



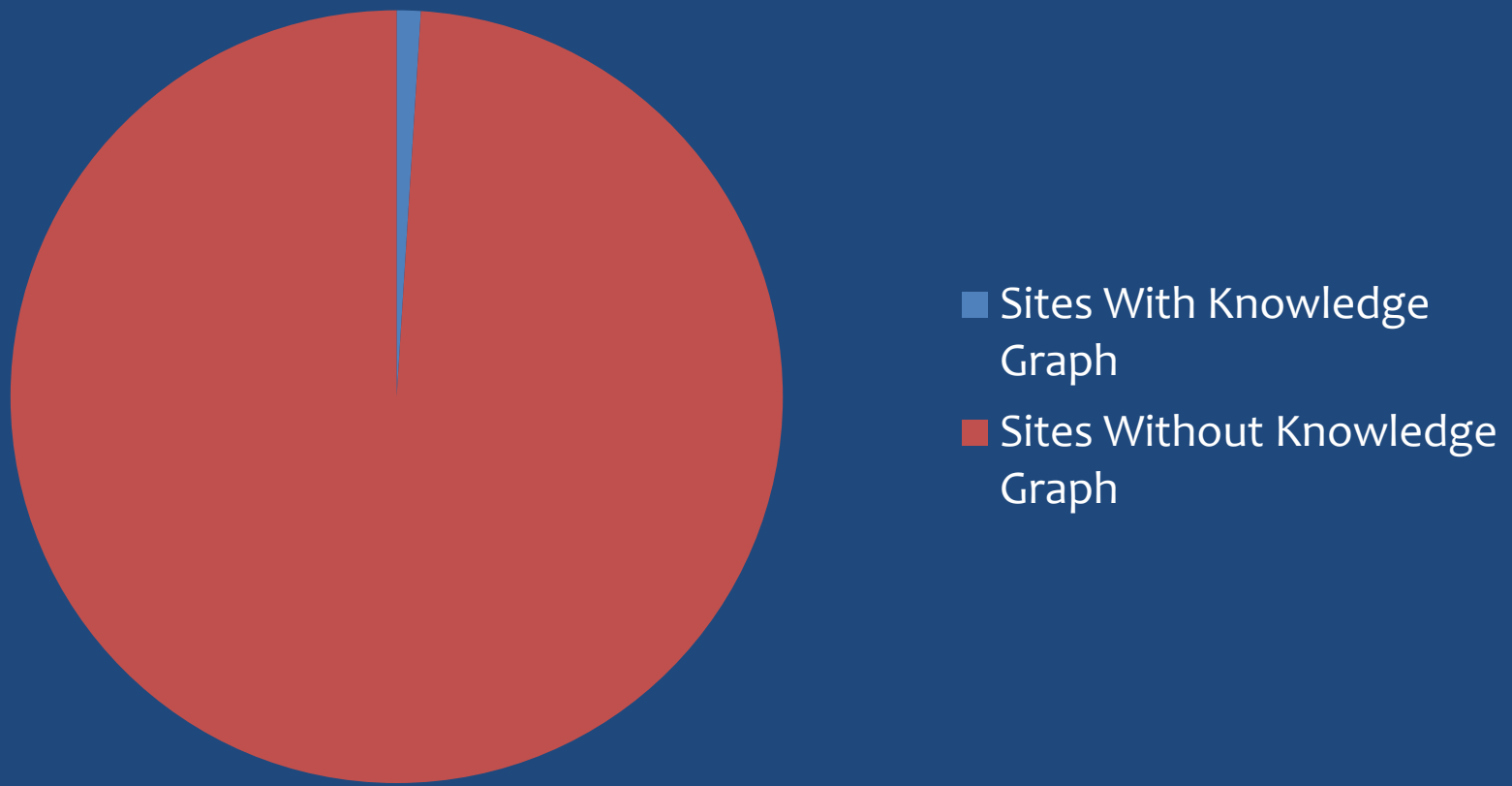
A Few Knowledge Graph Observations – January 2013

Elite Strategies Presents



Less than 1% of Sites Are Knowledge Graph-ed

Sales



Source: Larry Page, Google CEO in 2012 4th Q earnings report

Who is Making the Cut?

- Celebs
- Historical Figures
- Some Companies
- SHOPPING Results
- Local Stuff
- Unicorns



Drugs Were One of the First to Hit...

Oxycodone

Prescription drug

Consult a doctor if you have a medical concern.

Treats moderate to severe pain. Rapid-release oxycodone is a narcotic that is used for immediate pain relief.

[Side effects](#) - [Warnings](#) - [How to use](#)

National Library of Medicine

Brand names: Roxicodone, Oxycontin, Oxecta

Legal status: Schedule II controlled substance

Pregnancy risk: Category B (No evidence of risk in humans)

May treat: [Post-Operative Pain](#)

Drug classes: [Analgesic](#), [Opioid](#)

People also search for

[Hydrocodone](#)

[Hydrocodone/Acetaminophen \(Vicodin, Norco\)](#)

[Morphine \(Avinza, Duramorph\)](#)

[Hydromorphone \(Exalgo\)](#)

Sources include: US FDA, US NLM, DailyMed, Micromedex

[Feedback / More info](#)

See results about



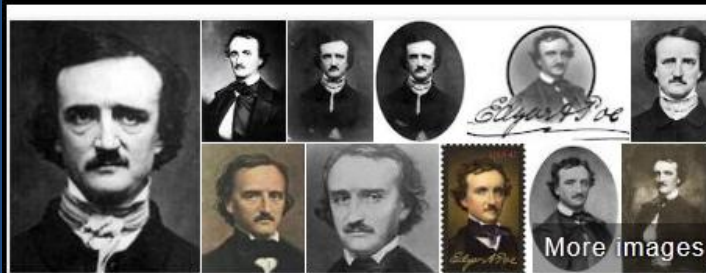
[Oxycodone/Acetaminophen](#)

Treats moderate to moderately severe pain. This medicine contains a narcotic pain reliever.



... back in 2012

Then we started seeing people



Edgar Allan Poe

Edgar Allan Poe was an American author, poet, editor and literary critic, considered part of the American Romantic Movement. [Wikipedia](#)

Born: January 19, 1809, [Boston](#)

Died: October 7, 1849, [Baltimore](#)

Spouse: [Virginia Eliza Clemm Poe](#) (m. 1835–1847)

Parents: [Eliza Poe](#), [David Poe, Jr.](#)

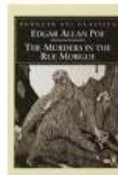
Education: [United States Military Academy](#) (1830 – 1831), [University of Virginia](#) (1826 – 1826)

Books and plays



The Fall of the House of Usher

1839



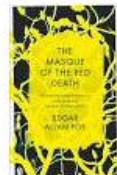
The Murders in the Rue...

1841



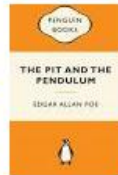
The Cask of Amontillado

1846



The Masque of the Red...

1842



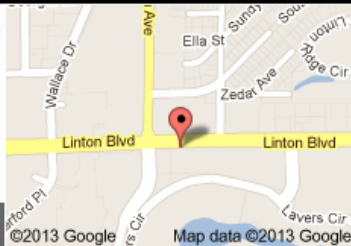
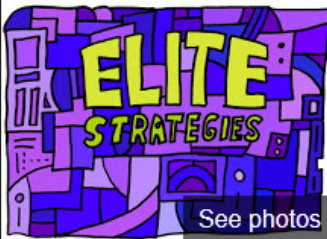
The Pit and the Pendulum

1842



"Never More"

Mega-Corporations Such as these guys got a spot on KG:



Elite Strategies


[Directions](#) [Edit your review](#)

Owner verified information

Address: 900 Linton Blvd #104, Delray Beach, FL 33444
Phone: (561) 526-8457
Transit: [Sw 10th Ave @ Linton Blvd](#)



Reviews

[6 Google reviews](#)

 You rated it *excellent*. [1 other](#) also rated this place.

More reviews: [merchantcircle.com](#), [yahoo.com](#), [judysbook.com](#), [giftly.com](#)

[Feedback](#)

 **Elite Strategies** 
On Google+ [4 circles](#)

Contact info

From Elite Strategies's profile
Phone (561) 526-8457
Address 900 Linton Blvd #104, Delray Beach, FL 33444

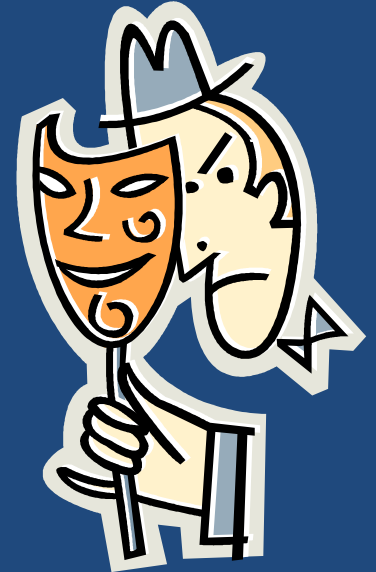


No love for Google's Sworn Enemy:

Microsoft

Also still not seeing Knowledge Graph for other corps such as:

- Target
- CVS
- Logitech
- Levis
- Etc



(as of January 30th, 2012 from US IP address)

It's clear Googz isn't playing favorites, rather the SERPs are just catching up.

Designer Outlets

- Saks 5th Ave = YES
- Nieman Marcus = NO

Mega Stores

- Kmart = YES
- Walmart = NO

Cars

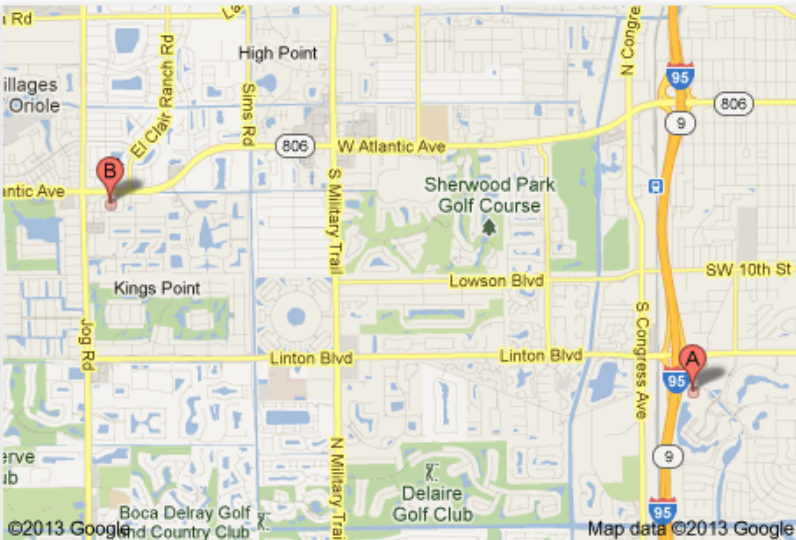
- Honda = YES
- Hyundai = NO

“People” seem to have
the most prevalence in
Knowledge Graph.

so far


(this was supposed to be dramatic)

Local KG results are popping up all over



A Google Map showing a residential area with several Home Depot locations marked with red pins labeled 'A' and 'B'. The map includes labels for streets like W Atlantic Ave, Linton Blvd, and S Congress Ave, as well as landmarks like Sherwood Park Golf Course and Delaire Golf Club. The map data is from 2013.

Map for **home depot**

 **The Home Depot**
On Google+

Recent posts

Jan 29, 2013 – Tell us Tuesday: Which home improvement project are you most proud of? We'll +1 our favorites



Then you have shopping results...

One thing to always remember:

Google ain't never gone git
rid of **ads**, period.

Such as “Acer”

Shop for **acer** on Google Sponsored ⓘ

Acer C710-2847 11.6\" Chromebook
\$199.00 - Staples
Free Shipping on Orders \$20+

[See more shopping results on Google](#)

Shop by processor brand

[Intel CPU](#) [AMD CPU](#)

AD

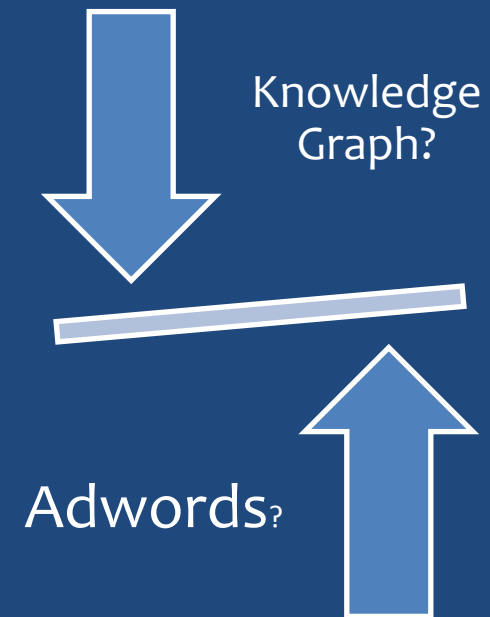
Acer ✓

On Google+ 4,037 followers

Knowledge Graph

Recent posts

13 hours ago – 0 to 90 degree tilt for optimal touch and teamwork. View documents vertically or horizontally. The Acer Aspire U Series all-in-one computer moves with you. ...



If you wanna be in the club,
You gotta play by the rules

meaning...

Entities **with** G+ pages are MUCH likelier to
get a KG placement than those **without**.

Wassup Brotha?

Brother Industries



Brother Industries, Ltd. is a Japanese multinational electronics and electrical equipment company headquartered in Nagoya, Japan. [Wikipedia](#)

[Feedback](#) / [More info](#)

See results about



Brother

Band

Brother is a rock band incorporating Celtic rock, mongrel rock, Australian rock, didgeridoo, and ...



Sibling

A sibling is one of two or more individuals having one or both parents in common. A male sibling is called a ...



Brother

2000 film

Brother is a 2000 film starring, written, directed and edited by Japanese filmmaker Takeshi Kitano. It is ...



Brother

1997 film

Brother is a 1997 Russian crime film directed by Aleksei Balabanov and starring Sergei Bodrov, Jr. ...



Brothers

2009 film

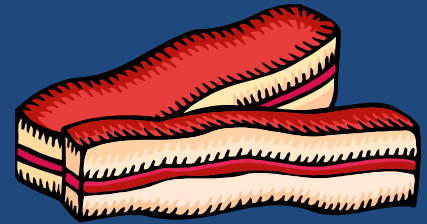
Brothers is a 2009 American drama/thriller film starring Tobey Maguire, Jake Gyllenhaal and Natalie ...



Some listings such as the “Brother” search results offer suggestions for what you might mean

Got Bacon??

Not sure if Knowledge Graph but definitely fun. Type “bacon number” after any famous folk and you will get the degrees of separation between them and Kevin Bacon. Fun right?



The screenshot shows a Google search interface. The search bar contains the text "denise vasi bacon number". Below the search bar, the "Web" tab is selected. The search results indicate "About 483,000 results (0.31 seconds)". The main result is a text box containing the following information:

Denise Vasi's Bacon number is 2
[Denise Vasi](#) and [Ari Graynor](#) appeared in [What's Your Number?](#).
[Ari Graynor](#) and [Kevin Bacon](#) appeared in [Mystic River](#).

But Wait, There's More!

Actually not really, that's about it.

Just wanted to give a lowdown on what some SERPs are looking like these days.

The SERP's will continue to change every day and by the time most of you read this, most of this data will be inaccurate.

Play by Google's rules and you will be rewarded.