

Profil 4: single women , NYC

A single women in new york looking for girly clothes, a new job and her way through the subway. Search profiler: Raphaël Richard, CVFM

This profile is obviously the one of a young lady living in the New York area.

Personnal

profile

This person

seems addicted to television: first search on BBC america's « Changing rooms ». Second search on « Trading Spaces », a TLC channel broadcast about home decoration. The day after, search on NBC's « Starting over ». New search on april 22nd about talkshow specialist « Montel Williams ».

This women

search patterns are characteristic for casual internet users. On march 7th, to get to flushing queens a district inside New York Queens, the lady begins with an exploration search (« subway »). Getting no relevant answer (an itinerary), she then asks natural languages questions to AOL search engine « What subway to take to got flushing ny », « What train to flushing queens », « Who to get to flushing queens », « What subway to kissena blvd flushing ny »... answers that keyword centered Google, powering aol.com, is unable to deal with.

This

deceiving experience gives place to a two week blackout: the lady thinks about divorcing aol.com. Some even say she may have tried google.com, without knowing the same technology was powering aol.com search engine ;-)

Connexion on

New York Times site on march 3rd.

The yougn

woman shows interest for dental care. From her first searches, it could be infered that her own teeth is what is at stake: on march 4th, she looks for information about a dental imagery system (« pro-cam intraoral camera3 »). On march 6th, she looks for a medical center (« dental town »). But on may 5th, she looks for a « dental agency ». She even adds a geotargeting keyword ("Westchester county"). She finds a center on which shes looks for additionnal information on may 18th. These are actually professionnall searches.

Consumer

profile

Search for a

flat computer screen, on april 4th (« flat screen », « computer flat screen »).

Should it

have been isolated, a quest for « justice » on march 4th could have been linked to the justice department. But, as it is followed by « justice girls clothes » four minutes later, one can reasonably conclude the first search was also dealing with the fair trade clothes brand « Justice ».. A few minutes later, the young woman looks for « palisades shopping center ».

On

march 23rd, search for a « pollo tropical » restaurant. The keyword appears several times on the list, which could mean that she finetunes her search parameters or that she goes to the second or third search page, not finding a proper answer on the first result page.

On april 9th, she looks for flight on « Southwest Airlines.com » and « Continental » web sites. Maybe because of high airfares, she considers going there by car. That is why she inquires about « gas price » on may 9th.

Is her boyfriend may mad about boxing. Anyway, she looks for information about world boxing championships in Puerto Rico on may 16th (« campeones mundiales de boxeo de puerto rico »).

Apparently dealing with a false website address « www.confeser.com» that led no results when she typed it in the navigation bar, she types it in aol.com search box, but no relevant site appears. .

Societal
profile
Empty

Professional
profile
Thanks
to her job searches, we know that she is implied in the dental care industry (« dental statting », « agency work », « dental temporary staffing westchester county ny»...).

She apparently is a temporary worker seeking contracts in the New York area

changing rooms
01/03/06 13:04

trading spaces
01/03/06 13:14

goddie professional practices
01/03/06 18:16

goodie professional practices
01/03/06 18:17

starting over
02/03/06 12:22

new york times
03/03/06 14:44

pro cam intra oral camera printer
04/03/06 18:49

pro-cam intraoral camera
04/03/06 18:50

flat screen
04/03/06 19:02

computer flat screen
04/03/06 19:03

justice
04/03/06 19:32

justice girls clothes
04/03/06 19:36

palisades shopping center
04/03/06 19:55

dental town
06/03/06 19:36

subway
07/03/06 21:03

what subway to take to go flushing ny
07/03/06 21:05

what train to flushing queens
07/03/06 21:10

146-10 45th avenue flushing
07/03/06 21:13

what train to flushing queens
07/03/06 21:13

who to get to flushing queens
07/03/06 21:14

kissena blvd flushing ny
07/03/06 21:18

what subway to kissena blvd flushing ny
07/03/06 21:19

montel williams free prescription

22/03/06 19:05

pollo tropical
23/03/06 14:44

pollo tropical
23/03/06 14:44

pollo tropical
23/03/06 14:50

www.apple
26/03/06 15:13

discover
28/03/06 21:28

agency work
05/04/06 20:11

dental agency
05/04/06 20:12

dental agency westchester county
05/04/06 20:14

dental staffing
05/04/06 20:18

dental staffing westchester county ny
05/04/06 20:19

dental temporary staffing westchester county ny
05/04/06 20:22

my pc
05/04/06 20:48

southwest air
09/04/06 18:50

continental
09/04/06 18:55

continental
07/05/06 16:00

continental
07/05/06 16:34

gas price
09/05/06 06:08

campeones mundiales de boxeo de puerto rico
16/05/06 17:58

www.confeser.com
18/05/06 07:23

remedy group
22/05/06 21:07