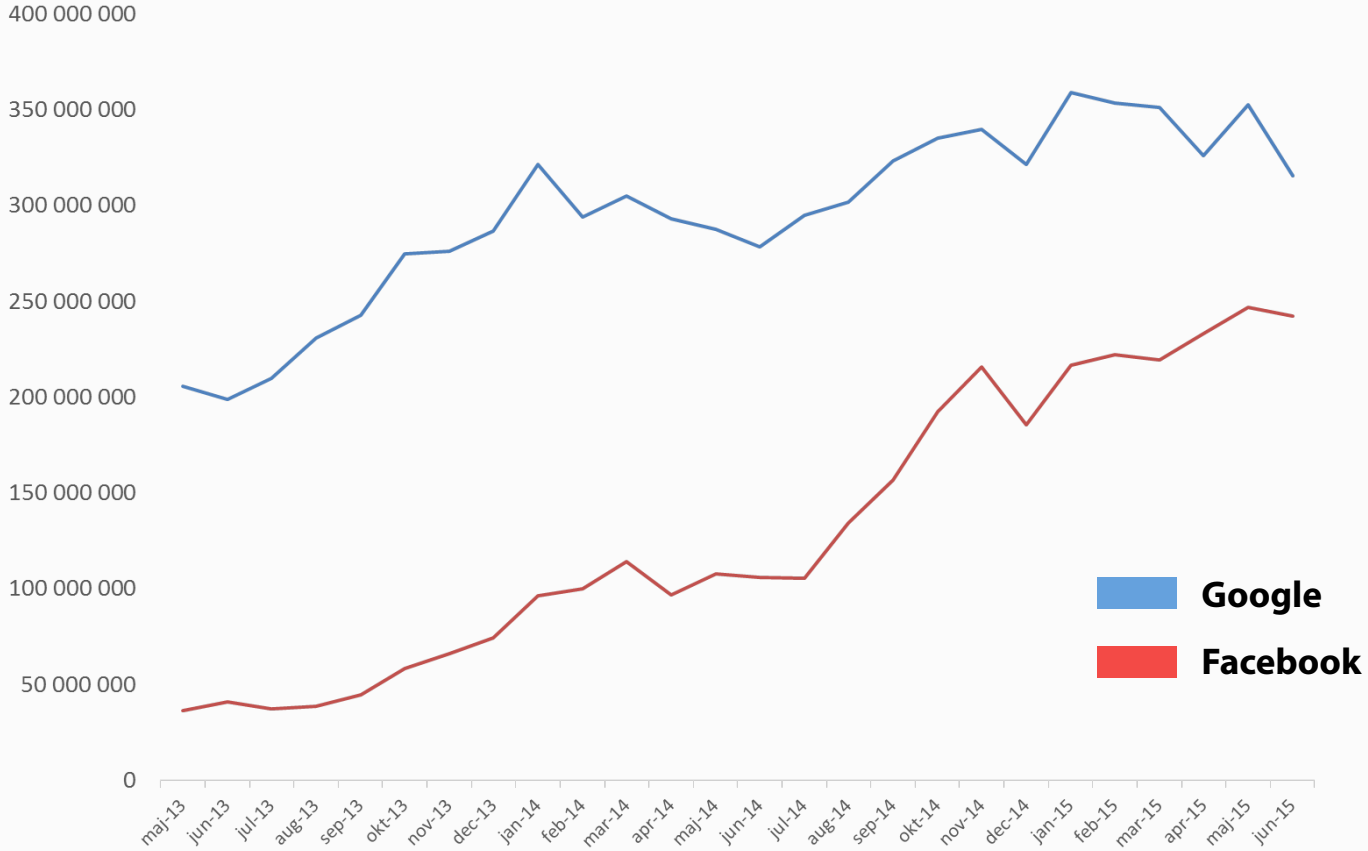
BuzzFeed Shenanigans



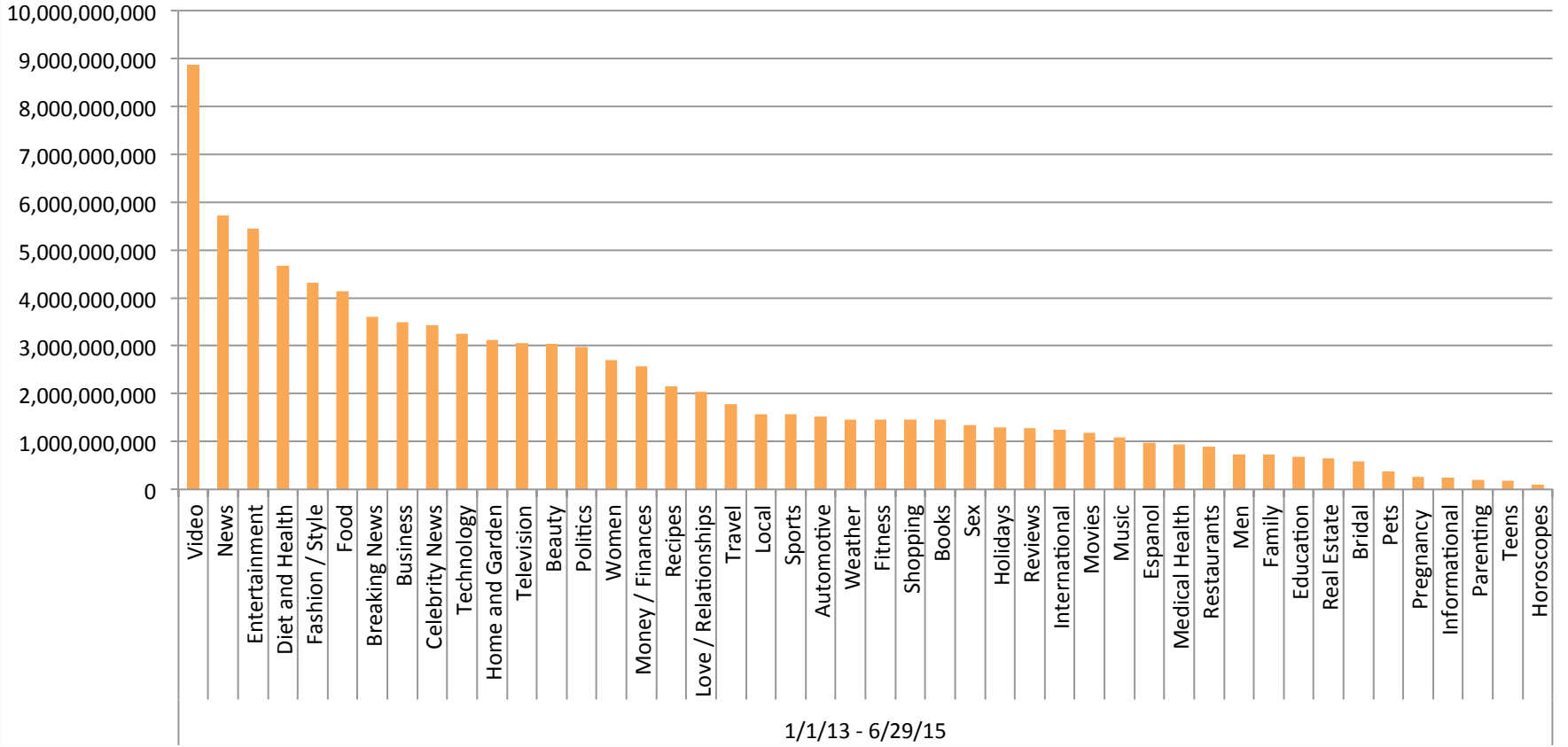
BuzzFeed Shenanigans



Google v. Facebook Traffic Referrals, May 2013 – Jun 2015



The most prevalent categories in search



HTTPs vs HTTP

Google | Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

HTTPS as a ranking signal

Posted: Wednesday, August 06, 2014

+1 5.1k Tweet 2,240 Like 4.4k

Webmaster level: all

Security is a top priority for Google. We invest a lot in making sure that our services use industry-leading security, like strong HTTPS encryption by default. That means that people using Search, Gmail and Google Drive, for example, automatically have a secure connection to Google.

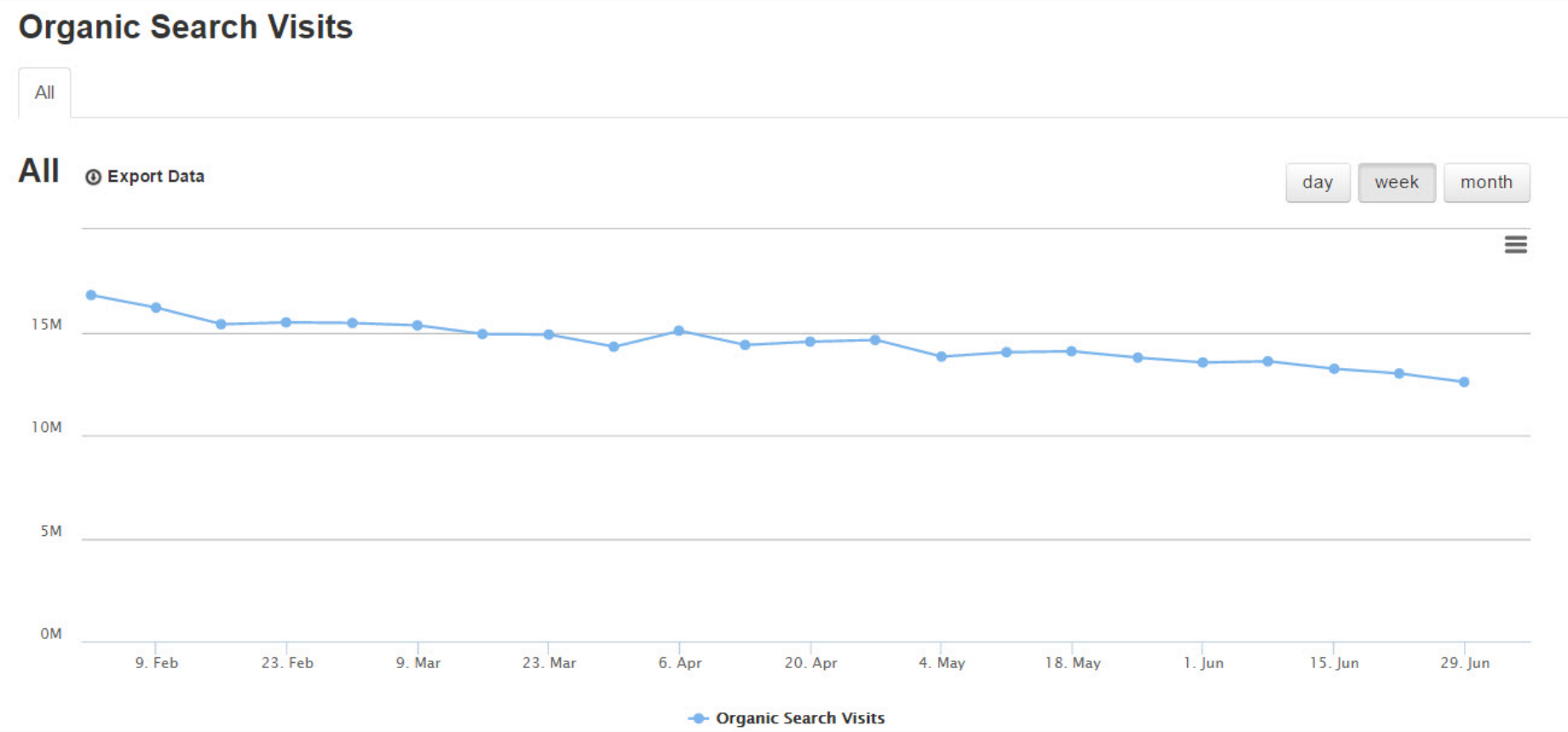
Beyond our own stuff, we're also working to make the Internet safer more broadly. A big part of that is making sure that websites people access from Google are secure. For instance, we have created resources to help webmasters prevent and fix security breaches on their sites.

We want to go even further. At Google I/O a few months ago, we called for "HTTPS everywhere" on the web.

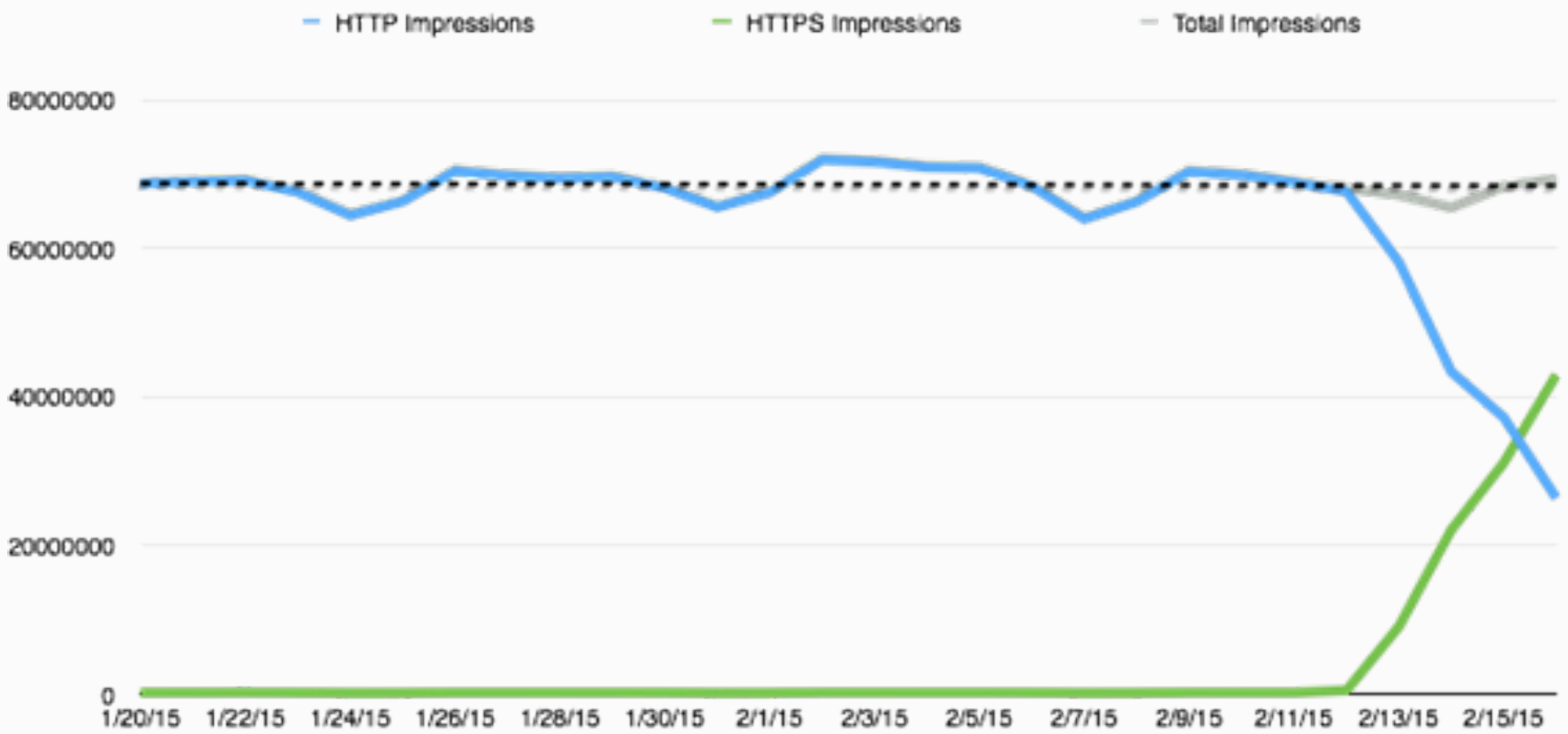
We've also seen more and more webmasters adopting HTTPS (also known as HTTP over TLS, or Transport Layer Security), on their website, which is encouraging.

For these reasons, over the past few months we've been running tests taking into account whether sites use secure, encrypted connections as a signal in our search ranking algorithms. We've seen positive results, so we're starting to use HTTPS as a ranking signal. For now it's only a very lightweight signal — affecting fewer than 1% of global queries, and carrying less weight than other signals such as high-quality content — while we give webmasters time to switch to HTTPS. But over time, we may decide to strengthen it, because we'd like to encourage all website owners to switch from HTTP to HTTPS to keep everyone safe on the web.

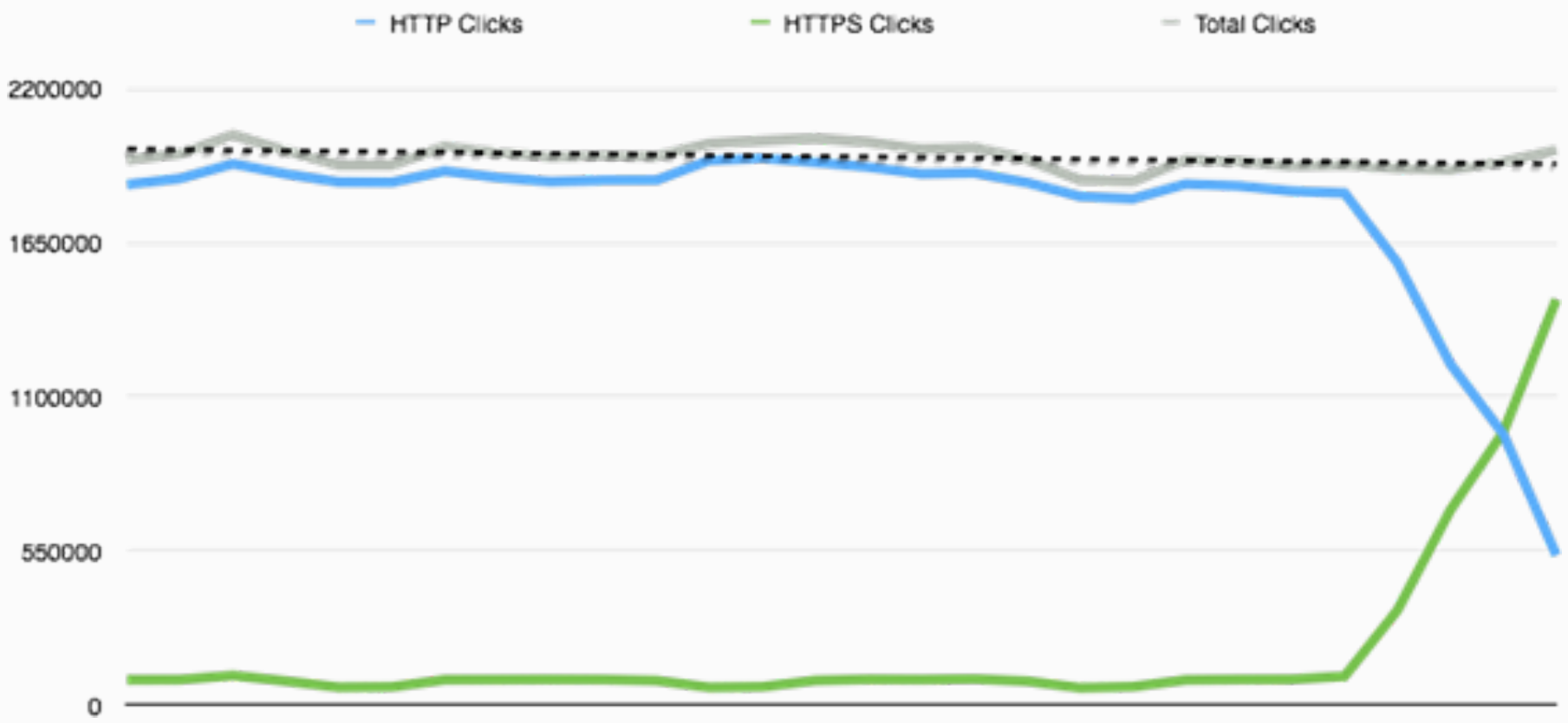
HTTPs Search Traffic



HTTPs vs HTTP



HTTPs vs HTTP



Social Shares on HTTPs

http://bit.ly/mikekingsocial

Home › Social › Google

How to Maintain Social Shares After a Site Migration

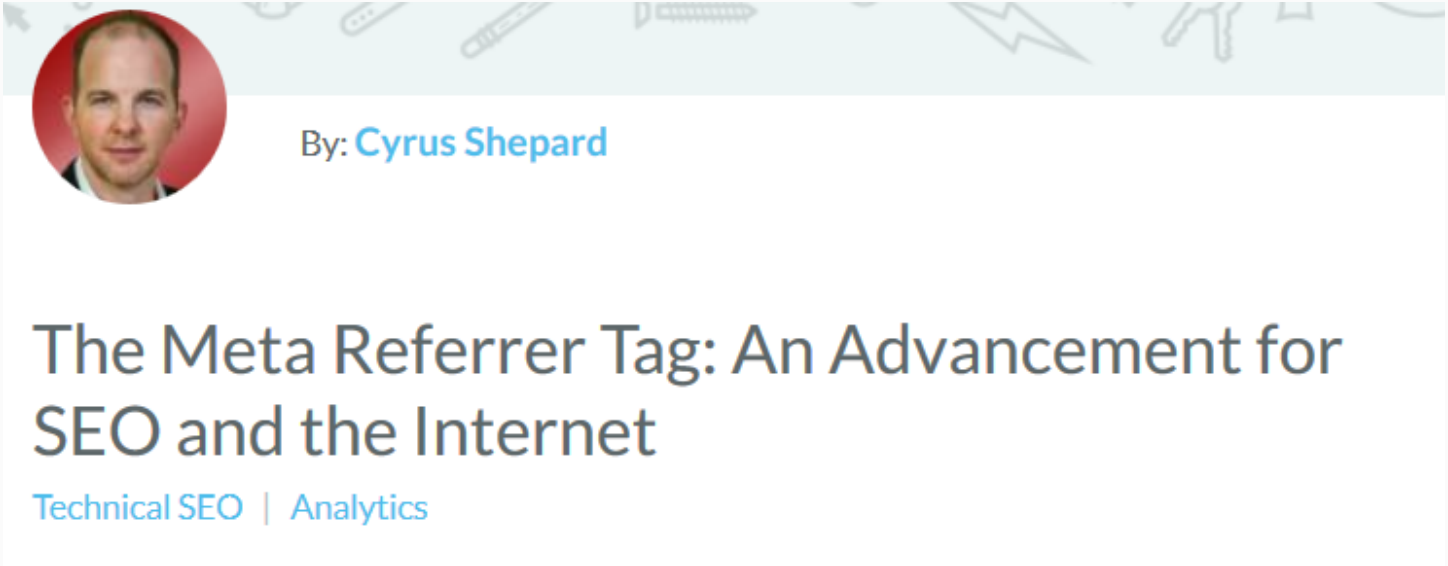
By Michael King, May 8, 2012

23 Comments

Social | 11 | 5

One of the greatest joys of site migration is discovering that your social share counts don't follow 301 redirects. But those Facebook Likes, tweets and Google +1's that we've worked so hard to capture don't have to evaporate with a click of a mouse, never to be seen again.

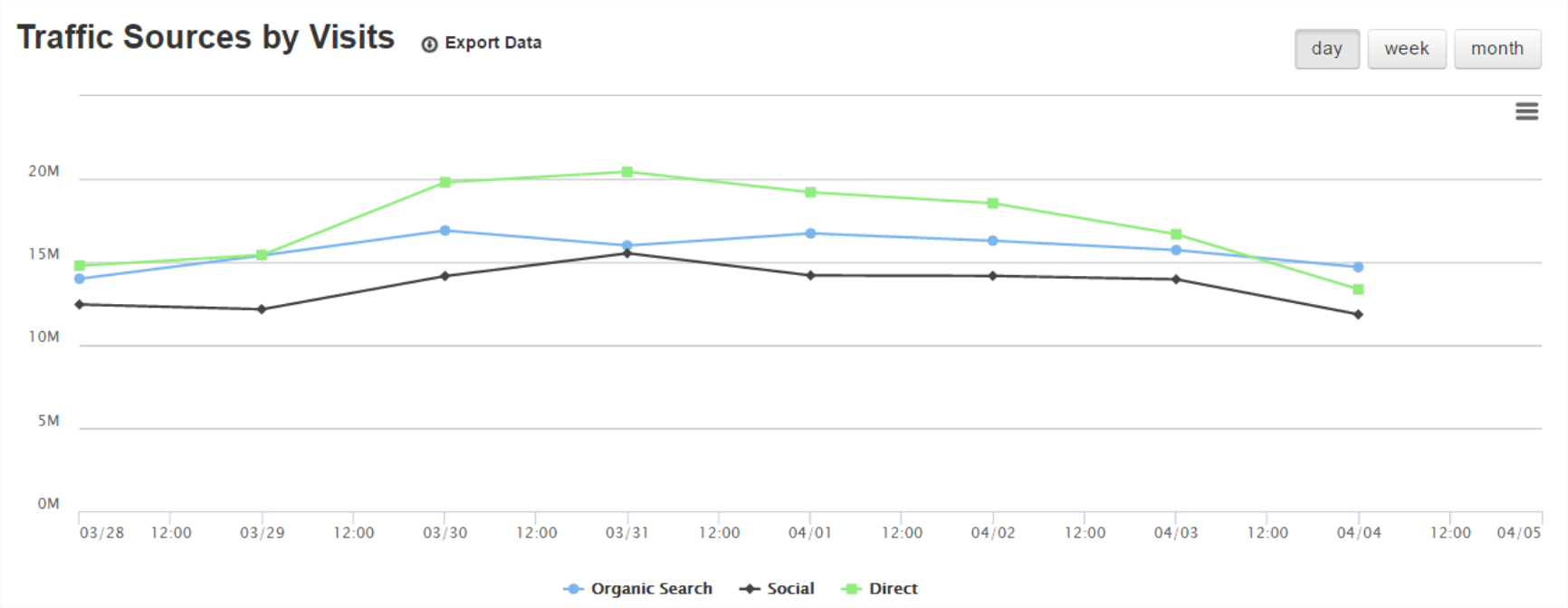
META Referrer Tag



https://moz.com/blog/meta-referrer-tag

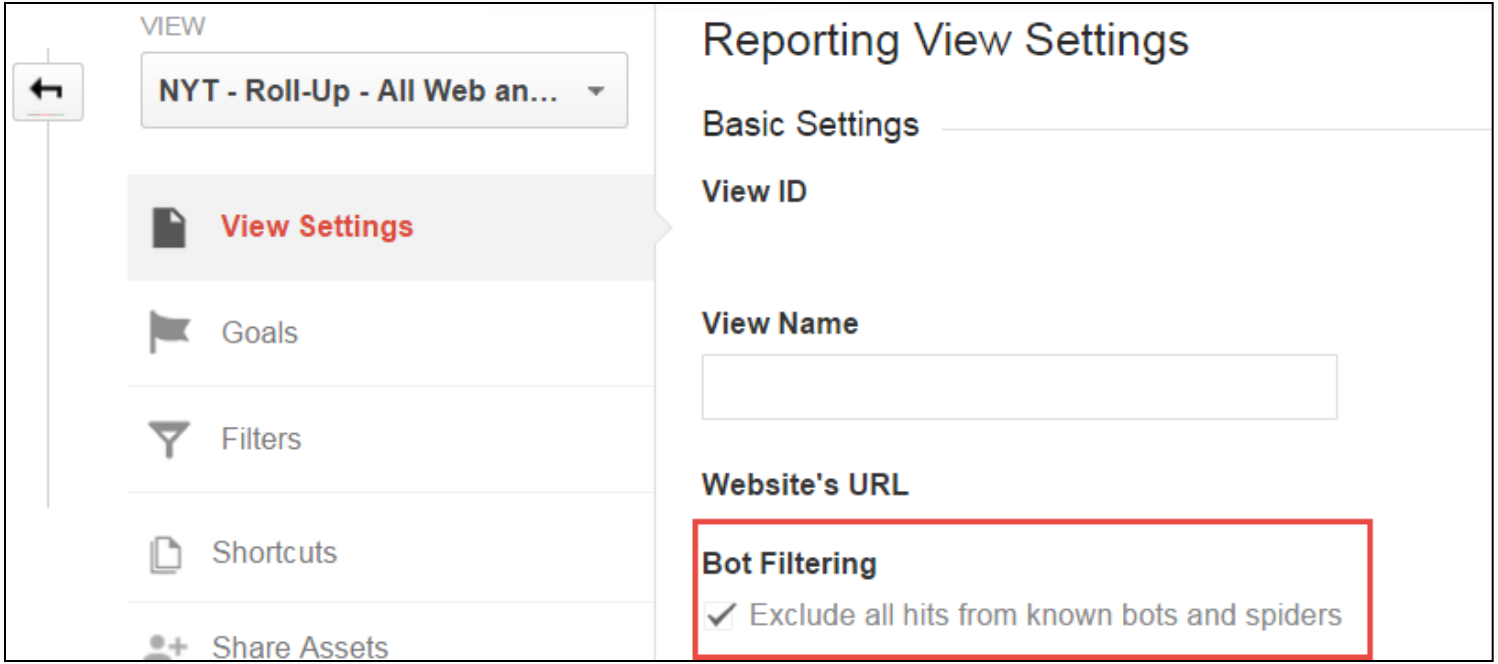
Browsers

March 30, 2015

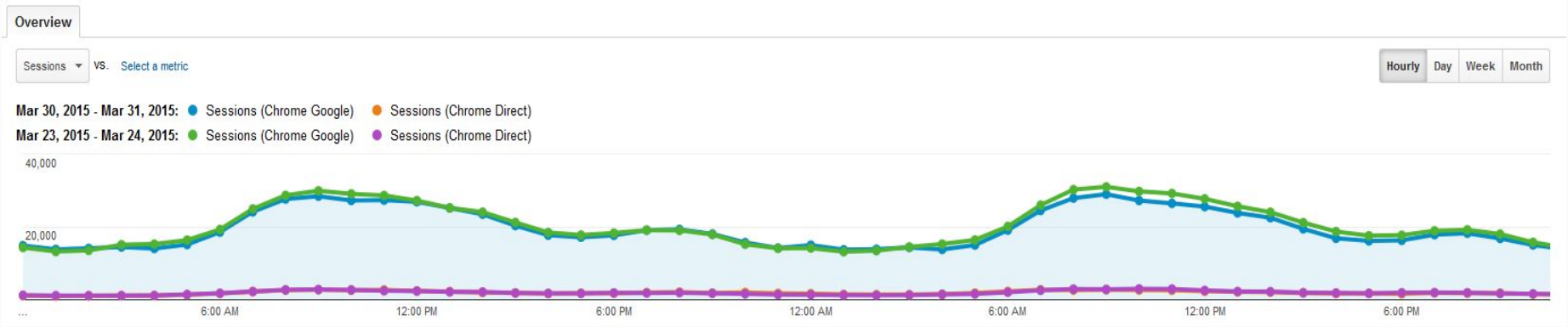


Bot Filtering

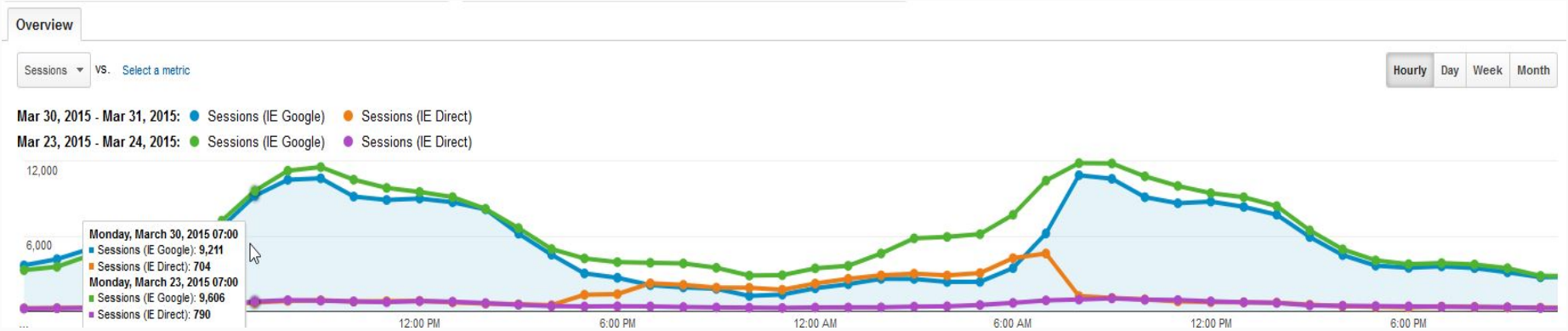
Admin > View Settings > Bot Filtering



Don’t know how you do



that Browser voodoo



that you do so well

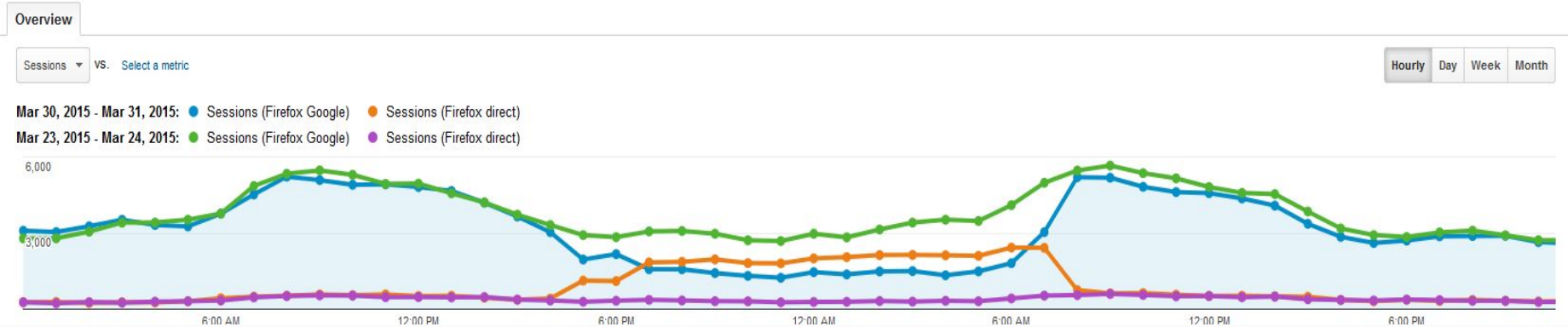
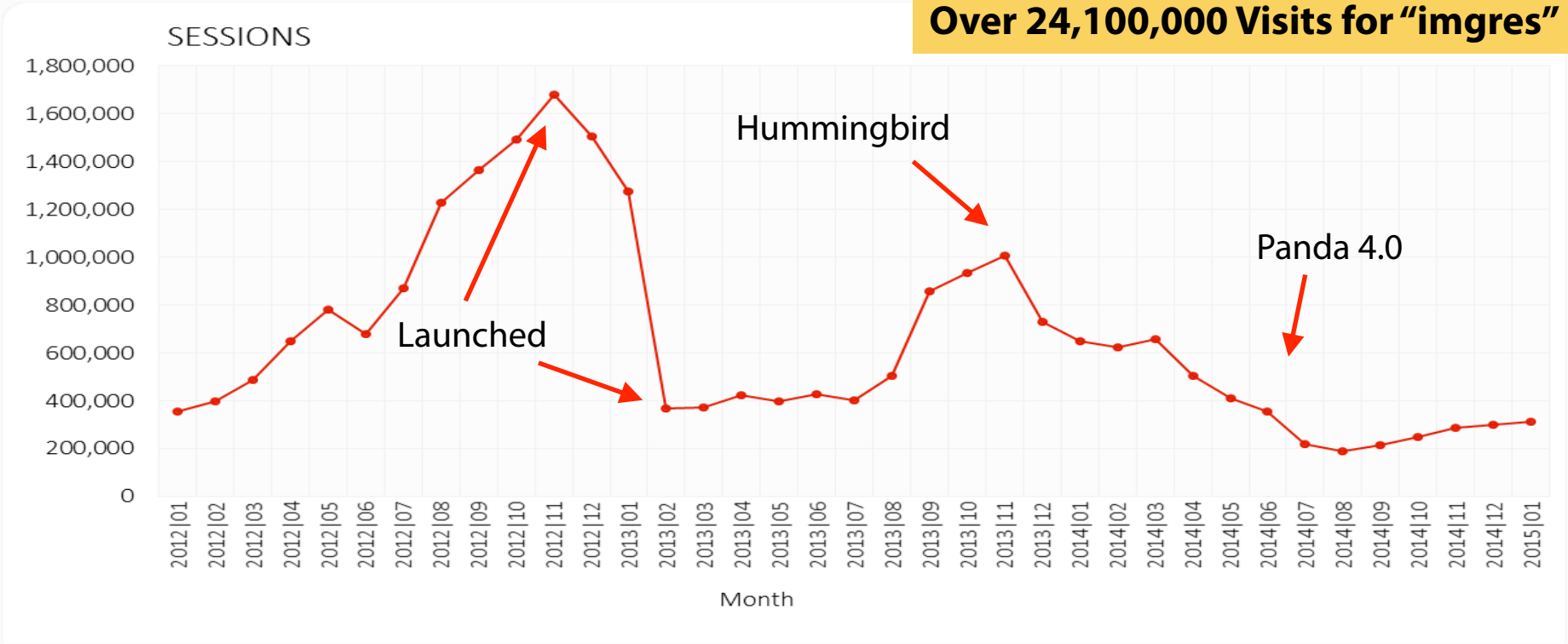


Image search 2012-2015 = Walled Garden

125 Sites
Over 24,100,000 Visits for "imgres"



Most Popular Month 2012-2015

Month	Total
October	1,092,361,766
November	1,077,142,226
December	1,053,079,429
May	916,094,122
September	893,020,023
April	889,096,949
March	886,527,331
June	866,162,392
January	848,990,848
August	839,765,742
July	831,301,096
February	813,783,634
Grand Total	**11,007,325,558**

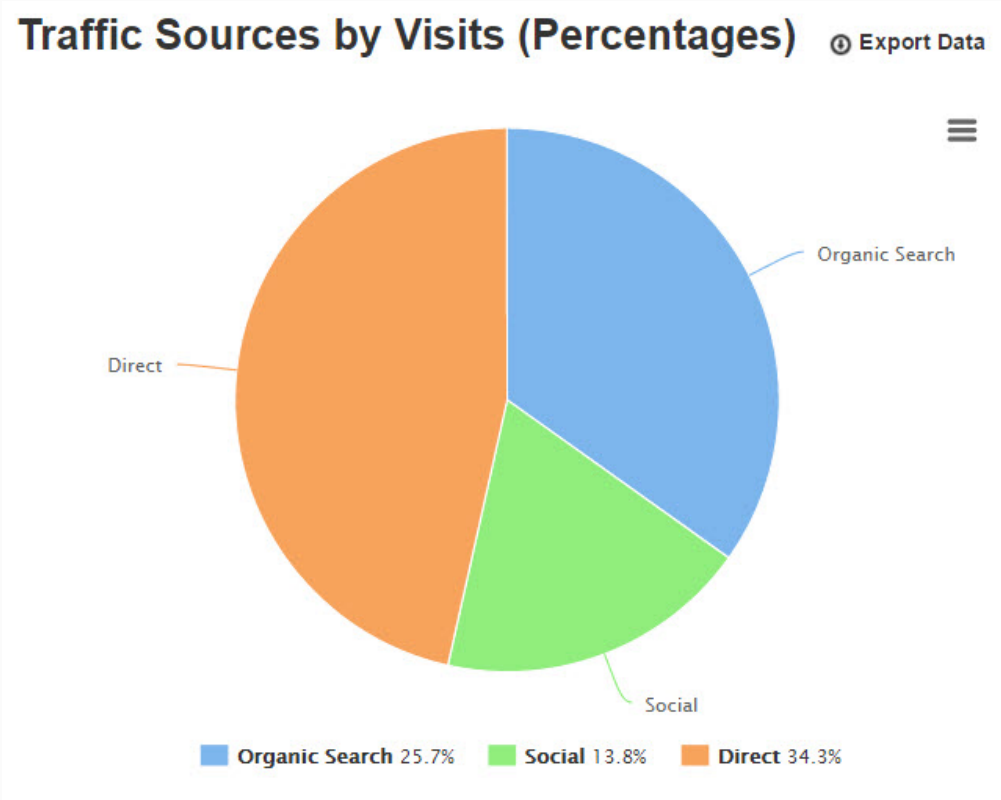
Most Popular Weeks 2012-2015

Week	Total
46 (Nov)	257,228,360
47 (Nov)	255,269,241
50 (Dec)	254,766,984
49 (Nov/Dec)	253,232,130
45 (Nov)	251,636,013
48 (Nov/Dec)	249,012,836
43 (Oct)	248,688,632
44 (Oct/Nov)	248,041,273
42 (Oct)	244,909,925
41 (Oct)	242,647,135
51 (Dec)	240,312,944

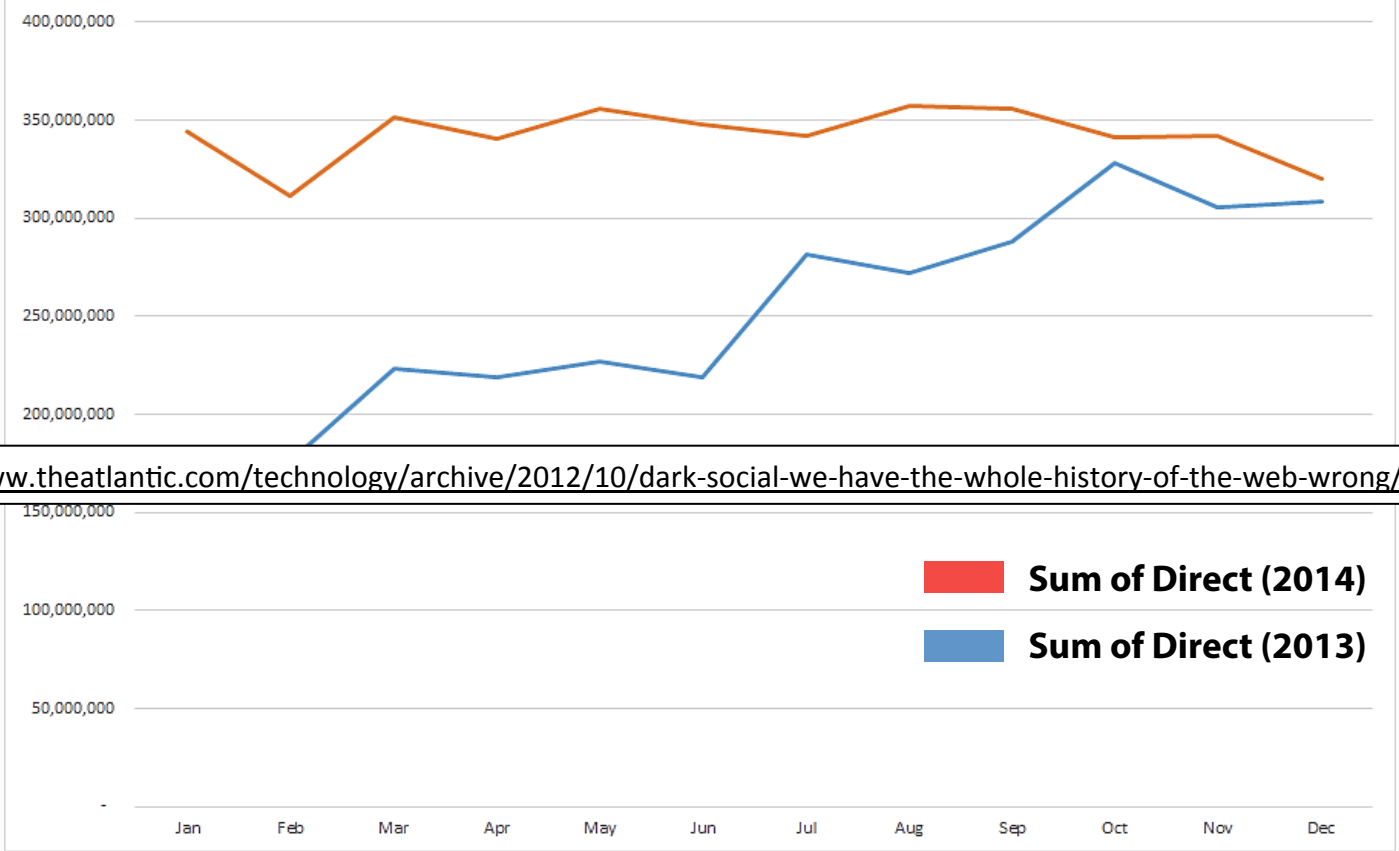
Most Popular Days 2014-2015

Day	Total
Mon	1,947,803,180
Tue	1,938,638,051
Wed	1,883,692,194
Thu	1,840,865,228
Fri	1,693,036,044
Sun	1,559, 792,025
Sat	1,438,637,925
Grand Total	**12,302,464,647**

Direct Traffic



Direct Traffic 2013-2014



http://www.theatlantic.com/technology/archive/2012/10/dark-social-we-have-the-whole-history-of-the-web-wrong/263523/

Formula

Pull Direct Traffic

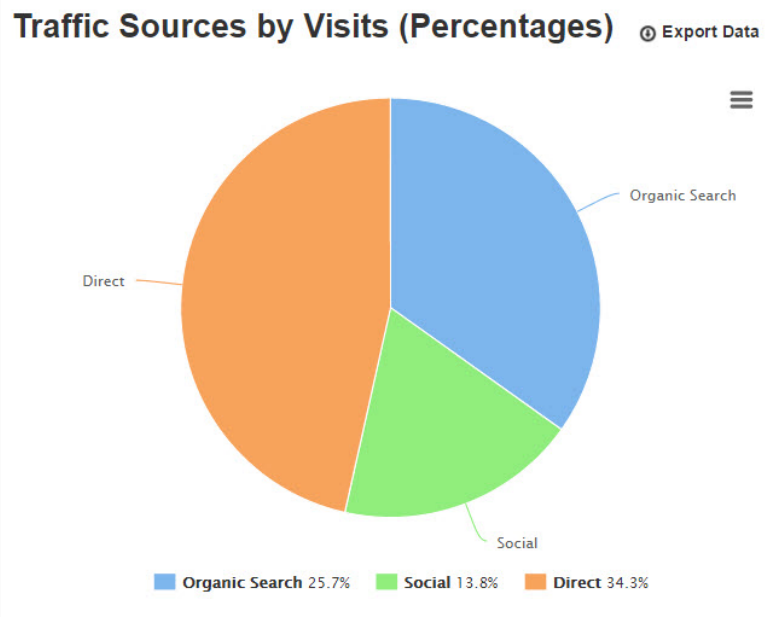
Remove Home page and section fronts

What's left is dark social

Verify links against social campaign

Filter for New Users

What's left is dark search



Direct Traffic Breakdown

Total Traffic

215,398,941

Total Direct

42,402,512

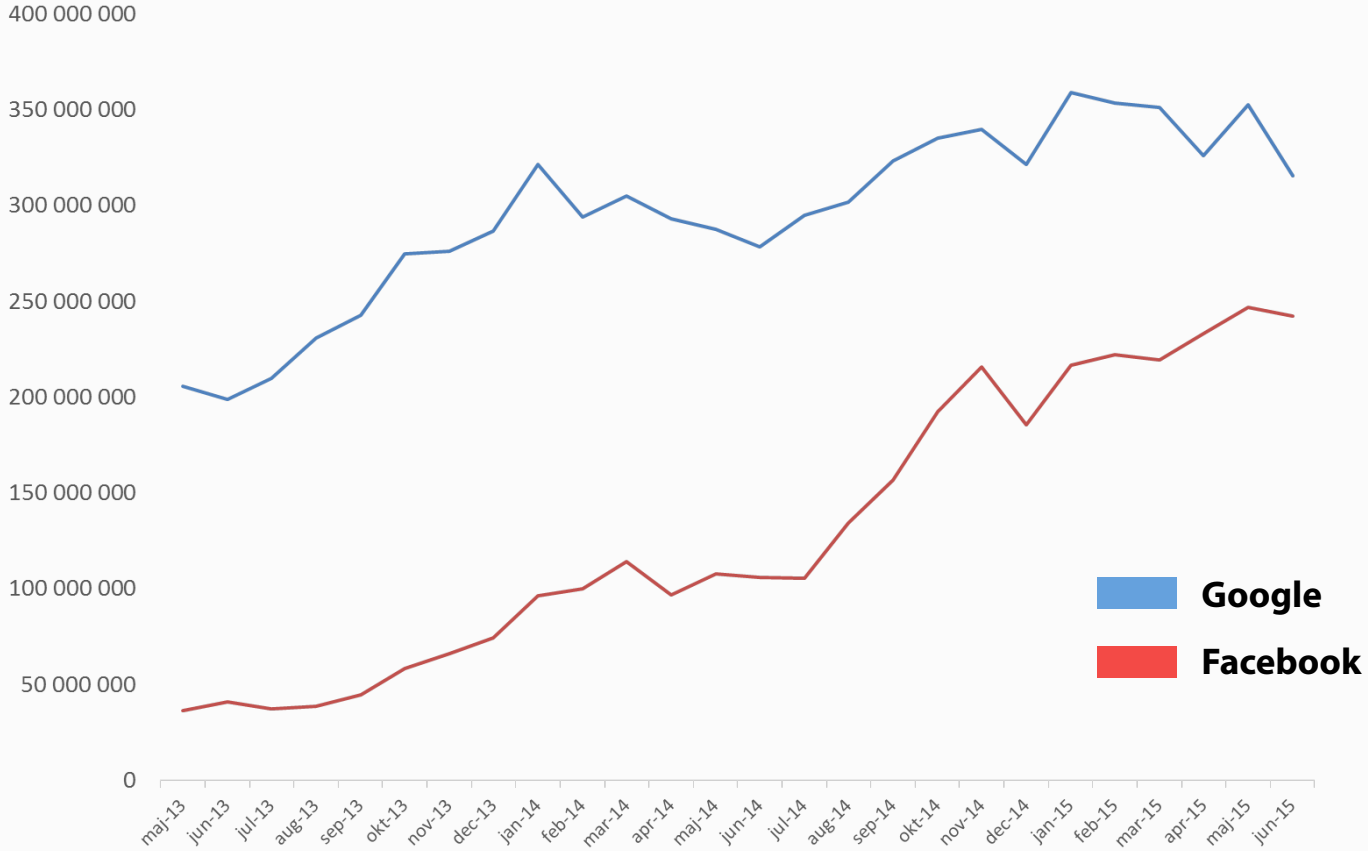
Direct traffic as % of Total Deep Links

18%

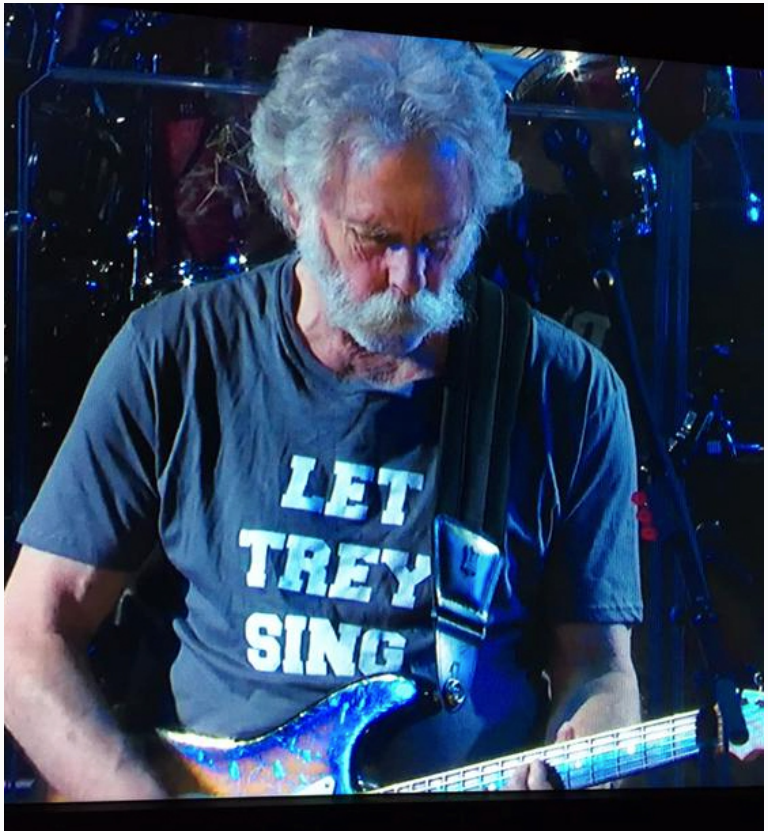
Dark Social

Dark Social

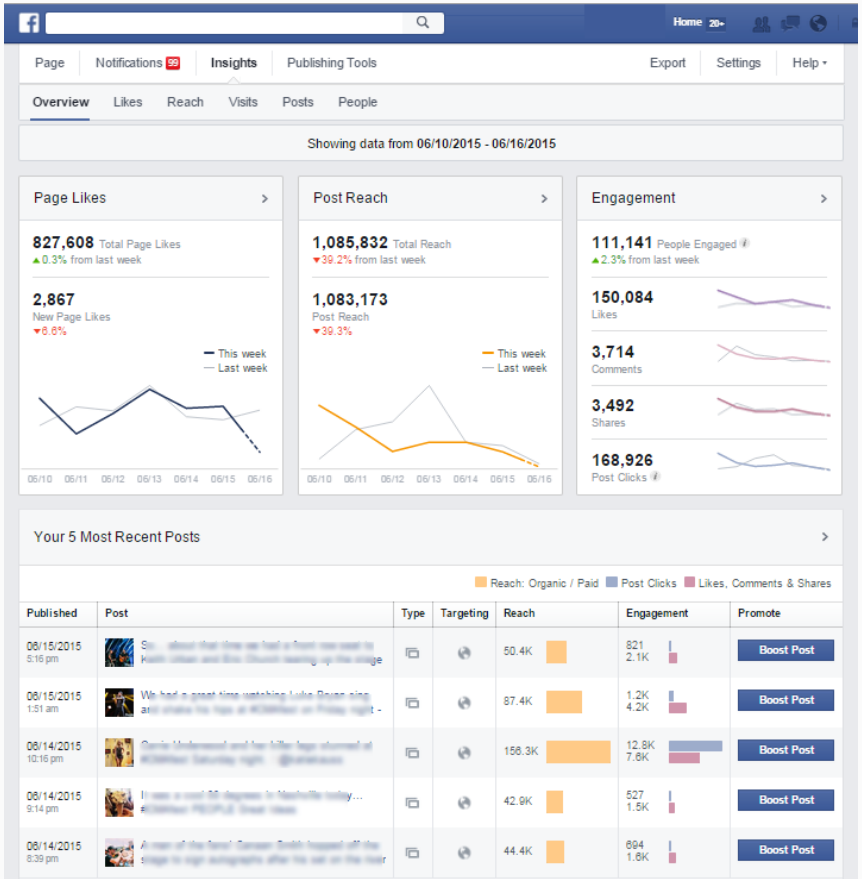
Google v. Facebook Traffic Referrals, May 2013 – Jun 2015



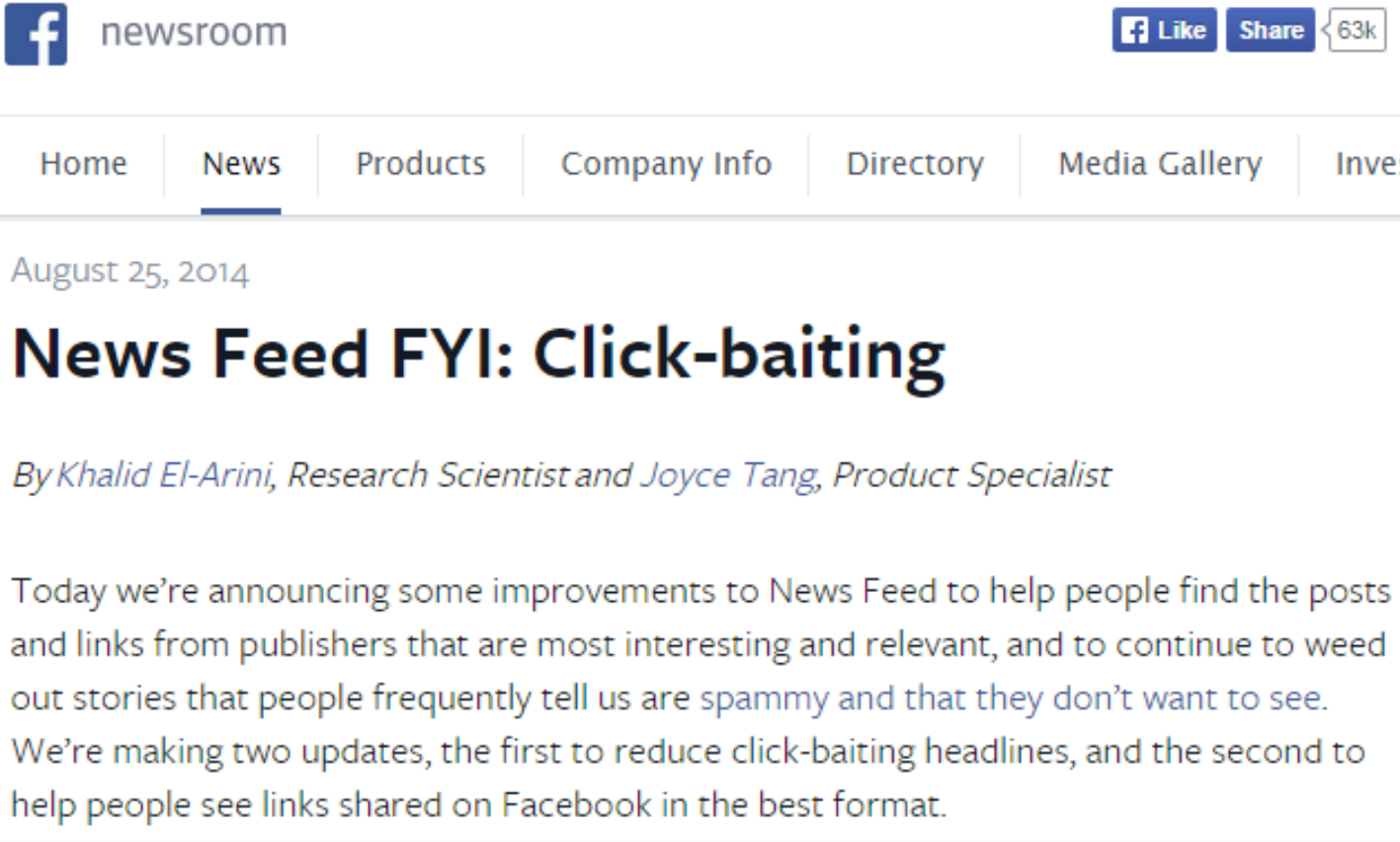
Social Works!



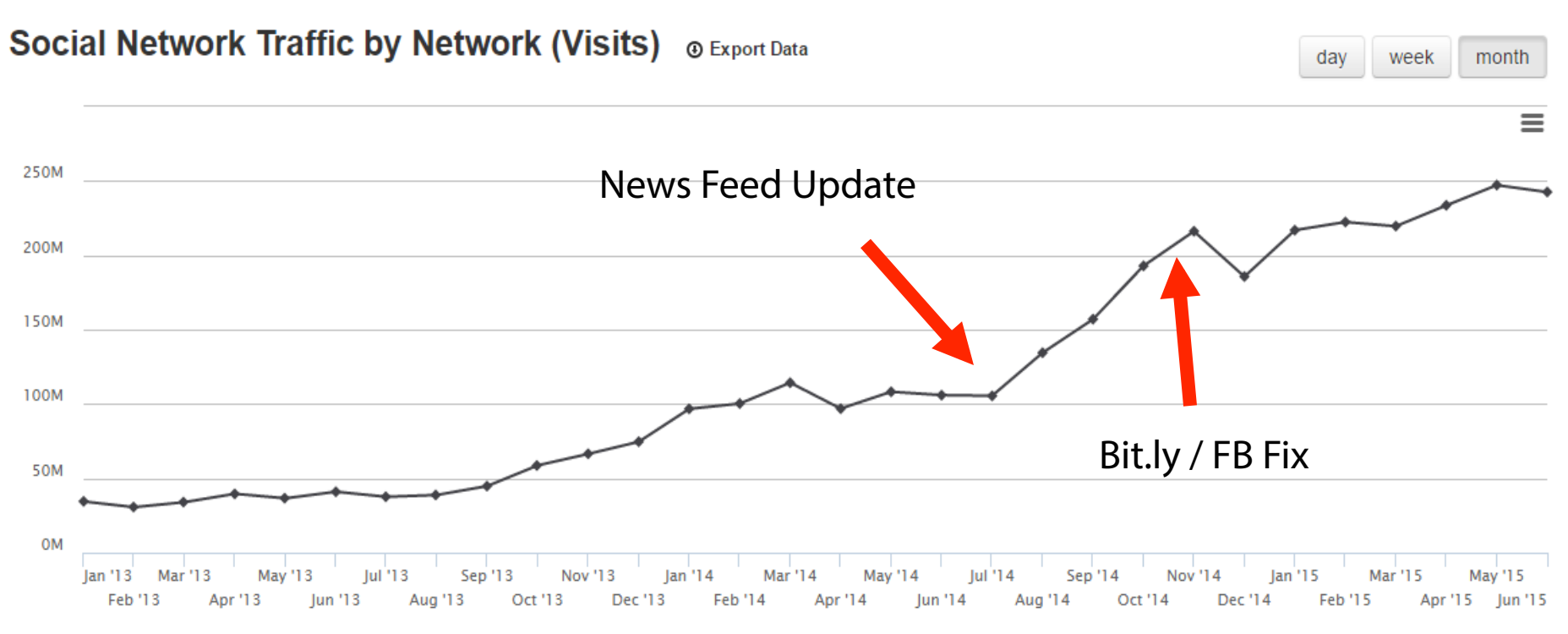
Facebook Insights



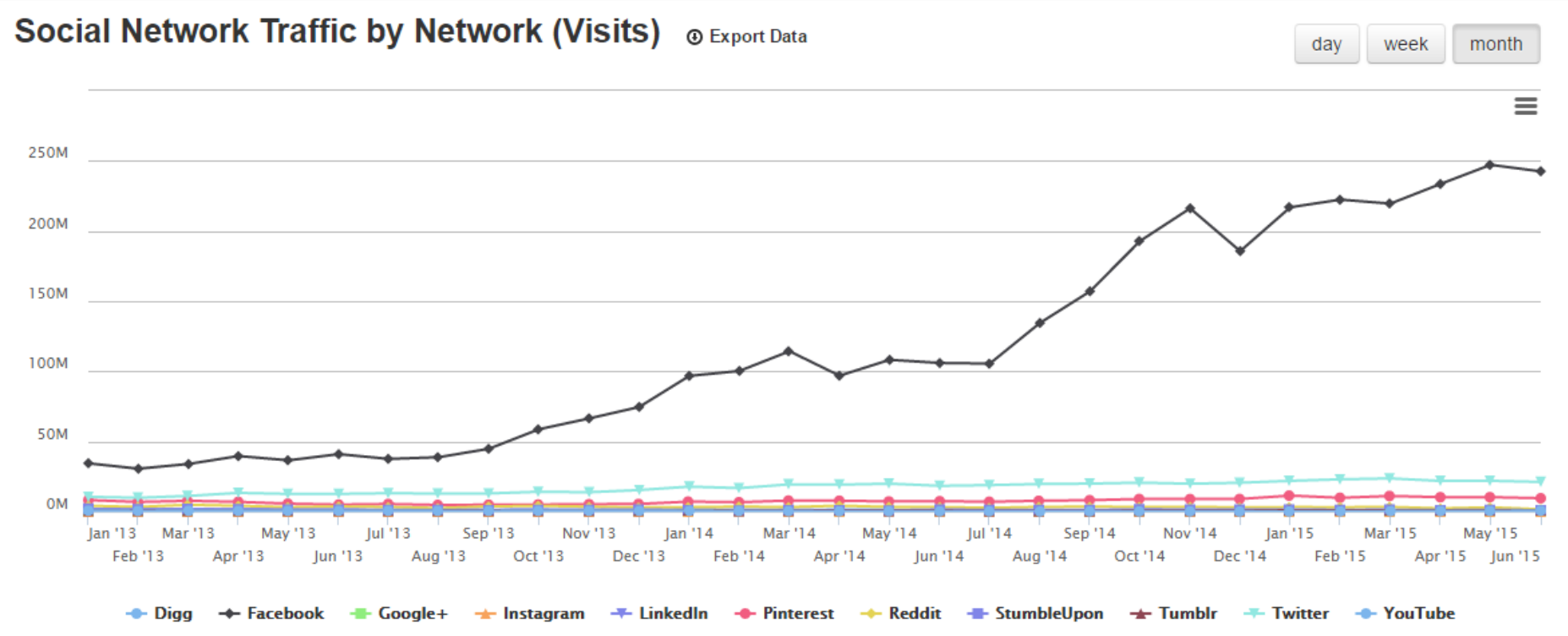
Facebook News Feed



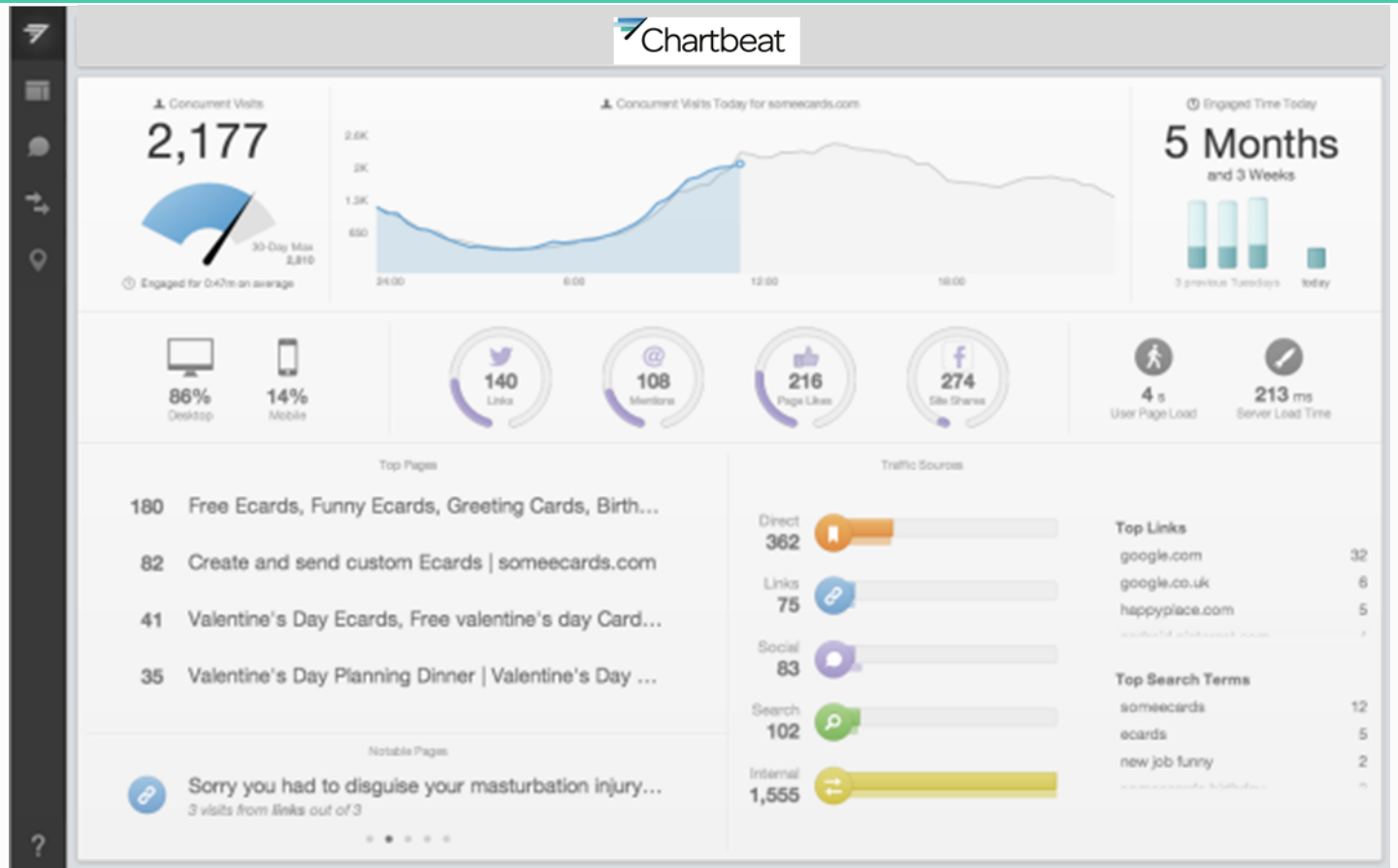
Social Network Traffic



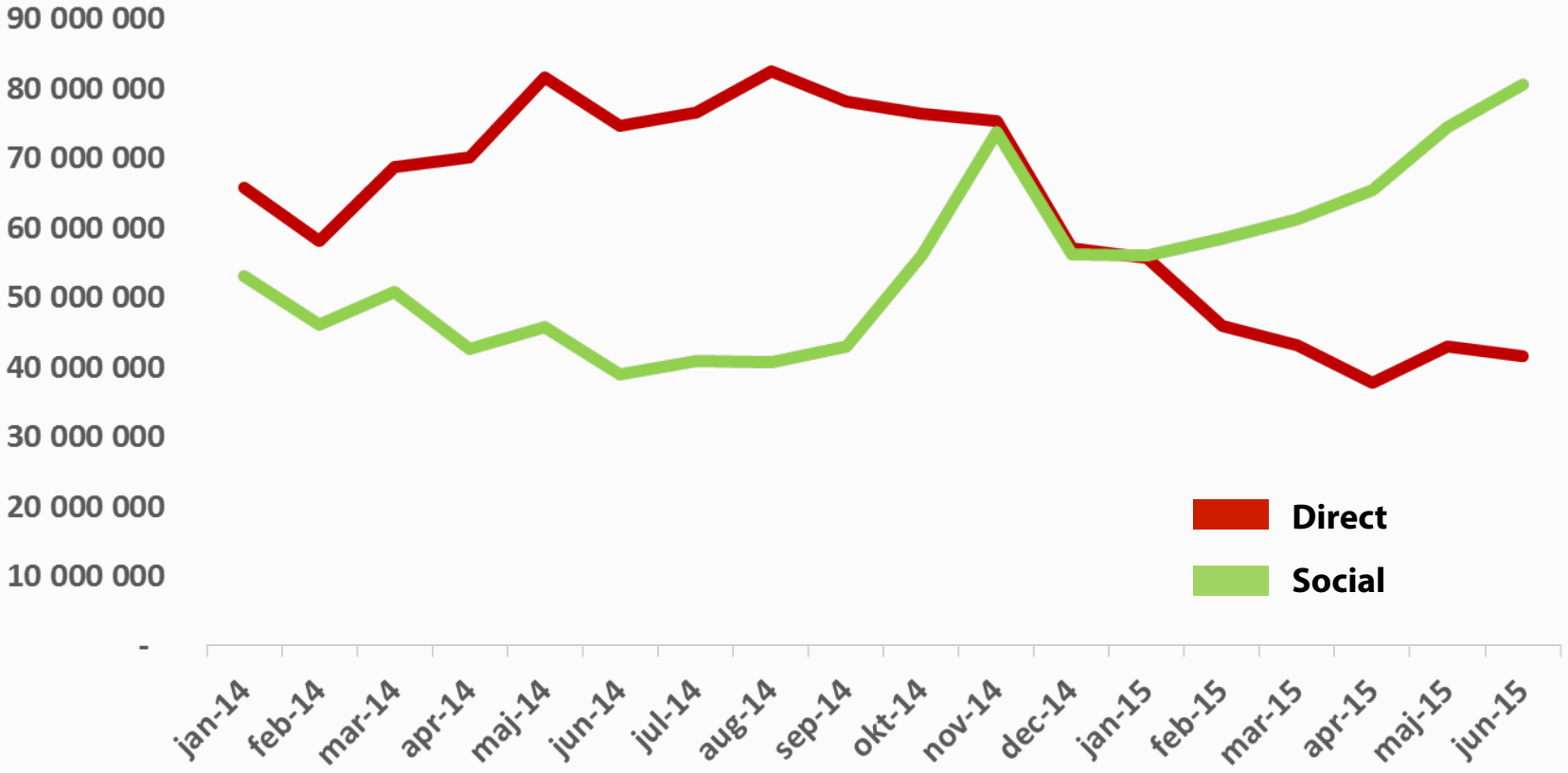
Facebook Ascending



Chartbeat


Chartbeat
Concurrent Visits
2,177
30-Day Max
2,810
Engaged for 0:47m on average
Concurrent Visits Today for someecards.com
2.5K
2K
1.5K
650
24:00
6:00
12:00
18:00
Engaged Time Today
5 Months
and 3 Weeks
3 previous Tuesdays
today
86%
Desktop
14%
Mobile
140
Links
108
Mentions
216
Page Likes
274
Site Shares
4 s
User Page Load
213 ms
Server Load Time
Top Pages
180 Free Ecards, Funny Ecards, Greeting Cards, Birth...
82 Create and send custom Ecards | someecards.com
41 Valentine's Day Ecards, Free valentine's day Card...
35 Valentine's Day Planning Dinner | Valentine's Day ...
Notable Pages
Sorry you had to disguise your masturbation injury...
3 visits from links out of 3
Traffic Sources
Direct
362
Links
75
Social
83
Search
102
Internal
1,555
Top Links
google.com 32
google.co.uk 6
happyplace.com 5
Top Search Terms
someecards 12
ecards 5
new job funny 2

Facebook


90 000 000
80 000 000
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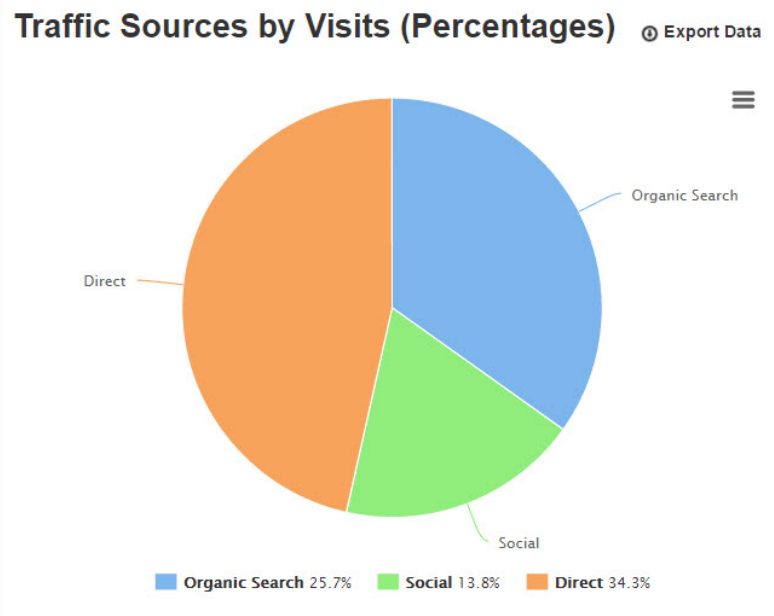
-
Direct
Social
jan-14
feb-14
mar-14
apr-14
maj-14
jun-14
jul-14
aug-14
sep-14
okt-14
nov-14
dec-14
jan-15
feb-15
mar-15
apr-15
maj-15
jun-15

Formula

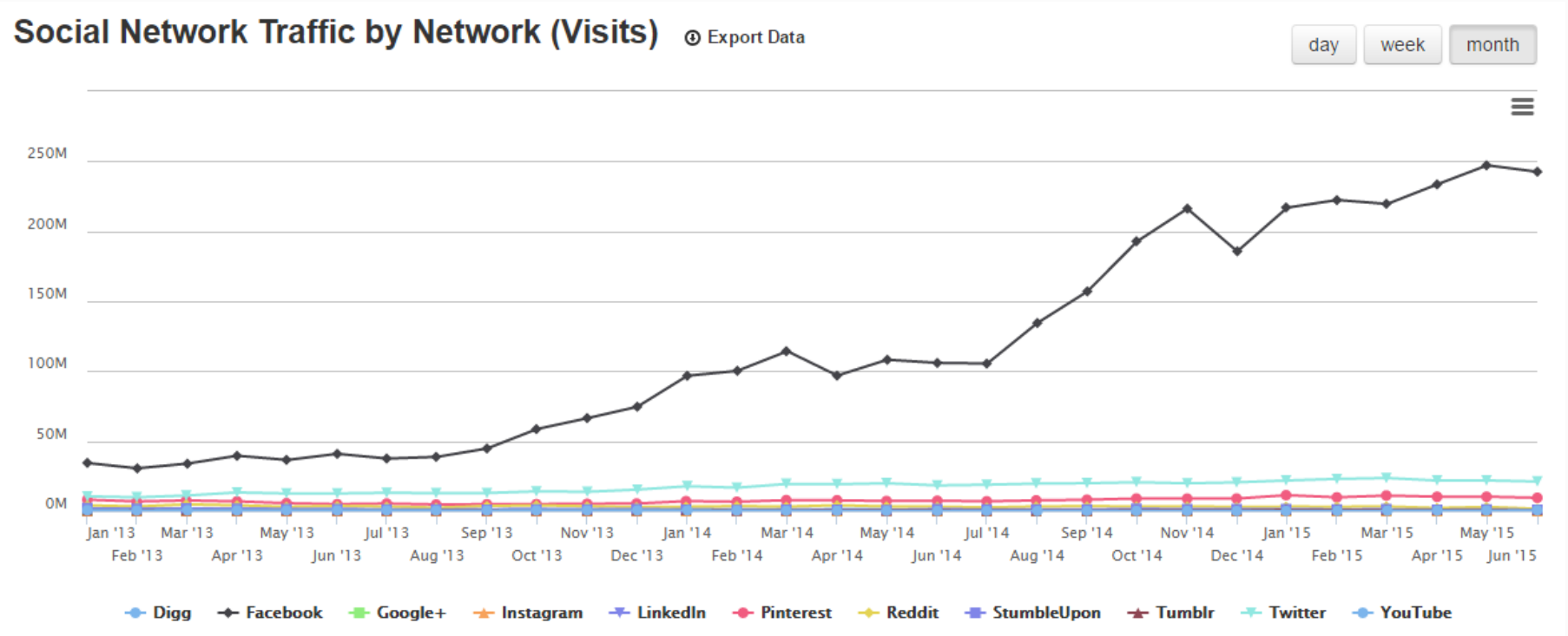
Pull Direct Traffic

Remove Home page and section fronts

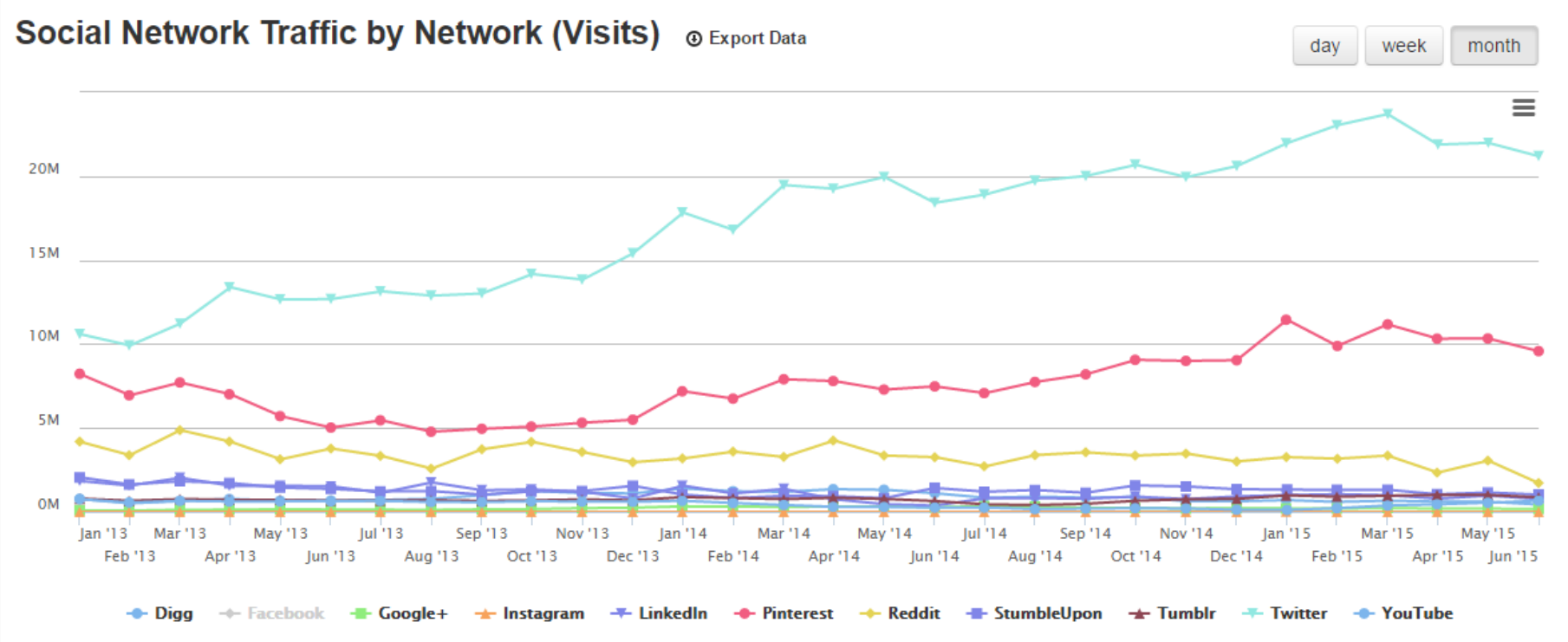
What's left is dark social



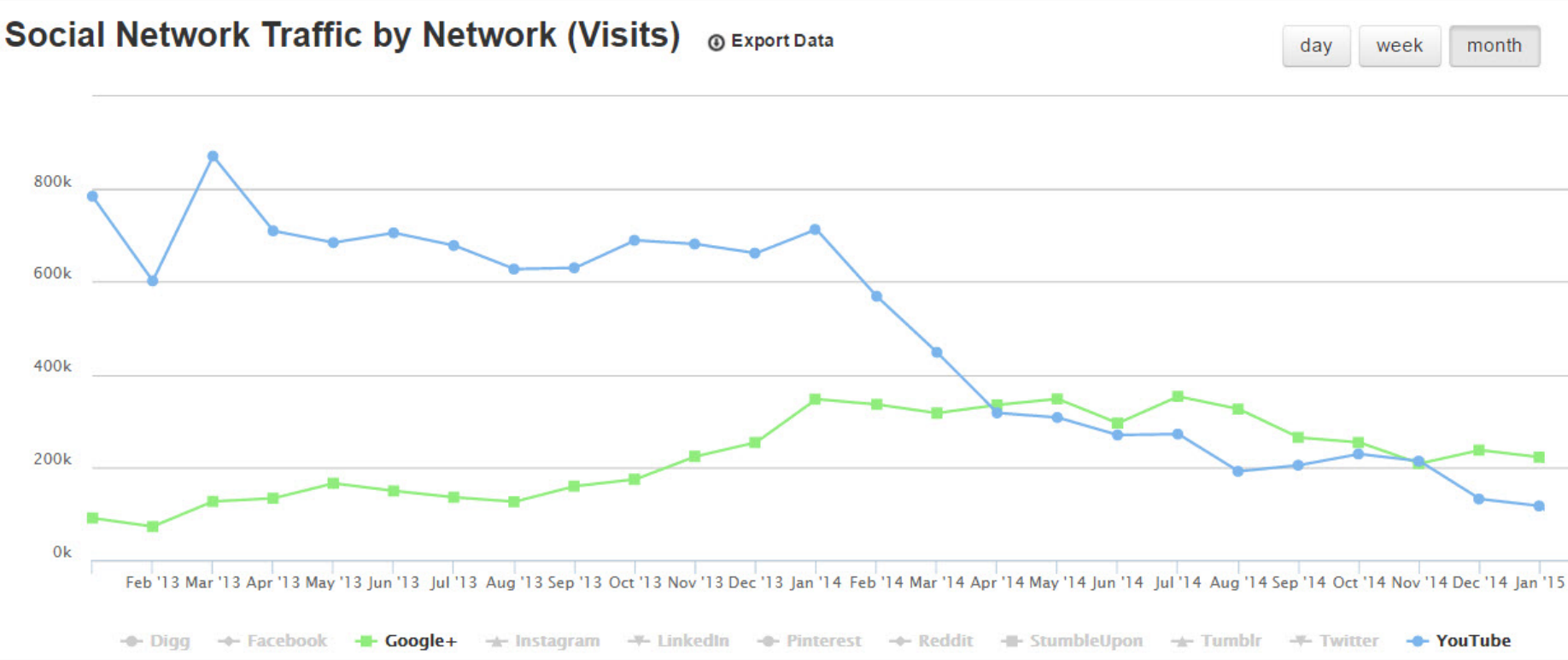
Speaking of Dark



Social by Network (–Facebook)



YouTube Where Art Thou?

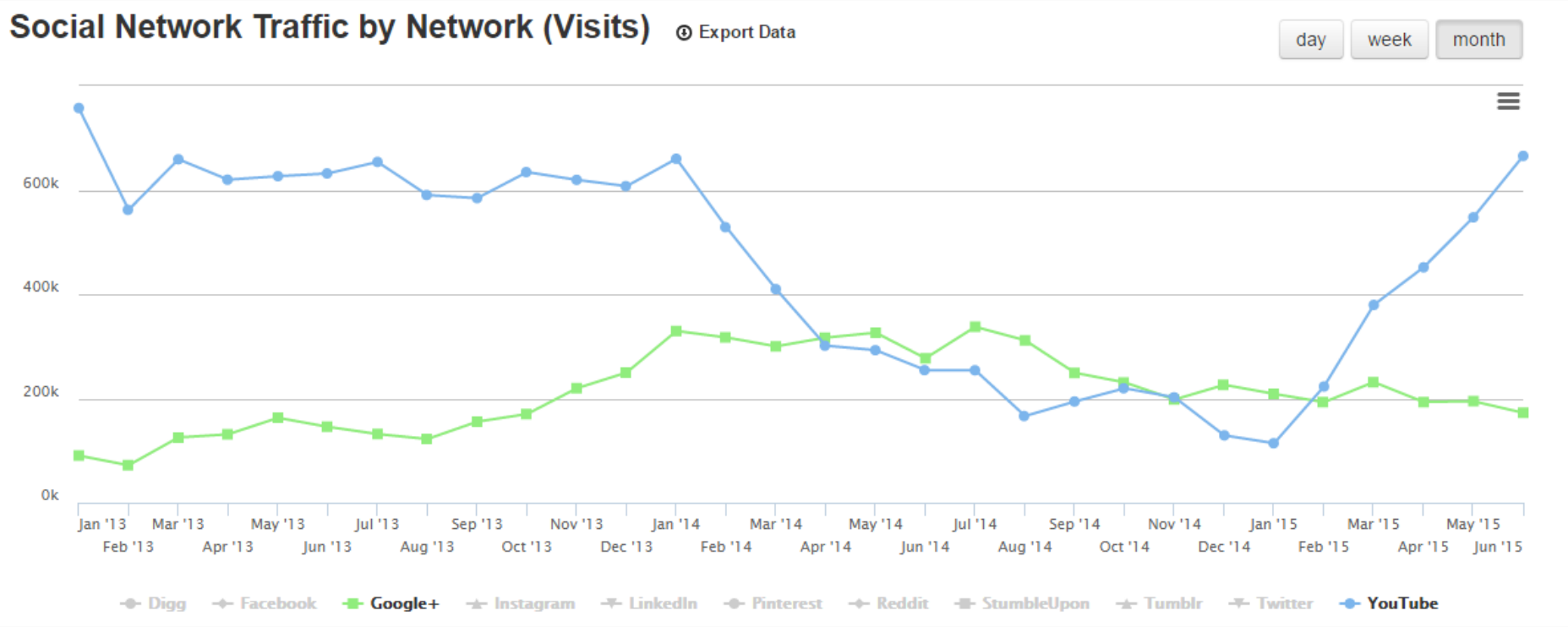


Outbound Traffic

Nearly 33% of outbound Traffic goes to YouTube – SimilarWeb

– Define Media Group

YouTube = Walled Garden



This Guy for Video

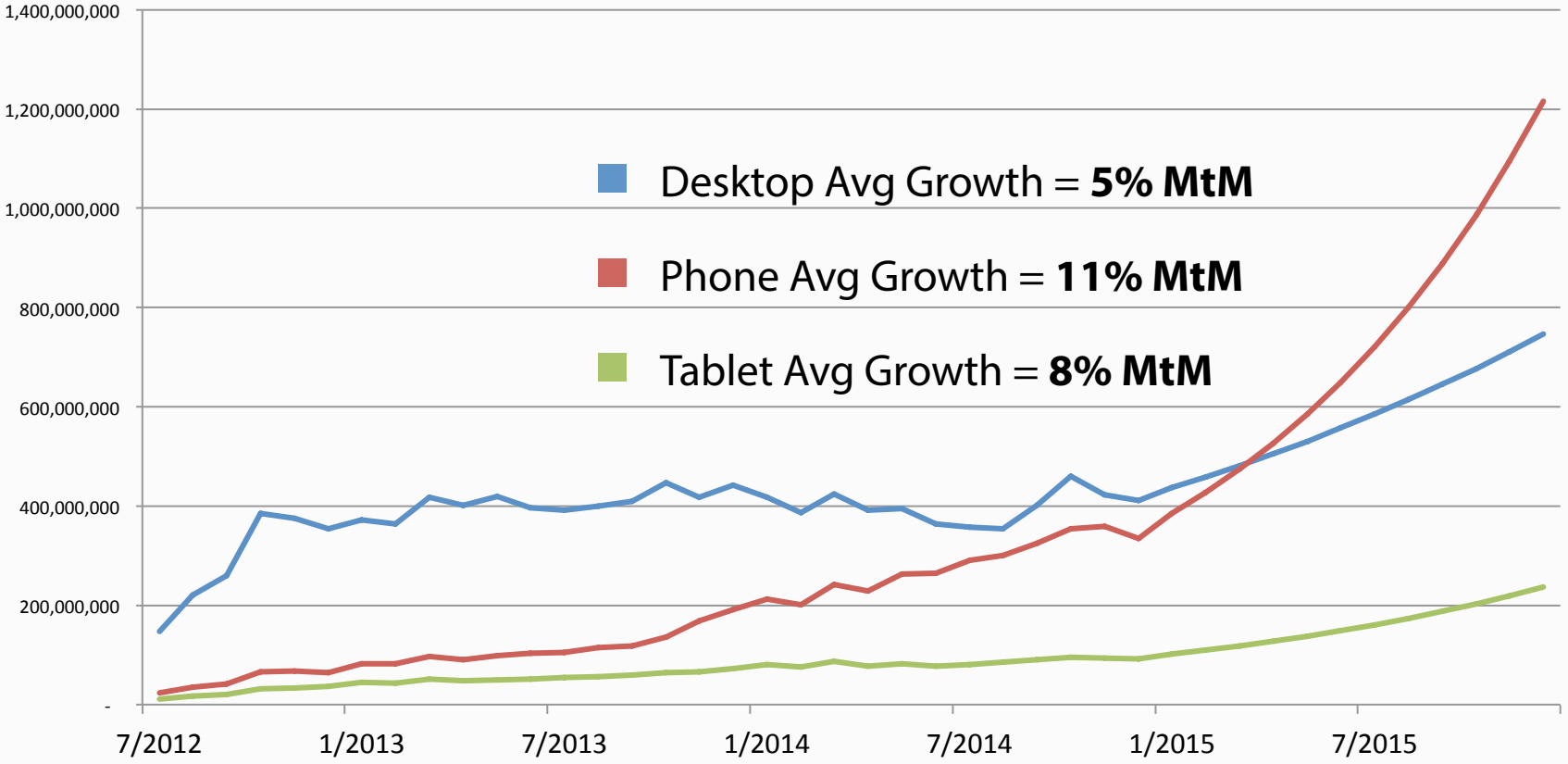
@philnottingham

https://philnottingham.com/

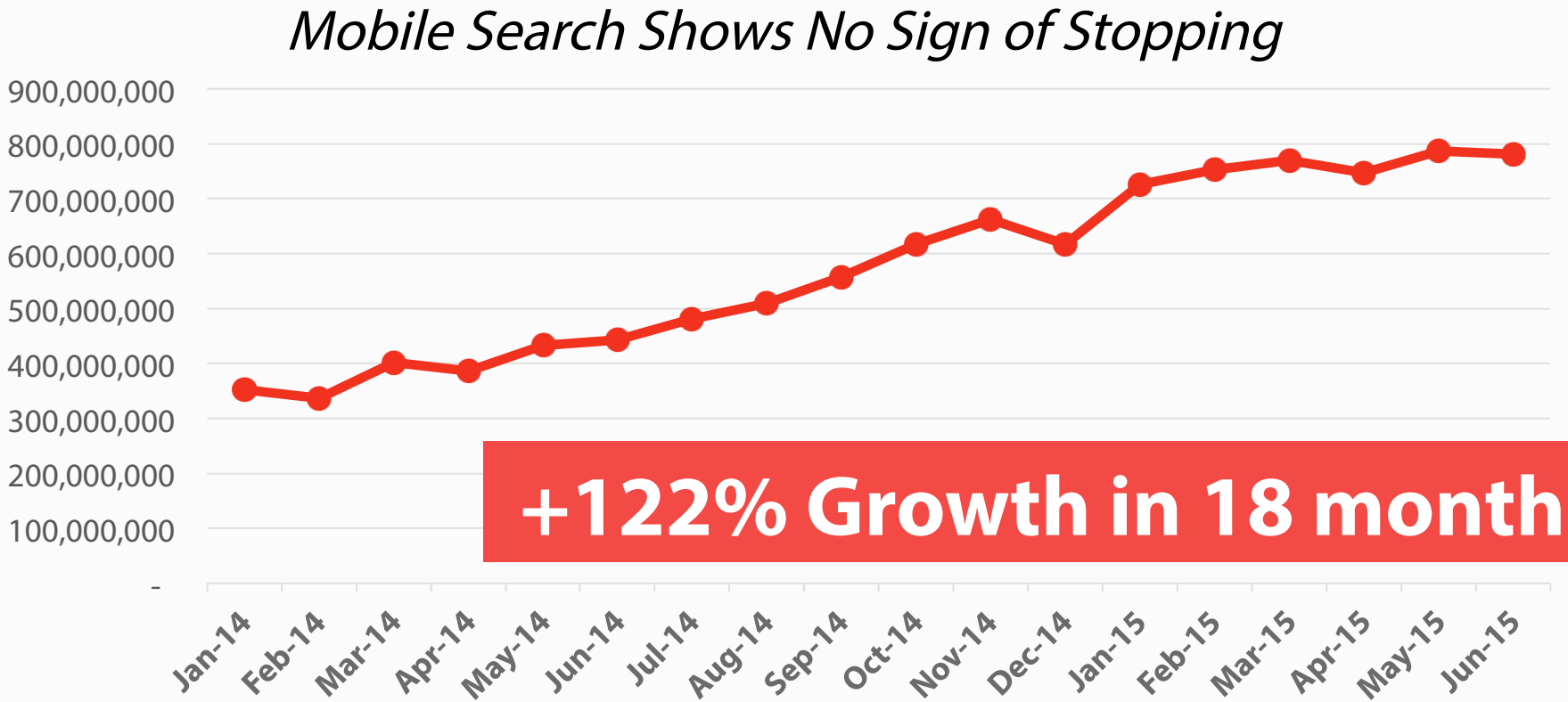
Dark Mobile

REPEAT
RÉPÉTEZ
BAZAAR
BAZAR
CLEAR
EFFACEZ
MOVE
DÉPLACEMENT
FRONTIER
FRONTIÈRE
INVENTORY
INVENTAIRE

When Will Mobile Traffic Surpass Search?



Mobilegeddeon has been happening all along



History

define media group

SERVICES OUR TEAM OUR WORK BLOG CONTACT

ENTERPRISE SEARCH MARKETING AND SEO BLOG

BLOG • JANUARY 24, 2013

YOU'RE LOSING ANDROID 4 SEARCH TRAFFIC. HERE'S HOW TO GET IT BACK.

by Shahzad Abbas

In a prior post, we wrote about how Apple's release of iOS 6 in September led to a decrease in reported search traffic. Within the Safari search bar, the search referrer string is no longer being passed, so a [...]

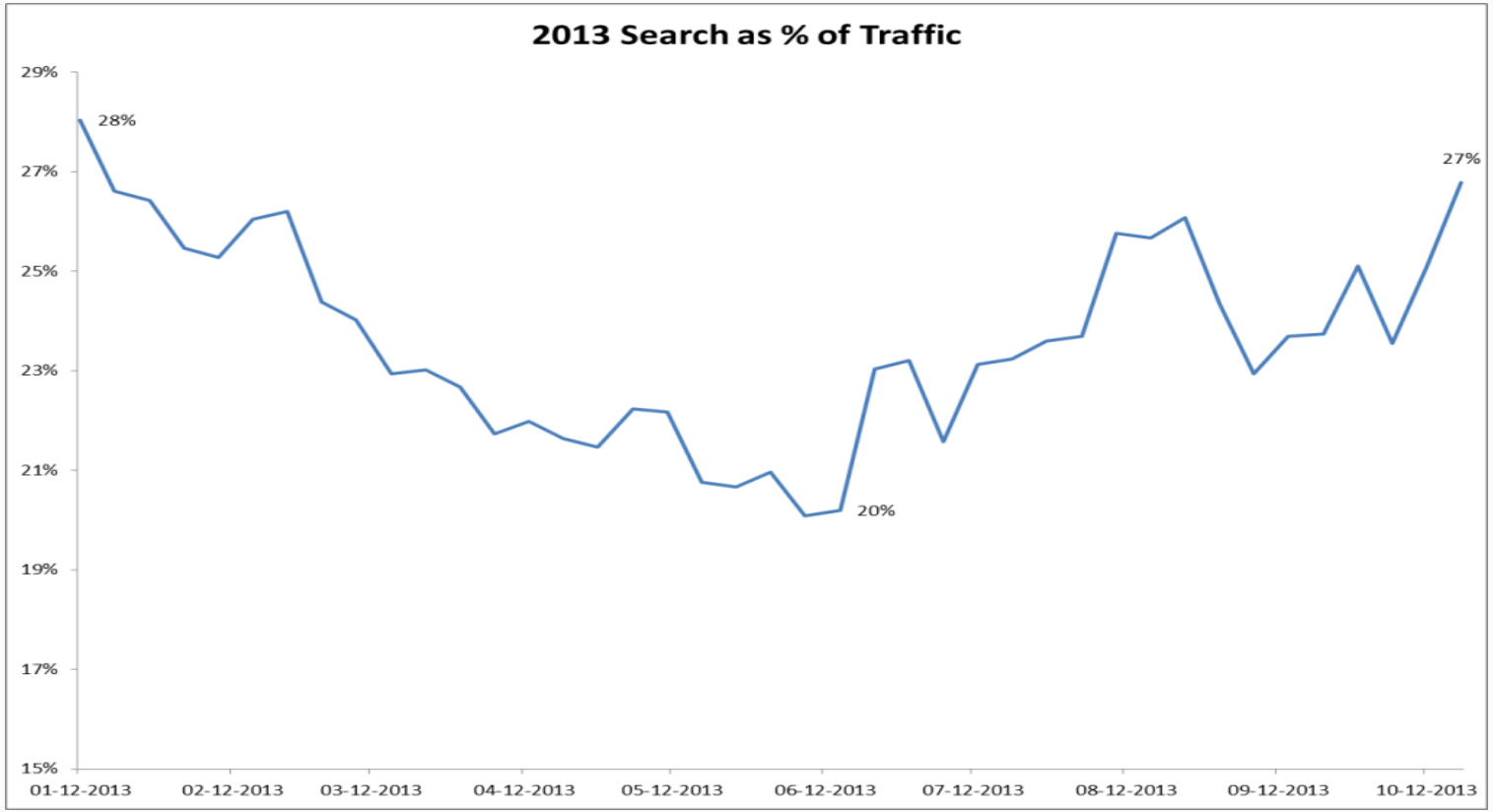
BLOG • DECEMBER 18, 2012

HEY SIRI: WHY AM I LOSING 9% OF MY SEO TRAFFIC FROM IOS?

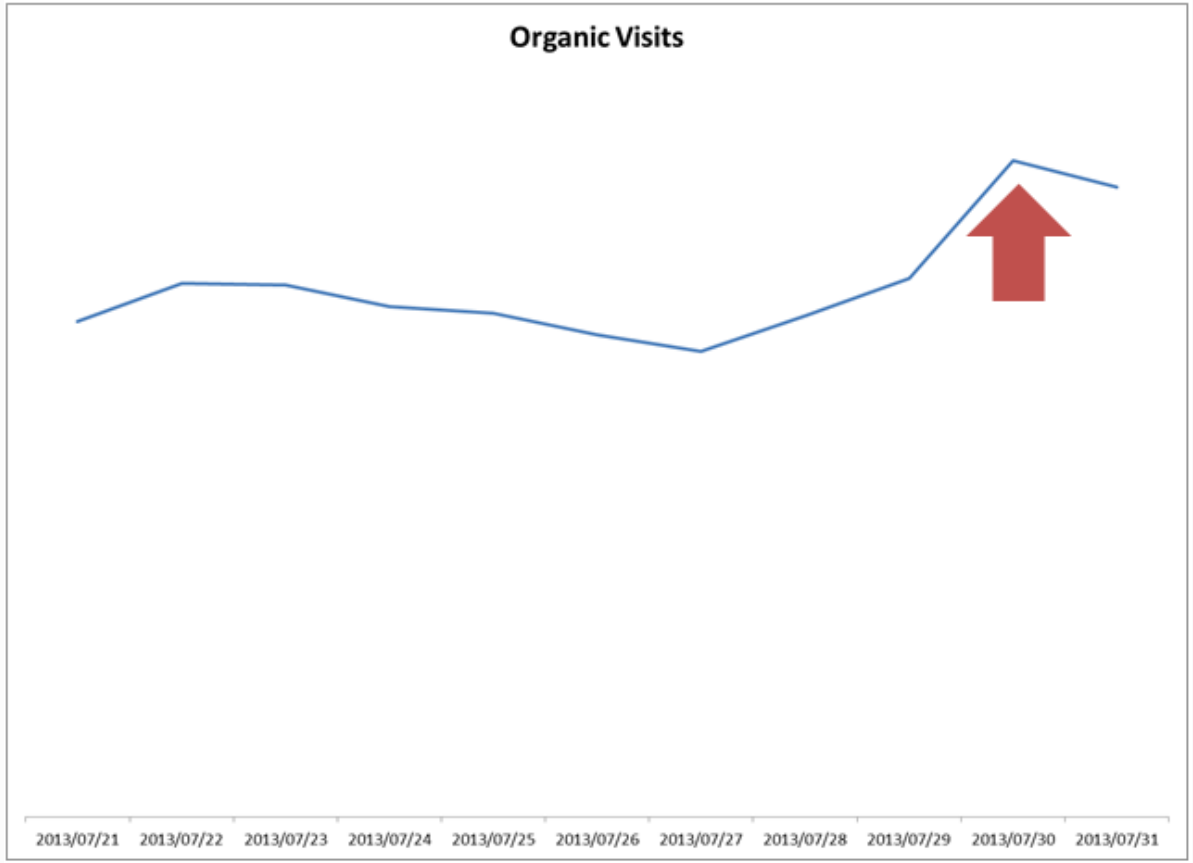
by Shahzad Abbas

When iOS 6 was released in September, there was an unexpected yet all-too-familiar impact on those of us who rely on search data for a living. iPad and iPhone search traffic was suddenly obscured. Google was caught off-guard by this [...]

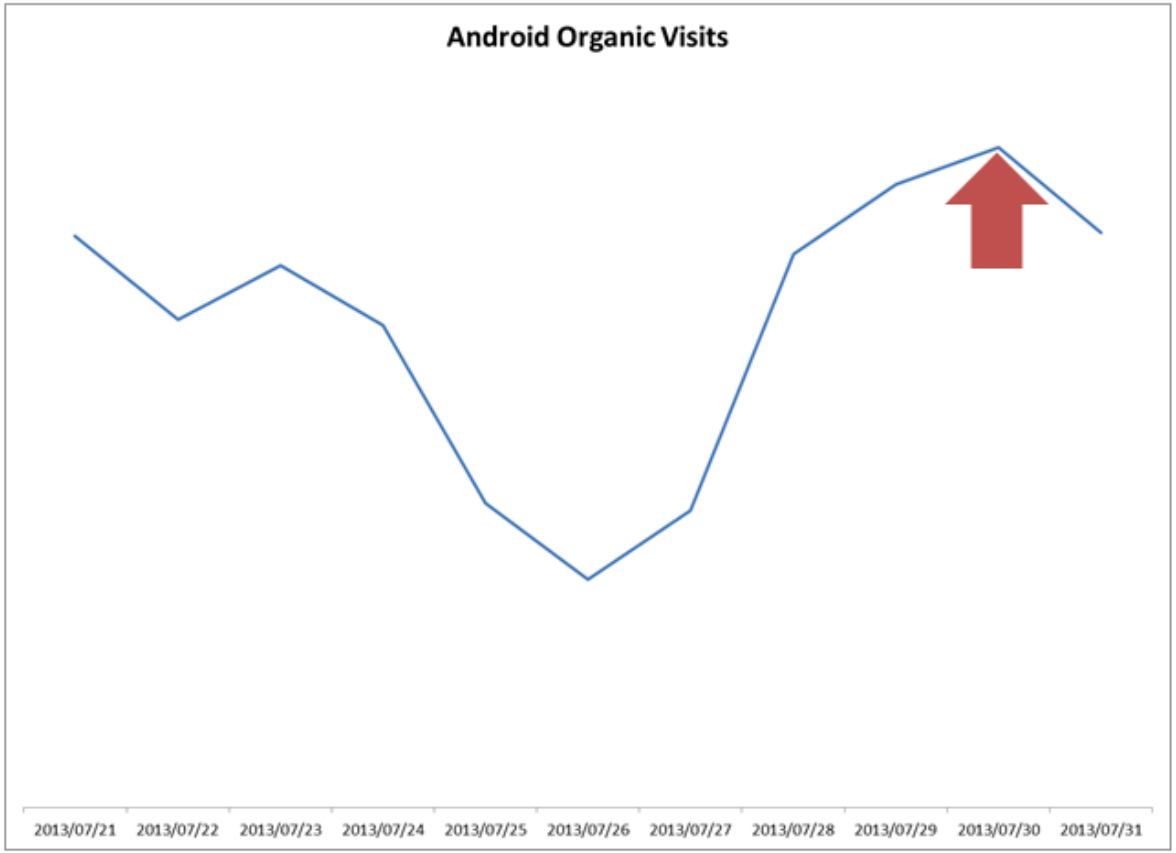
Dark Search Mobile - History



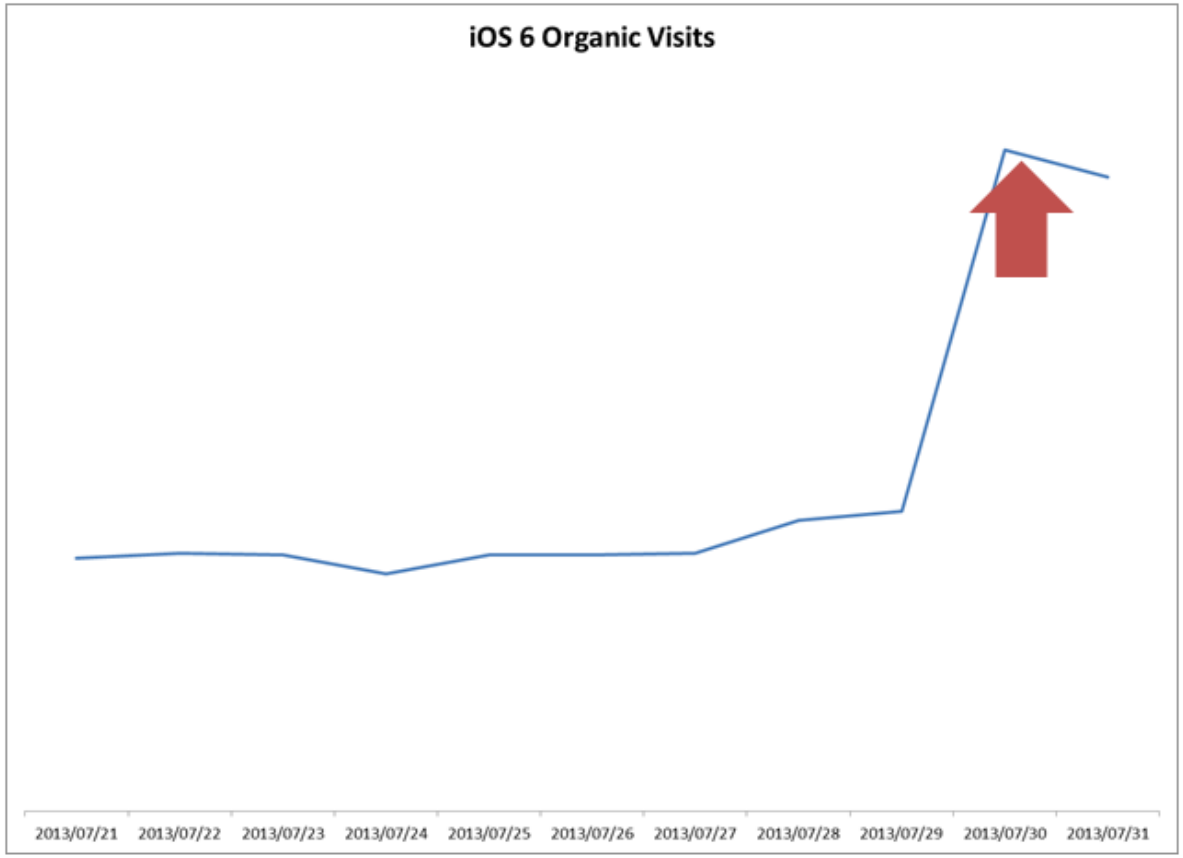
Organic Search



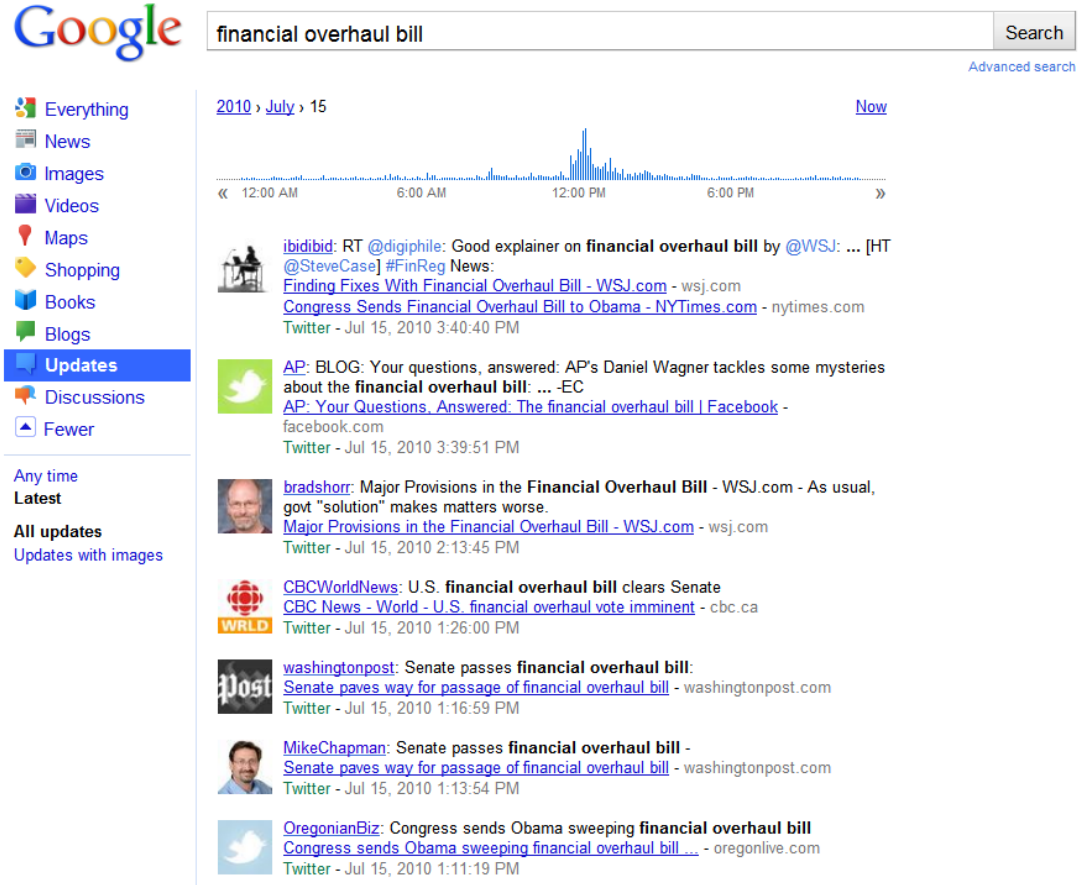
Android Organic Visits



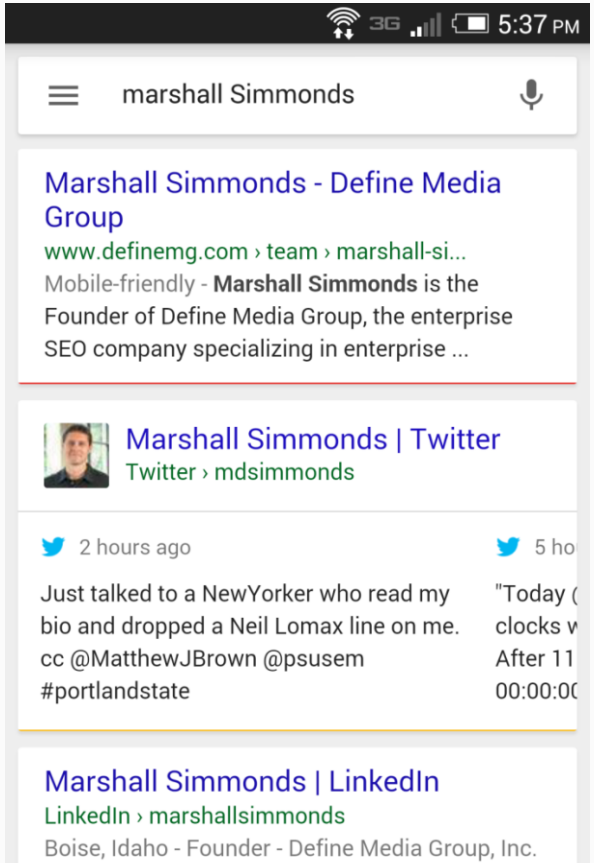
iOS 6 Organic Visits

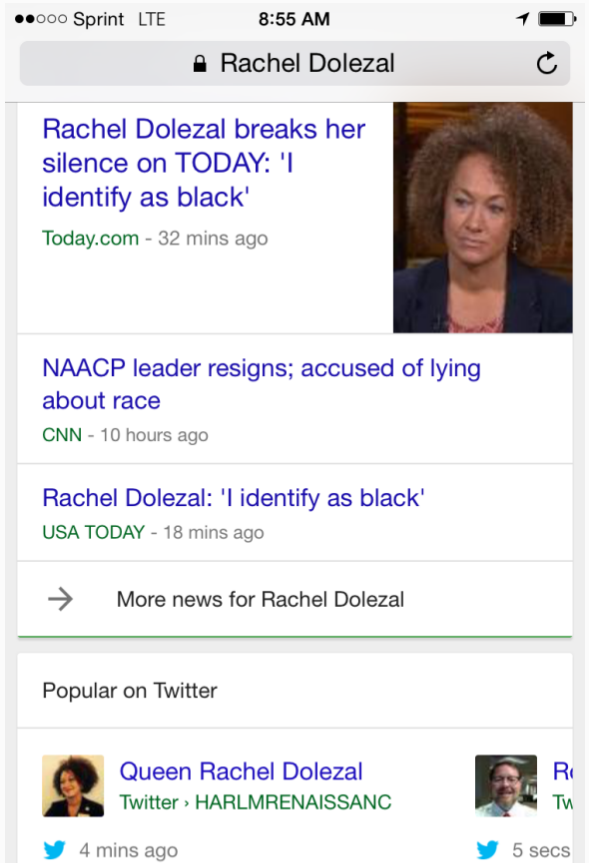


The Firehose Cometh

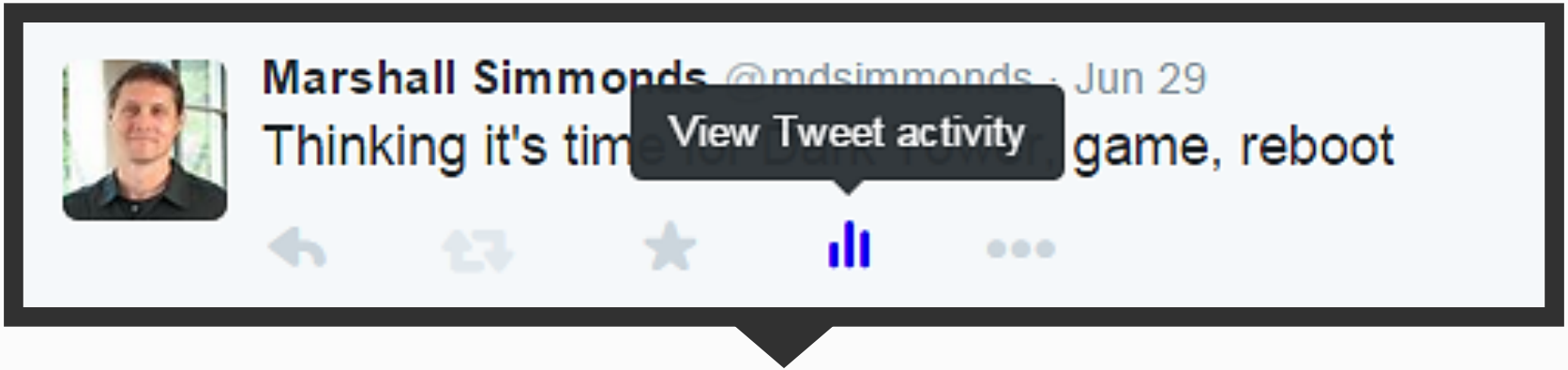


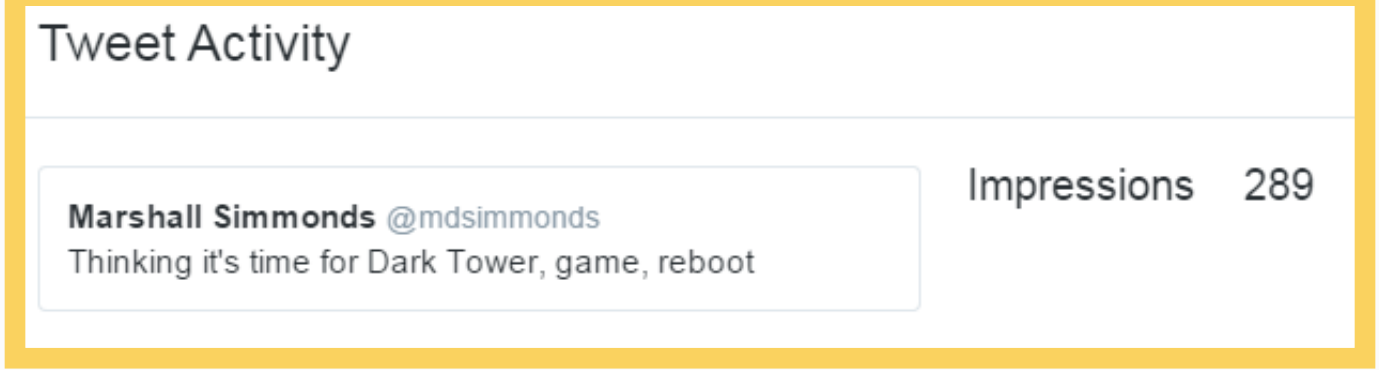
Twitter on Mobile



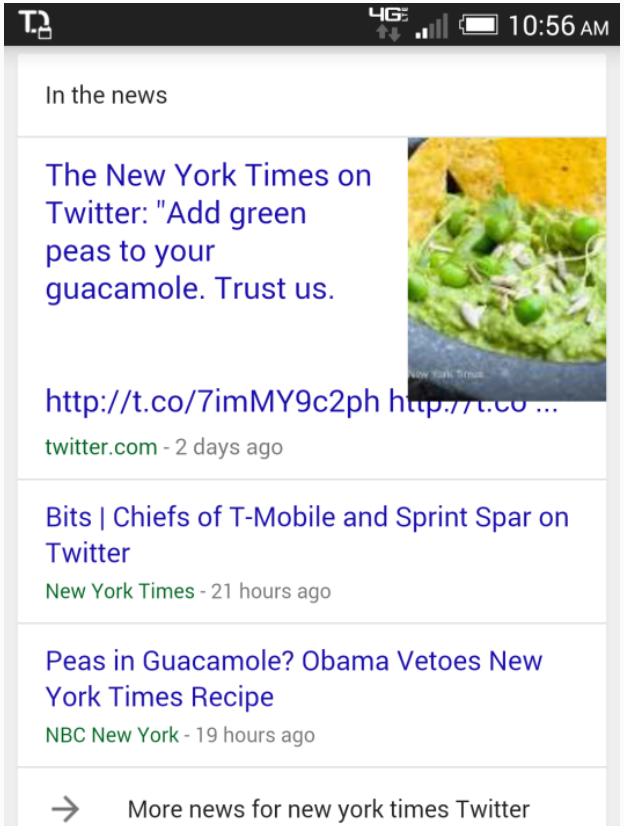


Twitter on Mobile





In the News


10:56 AM
In the news
The New York Times on Twitter: "Add green peas to your guacamole. Trust us.
http://t.co/7imMY9c2ph
twitter.com - 2 days ago
Bits | Chiefs of T-Mobile and Sprint Spar on Twitter
New York Times - 21 hours ago
Peas in Guacamole? Obama Vetoes New York Times Recipe
NBC New York - 19 hours ago
More news for new york times Twitter

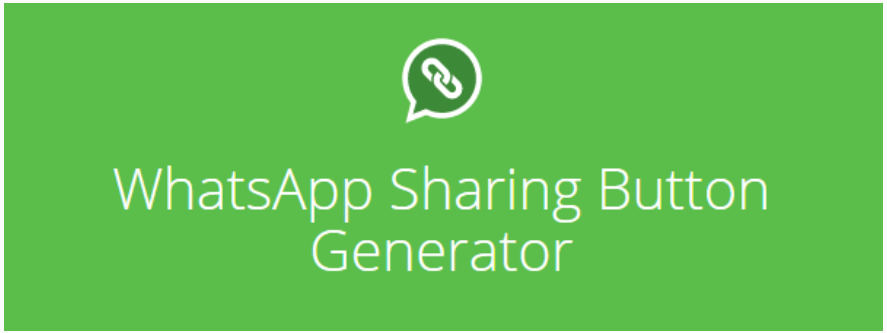
Twitter Mobile Results

Safari and Google App pass accurate Organic referrer data!

Chrome mobile browser passes accurate Organic referrer data!

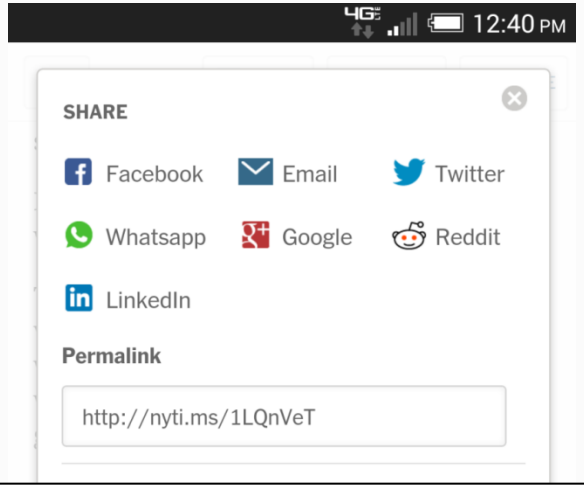
Android Search App **passes referrer data as Direct**!

WhatsApp?



SnapChat

App Tracking



Full list of schemas to support many different deep app links:
http://www.gotschemes.com/deeplinks/

```
▼<li data-share="WhatsApp">
  ▼<a href="whatsapp://send?text=Now%20Europe%20Must%20Decide%20Whether%20to%20Make%…urope-must-decide-whether-to-make-an-example-of-greece.html&mwrsm=WhatsApp" target="_blank" data-action="share/whatsapp/share">
      <i class="icon icon-share-whatsapp"></i>
```

iOS App Indexation

Measure Deep Link Performance

App Indexing for iOS is currently available in limited release only.

We've made the documentation public so that you can prepare your app to be indexed by Google. We're working hard to make this feature publicly available as soon as we can. You can express interest in qualifying for the limited release by filling out our interest form.

Note: Indicating your interest does not guarantee that your iOS deep links will appear in Search.

https://developers.google.com/app-indexing/ios/referrer

Android App Indexation

Set Up Your Android App for App Indexing

Participating in App Indexing currently requires that your app has corresponding content on the web that has also been indexed by Google. If you have an app without corresponding web-page content, and you'd like it discovered by Google Search, fill out our app-only interest form.

https://developers.google.com/app-indexing/android/app

Google Search Console

Google | Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

Rolling out the red carpet for app owners in Search Console

Posted: Friday, May 22, 2015

+1 372

Wouldn't it be nifty if you could track where your indexed app content shows up in search results, for which queries, which app pages are most popular, and which ones have errors? Yeah, we thought so too! So we've equipped our freshly renamed Search Console with new reports to show you how Google understands and treats your app content in search results.

Our goal is to make Search Console a comprehensive source of information for everyone who cares about search, regardless of the format of their content. So, if you own or develop an app, Search Console is your new go-to place for search stats.

Add your app to Search Console

Google Search Console

Google Analytics SDK v4 for Android - Getting Started

This document describes how to get started using the Google Analytics SDK v4 for Android.

https://developers.google.com/analytics/devguides/collection/android/v4/

This Guy for Mobile

@justinrbriggs

https://briggsby.com/

App Search/Store Optimization

App Indexing & The New Frontier of SEO: **Apple Search + iOS App Indexing**

App Indexing Methods for Apple Search

	CoreSpotlight	NSUserActivity	Web Markup
What It's Used For	Indexing app screens that contain private/ personal data	Indexing private and public navigation points in the app	Indexing public app screens that mirror content on the web
Corresponding Web Content Required?	X	X	√
What Gets Indexed	CSSearchableItem (like an item in a sitemap/ database)	App Activity (like a 'bookmark')	App Deep Link (like a webpage URL)
Add Code to:	App	App	Website
Where It Gets Indexed	Device Index Only	Device Index and/ or Cloud Index*	Cloud Index Only
Meta Data in Search Result Comes From…	CSSearchableItemAttributeSet	NSUserActivity Attribute Markup	Schema and/ or OG Tags

*must be "promoted" to Cloud Index after user engagement threshold crossed

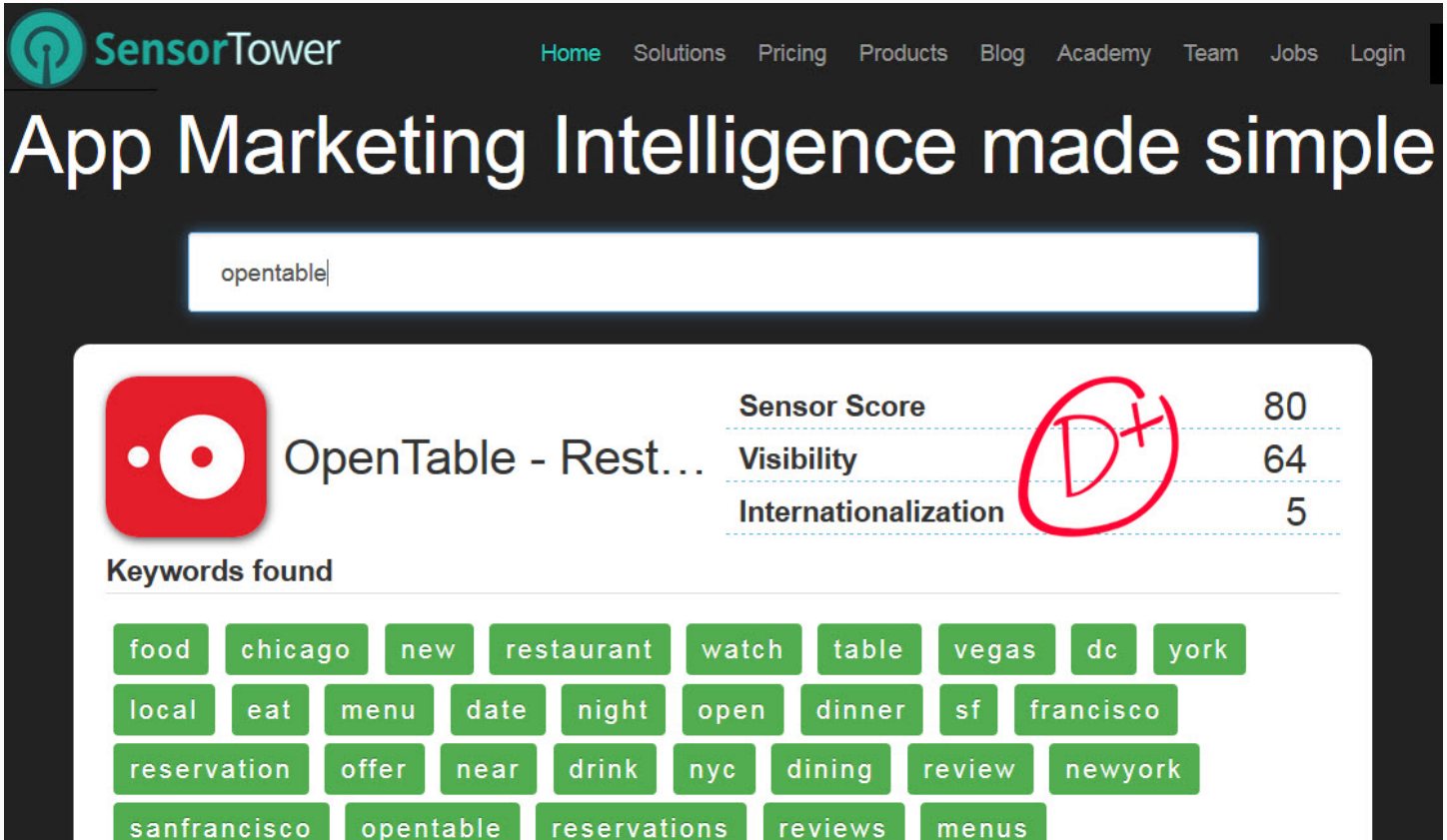
http://bit.ly/MozConASO

Emily Grossman

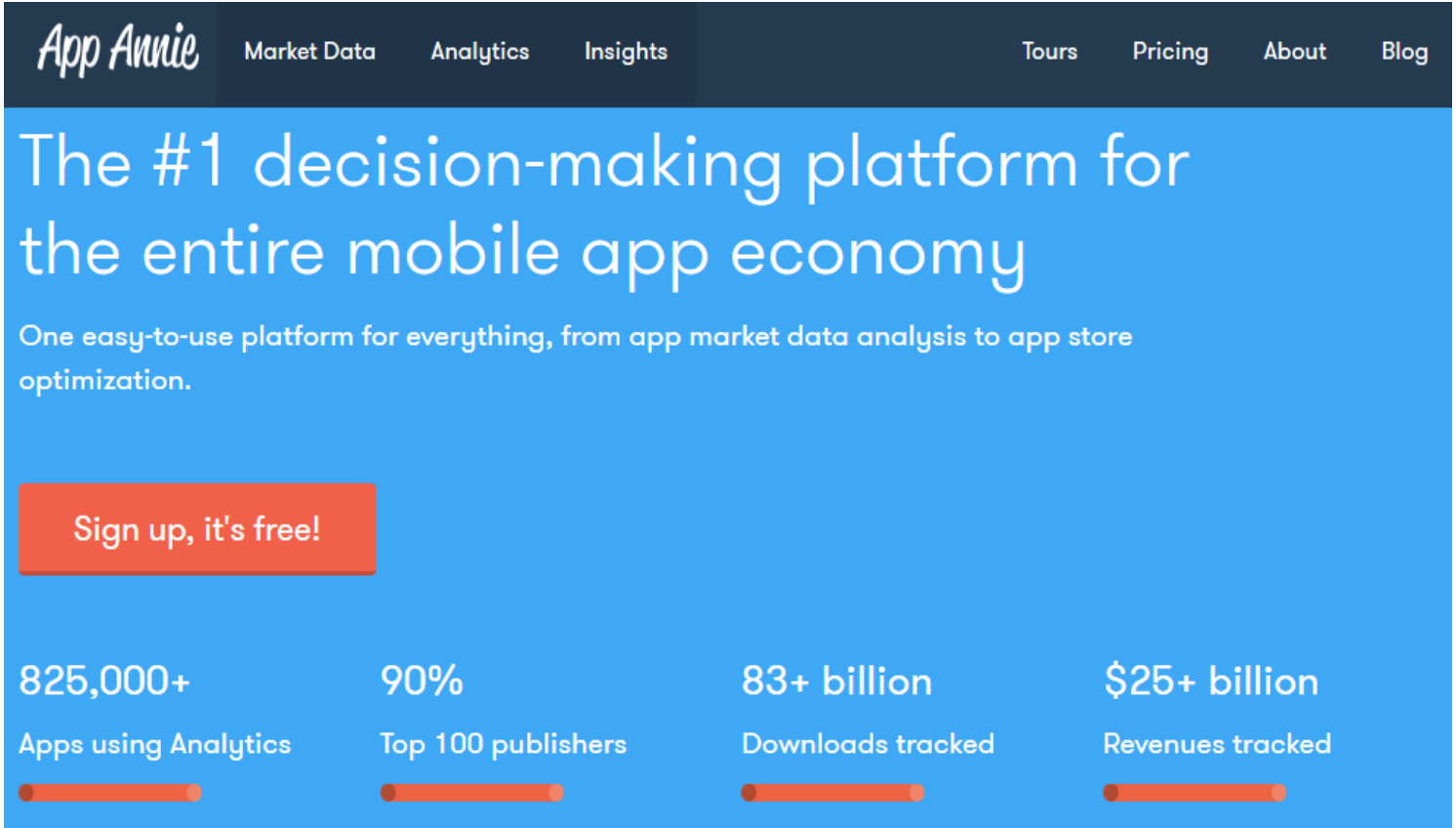
Follow @goutaste

Mobile Marketing Specialist

SensorTower



App Annie

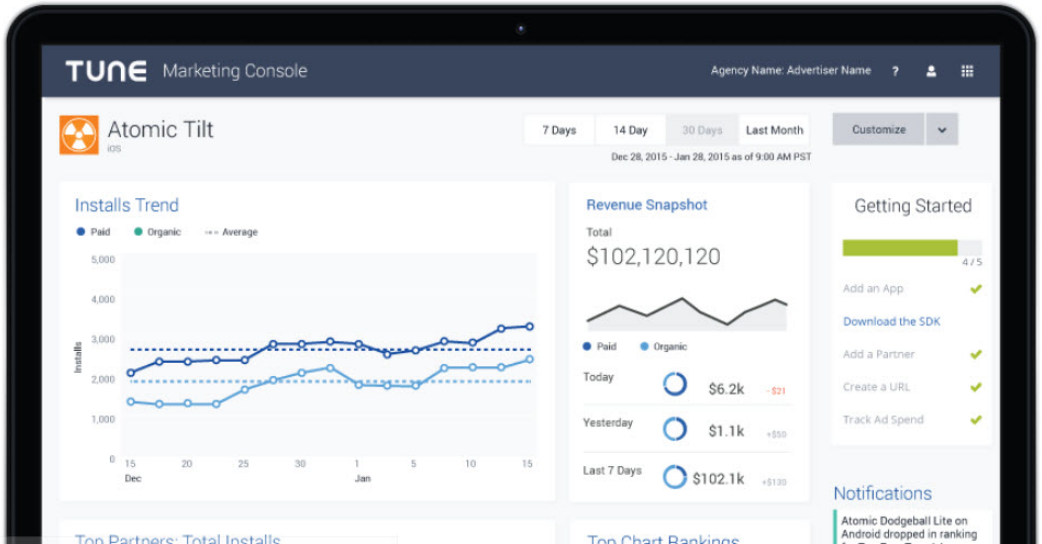

App Annie
Market Data
Analytics
Insights
Tours
Pricing
About
Blog
The #1 decision-making platform for the entire mobile app economy
One easy-to-use platform for everything, from app market data analysis to app store optimization.
Sign up, it's free!
825,000+
Apps using Analytics
90%
Top 100 publishers
83+ billion
Downloads tracked
$25+ billion
Revenues tracked

Tune.com

TUNE

mobile marketing console

Bring your **paid**, **organic**, and **owned**
marketing channels together in one place.



Takeaways

Be Aware

Beware Misinformation

HTTPs is not an SEO strategy

Check metrics with New Browser Releases

Image Search Traffic is dead

Quantify Direct Traffic – is it social or search?

Takeaways

YouTube traffic is dead

Facebook IS fixing things but still obscuring data

Twitter Strategy

New iOS/Android release check referrers

Add WhatsApp share links

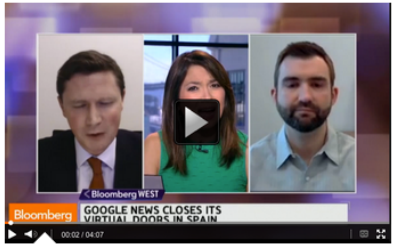
ASO is the new SEO

DMG Blog

define media group

SERVICES OUR TEAM OUR WORK BLOG CONTACT

ENTERPRISE SEARCH MARKETING AND SEO BLOG



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ADAM SHERK SPEAKS ON BLOOMBERG TV: "WHY GOOGLE NEWS IS SHUTTING ITS DOORS IN SPAIN"

by Shahzad Abbas

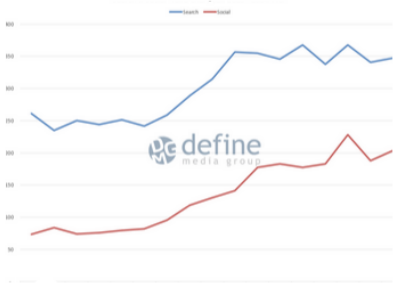
Define Media Group Vice President of SEO and Social Media Adam Sherk and Keane Legal Media Lawyer Benoit Keane discuss Google's closure in Spain over a tax dispute. They speak on "Bloomberg West." (Source: Bloomberg)

BLOG • APRIL 14, 2015

THE FACEBOOK AND GOOGLE DUOPOLY

by Shahzad Abbas

It's common knowledge that Google has a monopolistic hold on search traffic. comScore's widely cited numbers place Google's search market share at 67%, followed by Bing at 19% and Yahoo at 10%. But based on our internal data, comScore



BLOG • JULY 15, 2014

THE 2014 MID-YEAR DIGITAL TRAFFIC REPORT

by Shahzad Abbas

With 2014 now more than halfway done, we wanted to provide an update on the major search and social trends we're seeing across our network. In many ways, the data in this post is an update to our "Hey Buzzfeed, [...]

DMG Team – The Fedaykin of the Web

THANK YOU

MARSHALL SIMMONDS

Define Media Group, Inc.

@mdsimmonds