

# Online Presence Management, Social Networking & Social Search

Jean-François Ruiz  
Ziki.com Managing Director




# Some Search Numbers

- 77% recruiters use search engines to check out job candidates
- 25% hiring manager use Internet search engines to research potential employees
- 10% are using social networks to screen candidates
- 25 million to 50 million proper-name searches performed each day
- [Source : ExecuNet in Norwalk](#)

# When people are searching for you online...

- What do they find ?
- Did you already tried to « google » your name ?
- Do you control the results ?

# My Ego Search

 [Web](#) [Images](#) [Groupes](#) [Actualités](#) [Desktop](#) [plus »](#)

jean-françois ruiz  [Recherche avancée](#)  
[Préférences](#)

Rechercher dans :  Web  Pages francophones  Pages : France

---

**Web** Résultats 1 - 10 sur un total d'environ 609 000 pour **jean-françois ruiz** (0,20 secondes)

[Jean-François Ruiz](#) Lien commercial  
ziki.com Vous voulez tout savoir sur moi? Consultez ma page personnelle ici! **Ziki Free Sponsored Link**

[Révolution Web 2.0 en Live !](#)  
Ecrit par **Jean-François Ruiz** publié le 5/06/2007 à 12:34 am. J'ai été interviewé récemment par un journaliste de Management pour la rédaction d'un article ...  
[site2test.iguanestudio.com/](#) - 61k - [En cache](#) - [Pages similaires](#)

[Ziki : Un réseau social 2.0 d'avenir, Interview de Patrick ...](#)  
Ecrit par **Jean-François Ruiz** publié le 18/04/2006 à 6:46 pm. Aujourd'hui sort un nouveau service web 2.0 (en beta bien sur) en lequel je crois beaucoup. ...  
[site2test.iguanestudio.com/ziki-un-reseau-social-20-davenir-interview-de-patrick-chassany](#) - 72k - [En cache](#) - [Pages similaires](#)

[Ziki : Interview de Jean Francois Ruiz](#)  
Ziki : Interview de **Jean Francois Ruiz**. Ziki est un service de réseau social ouvert en Janvier 2006. **Jean François Ruiz**, Directeur Général France a répondu ...  
[www.outil-referencement.com/blog/index.php/379-ziki](#) - 24k - [En cache](#) - [Pages similaires](#)

[LinkedIn: Jean-François RUIZ](#) - [ [Traduire cette page](#) ]  
**Jean-François RUIZ's** professional profile on LinkedIn. LinkedIn is a networking tool that helps users like **Jean-François RUIZ** discover inside connections to ...  
[www.linkedin.com/in/jfruiz](#) - 19k - [En cache](#) - [Pages similaires](#)

**Your uncontrollable Digital ID by Google**

# My Centralized Digital Presence on Ziki v2.0

The screenshot displays a user profile on the Ziki v2.0 platform. The profile is for Jean-Francois Ruiz, located in Paris, France, with 341 connections and a website link to http://www.webdeux.info. The page is organized into several sections: a 'My Dashboard' sidebar with contact and subscription options; a main content area with 'POSTS', 'PODCASTS', and 'PHOTOS'; and a right-hand sidebar with search, content, network, and statistics. The top navigation bar includes 'Home', 'Explore', 'My Ziki', and 'Logout'.

**Home** **Explore** **My Ziki** **Logout**

**PEOPLE | JEAN-FRANCOIS RUIZ**

**JEAN-FRANCOIS RUIZ**  
Paris, France  
341 connexion  
<http://www.webdeux.info>

**My Dashboard**

**CONTACT**

- Skype
- Personal email
- More contacts

Subscribe to this Ziki  
jeff.ruiz@gmail.com **OK**

**ON THE WEB**

- Ziki France
- LinkedIn
- Dailymotion

**POSTS** [View all](#)

Interviewé par Management à propos de Basecamp  
AIRMOB - Prend une pomme et ramène ta fraise !  
LA vidéo du Barcamp Yahoo / Ziki sur l'identité numérique  
1&1 : L'hébergeur Arnaqueur !!!  
Vers de nouveaux métiers dans la communication web ?  
Classements des blogs !

**PODCASTS** [View all](#)

Marie de France - Le Lai du Chèvrefeuille  
Kasimir Malevitch - Baladiffusion "La Voix du Savoir"  
Lazarus  
La Rochefoucauld - Maximes et réflexions diverses  
Bernard Lamarche-Vadel - Baladiffusion "La Voix du Savoir"  
Pierre-Gilles de Gennes - extrait d'un article de Wikipédia, l'encyclopé...

**PHOTOS** [View all](#)

**Search archives**

My ziki  My network

**CONTENTS**

- Home
- Bio
- Posts
- Podcasts
- Photos
- Videos
- Musics
- Bookmarks
- Recommendations
- Maps
- Comments
- Other contents
- Content keywords

**NETWORK**

- All my favorites
- All my fans
- All similar Zikis
- Last visitors
- Reading list
- Descriptive keywords  
web2.0, veille, ziki, lavoixdusavoir, serendipity ...

**STATISTICS**

- 184 209 views
- Member since : 16 months

**ziki** | [Blog](#) | [About](#) **English** | **Français**

# My Descriptive Keywords (tags)

The screenshot shows a Ziki profile page for Jean-Francois Ruiz. The page is titled "PEOPLE | JEAN-FRANCOIS RUIZ | DESCRIPTIVE KEYWORDS". The profile includes a photo of Jean-Francois Ruiz, his name, location (Paris, France), and a link to his website (http://www.webdeux.info). The page is sponsored by Ziki. The main content area displays a list of descriptive keywords (tags) for the user, including: 1.0, 2.0, 3.0, 37signals, accessibilité, adsense, adwords, ajax, alerts, alliance, ambassadeur zfr, apple, audioblogging, baladiffusion, basecamp, blog, **blogger**, bloglines, blogosphere, blogs, blogueurpro, book, **business opportunities**, buzz, capgemini, coblogging, communautes, communauté, conseil, content, **content monetization**, **content promotion**, cooperation, cpc, creative, culture, cv, design, desktop, digital, earth, engineer, entreprenariat, entrepreneur, entreprise, esisar, feedburner, **france**, freebox, french, **friendship**, furl, fuzz, gdrive, gestion de projets, gmail, google, groupware, gtalk, géolocalisation, identité numérique, influence, inpg, intelligence collective, internet, ipod, jamendo, jean-francois, jfrui, **job opportunities**, junior, **knowledge sharing**, lavoixdusavoir, leweb3, linkedin, live, manager, maps, marketing, mashup, mediawiki, messagerie.

The page also features a sidebar with navigation links (Home, Bio, Posts, Podcasts, Photos, Videos, Musics, Bookmarks, Recommendations, Maps, Comments, Other contents, Content keywords) and a network section (All my favorites, All my fans, All similar Zikis, Last visitors, Reading list, Descriptive keywords). The bottom of the page shows the Ziki logo and language options (English, Français).

# My Syndicated CV

The image shows a screenshot of a Ziki profile page for Jean-Francois Ruiz. The page is titled "PEOPLE | JEAN-FRANCOIS RUIZ | BIO". The profile includes a photo, name, location (Paris, France), and a link to his website (http://www.webdeux.info). A red box highlights the "CV" section, which is titled "hResume". The CV section contains the following text:

**BIO**

Very enthusiastic about web 2.0, sharing and online collaboration.

**CV**

I'm "a computer child", I work on PC since 1990. Connected to the Internet since 1996.

I like to work collaboratively with people to achieve company objectives and project goals. I'm now leading development of Ziki in France.

My Ziki : <http://my.ziki.com/jfrui>  
My French Blog on Web 2.0 : <http://www.webdeux.info>  
My Collaborative Culture Podcast : <http://www.lavoixdusavoir.org>

**Specialties**

- Team Management
- Innovation
- Online Advertising (AdSense)
- Search Engine Marketing (SEM) on Adwords, Overture, Adcenter
- Web Communication Strategy
- Search Engine Optimisation (SEO)
- Web 2.0 Consulting (Blogs, Wiki, Podcasts, Business Networks)

**Experiences**

- Ziki France : 10/2006 - Present  
Business Development and partnership with search engines, social networking platforms, new medias...
- Personal and Professional Search Engine Marketing offers development to put Ziki as a powerful self-promotion engine for your content, your expertises and talents.
- French community animation and development.
- CanGemini Telecom. Media & Networks : 12/2005 - 09/2006

The page also features a sidebar with navigation links (Home, Bio, Posts, Podcasts, Photos, Videos, Musics, Bookmarks, Recommendations, Maps, Comments, Other contents, Content keywords), a network section (All my favorites, All my fans, All similar Zikis, Last visitors, Reading list, Descriptive keywords), and statistics (184 187 views, Member since 16 months). The footer includes the Ziki logo and language options (English, Français).

# My network

Home Explore My Ziki Logout

PEOPLE | JEAN-FRANCOIS RUIZ | ALL MY FAVORITES

**My Dashboard**

CONTACT

- Skype
- Personal email
- More contacts

Subscribe to this Ziki  
jeff.ruiz@gmail.com

ON THE WEB

- Ziki France
- LinkedIn
- DailyMotion

**JEAN-FRANCOIS RUIZ**

Paris, France  
341 connexion  
<http://www.webdeux.info>

sponsored by

SEARCH BY KEYWORDS

ALL MY FAVORITES

1 | 2 | 3 | 4 ... 43 >>

**ALEXANDRE BOISBIEUX**  
25 years old, Nantes, France

CONTENTS

STATISTICS

- 1 170 views
- Member since : 2 months
- Last login : 22 hours
- 2 168 567

lavoixdusavoir, serendipity ...

STATISTICS

- 184 217 views
- Member since : 16 months

English | Français

ziki | Blog | About

# Content Search on My Network

The screenshot shows a Ziki profile page for Jean-Francois Ruiz. The profile includes a photo, name, location (Paris, France), and a list of 341 connections. A search bar is visible on the profile page, containing the text 'microformats'. Below the search bar, there are search results for 'microformats', including links to 'OpenLink Virtuoso', 'TechCrunch UK', and 'Ajaxian'. The page also features a sidebar with navigation options like 'My Dashboard', 'CONTACT', and 'ON THE WEB'. A right sidebar shows a search filter for 'microformats', a list of content types (Home, Bio, Posts, etc.), and network-related sections like 'All my favorites' and 'Last visitors'.

Home Explore ▾ My Ziki Logout

PEOPLE | JEAN-FRANCOIS RUIZ

**JEAN-FRANCOIS RUIZ** sponsored by ziki

Paris, France  
341 connexion  
<http://www.webdeux.info>

microformats SEARCH

Ads by Google  
[OpenLink Virtuoso](http://www.openlinksw.com/virtuoso) Hybrid Database Server for SQL, XML, RDF, and Free Text

Results 1 - 10 for **microformats**. (0.19 seconds)

Refine results for **microformats**:  
[Posts](#) [Podcasts](#) [Photos](#) [Videos](#)

[Ajaxian » Microformats](#) Google Custom Search  
**Microformats** define ways to make your markup more descriptive, allowing a reader (be it machine or human) to very easily grok the just what you're getting ...  
[ajaxian.com/archives/microformats](http://ajaxian.com/archives/microformats)  
Labeled [Posts](#)

[TechCrunch UK » Blog Archive » LinkedIn supports microformats ... at ...](#)  
Thanks to Chris Messina for single-handedly badgering sections of the industry to adopt **microformats**. Besides his recent open letter to Google about ...  
[uk.techcrunch.com/?p=81](http://uk.techcrunch.com/?p=81)  
Labeled [Posts](#)

[Ajaxian » DOM Storage and Microformats](#)  
John Resig has been writing about the bleeding edge features that will hopefully hit us around the Firefox 3 timeframe: DOM Storage and **Microformat ...**  
[ajaxian.com/archives/dom-storage-and-microformats](http://ajaxian.com/archives/dom-storage-and-microformats)  
Labeled [Posts](#)

[Microformats at Web Directions South » SlideShare](#)

microformats  
● My ziki ● My network

CONTENTS  
[Home](#)  
[Bio](#)  
[Posts](#)  
[Podcasts](#)  
[Photos](#)  
[Videos](#)  
[Musics](#)  
[Bookmarks](#)  
[Recommendations](#)  
[Maps](#)  
[Comments](#)  
[Other contents](#)  
[Content keywords](#)

NETWORK  
[All my favorites](#)  
[All my fans](#)  
[All similar Zikis](#)  
[Last visitors](#)  
[Reading list](#)  
[Descriptive keywords](#)  
web2.0, veille, ziki, lavoixdusavoir, serendipity ...

STATISTICS  
184 232 views  
Member since 16 months

ziki | Blog | About English | Français

# Exploring Community by Keywords

The screenshot shows the Ziki website interface. At the top, there is a navigation bar with 'Home' and 'Explore' on the left, and 'My Ziki' and 'Logout' on the right. Below the navigation bar, there are search filters and sorting options. The main content area displays a list of user profiles, each with a profile picture, name, age, location, and a list of interests. A blue box highlights the profile of Christophe Ducamp, and a white box highlights the 'microformats' keyword in the related keywords list.

Home Explore ▾ My Ziki Logout

Featured | Date | **Most viewed** ▾ | List | Thumbnails

**10 Zikis found**

- with content
- with photos

REFINE SEARCH RESULTS BY

- ▶ Languages
  - All
- ▶ Goals
  - All
- ▶ Content type
  - All
- ▶ Location
  - All
- ▶ Gender
  - All
- ▶ Age
  - All

REFINE SEARCH

Subscribe to this search  
Link to this search

CHRISTOPHE DUCAMP  
45 years old, Paris, France  
20 connexion  
*Web Exploration, Community, Marketing*

RÉGIS GAIDOT  
30 years old, Villemomble, France  
13 connexion  
*Ria, job opportunities, Ntic, Ajax, Ruby on rails*

FERNANDO BLAT  
Madrid, Spain  
*never ending blog*

FRÉDÉRIC DE VILLAMIL  
29 years old, Paris, France  
4 connexion  
*Une autre vision des métiers du web*

SEBASTIAN KÜPERS  
27 years old, Berlin, Germany  
*microformats, barcamp, web2.0, iptv, thoughts, ideas*

KAREN BAUMAN  
Boone, United States  
*In search of a meaningful TLA*

YOHEI YAMAMOTO  
31 years old, Tokyo, Japan  
*Rest, Xml, Java, Microformats, Webservices*

CONTENTS  
STATISTICS  
34 377 views  
Member since : 15 months  
Last login : 17 hours  
5 | 64 075

Add a Keyword  
**microformats**  
Delete all keywords

RELATED KEYWORDS  
Random | Popularity | A-Z  
html  
software  
webmarketing  
web2.0  
design  
identity  
identité  
forges  
hitech  
gestion  
linux  
barcamp  
argent  
css  
standards  
communication  
communauté  
social  
accessibilité  
marketing  
pinkomarketing  
banque  
apache  
xhtml  
ergonomie  
geek  
drupal  
web  
sharing

ziki | Blog | About English | Français

# Search People Network

The screenshot shows a Ziki profile page for Christophe Ducamp. The profile includes a photo, name, age (45), location (Paris, France), and a URL (http://claimid.com/xtof). A search bar at the top of the profile area contains the text 'microformats'. Below the search bar, there are search results for 'microformats', including a link to 'OpenLink Virtuoso' and several articles from 'FactoryCity' about 'Internet Explorer 8.0 will support microformats' and 'Apple embraces microformats in new .Mac webmail'. The right sidebar contains navigation links for 'Home', 'Bio', 'Posts', 'Photos', 'Bookmarks', 'Recommendations', 'Other contents', and 'Content keywords'. It also shows a 'NETWORK' section with 'All my favorites', 'All my fans', 'All similar Zikis', and 'Last visitors'. At the bottom of the sidebar, there are 'STATISTICS' showing 34,418 views, 15 months as a member, and 10 Zikis found for the search result.

Home Explore My Ziki Logout

PEOPLE | CHRISTOPHE DUCAMP

CHRISTOPHE DUCAMP  
45 years old, Paris, France  
20 connexion  
<http://claimid.com/xtof>

Save to my favorites

CONTACT  
Send a message  
Subscribe to this Ziki  
jeff.ruiz@gmail.com OK

ON THE WEB  
LinkedIn  
claimID  
Xing  
LastFm  
Wikipedia  
More profiles ...

microformats

Ads by Google  
OpenLink Virtuoso  
[www.openlinksw.com/virtuoso](http://www.openlinksw.com/virtuoso) Hybrid Database Server for SQL, XML, RDF, and Free Text

Results 1 - 10 for microformats (0.14 seconds)

Refine results for microformats:  
Posts Photos Bookmarks Recommendations

FactoryCity » Internet Explorer 8.0 will support microformats  
Microformats + Internet Explorer We now have confirmation that something that many of us in the community have suspected for some time (owing to Ray Ozzie's ...  
[factoryjoe.com/blog/2006/10/29/internet-explorer-80-will-support-microformats/](http://factoryjoe.com/blog/2006/10/29/internet-explorer-80-will-support-microformats/)  
Labeled Posts

Les MicroFormats (fr): FR/MicroFormats  
info : Les Microformats sont des conventions pour baliser des données couramment rencontrées (comme des liens, de l'information de contact et des événements ...  
[www.wikiservice.at/fractal/wikidev.cgi?FR/MicroFormats](http://www.wikiservice.at/fractal/wikidev.cgi?FR/MicroFormats)  
Labeled Posts

FactoryCity » Apple embraces microformats in new .Mac webmail  
The significance of this can certainly be understated at this point, as few applications are built to take advantage of microformats browser-side (adding ...  
[factoryvine.com/blog/2006/10/28/apple-embraces-microformats-in-new-mac-webmail/](http://factoryvine.com/blog/2006/10/28/apple-embraces-microformats-in-new-mac-webmail/)

microformats  
My ziki My network

CONTENTS  
Home  
Bio  
Posts  
Photos  
Bookmarks  
Recommendations  
Other contents  
Content keywords

NETWORK  
All my favorites  
All my fans  
All similar Zikis  
Last visitors  
Reading list  
Descriptive keywords  
marketing, microformats, bank, pinkomarketing, pinko ...

STATISTICS  
34 418 views  
Member since : 15 months  
Last login : 18 hours  
5 | 64 075  
10 Zikis found  
Back to search result

ziki | Blog | About English | Français

# Find Specific Talents

The screenshot shows the Ziki website interface. At the top, there is a navigation bar with 'Home' and 'Explore' on the left, and 'My Ziki' and 'Logout' on the right. Below the navigation bar, there are search filters: 'Featured', 'Date', 'Technorati' (selected), 'List', and 'Thumbnails'. On the left side, there is a sidebar with a yellow box indicating '12 Zikis found' and two checkboxes for 'with content' and 'with photos'. Below this, there are sections for 'REFINE SEARCH RESULTS BY' with categories like 'Languages', 'Goals', 'Content type', 'Location', 'Gender', and 'Age', each with an 'All' option. A 'REFINE SEARCH' button is also present. At the bottom of the sidebar, there are links to 'Subscribe to this search' and 'Link to this search'. The main content area displays a list of profiles, each with a profile picture, name, location, and a short bio. The profiles are: DAVID ARANGO (Oviedo, Spain), RUHANI RABIN (Subang jaya, Malaysia), PAUL WALHUS (Austin, United States), JOE LENNON (22 years old, Cork, Ireland), MOHAMED ABOUNASSER (Casablanca, Morocco), MARCUS NELSON (36 years old, Wausau, United States), and THOMAS LÉVEIL (26 years old, Rennes, France). On the right side, there is a search bar with 'Add a keyword' and a search icon. Below the search bar, there is a list of keywords: 'ajax', 'css', 'java', and 'php', with 'css' and 'php' circled in red. Below the keywords, there is a 'Delete all keywords' button. At the bottom of the right sidebar, there is a 'RELATED KEYWORDS' section with a 'Random' button and a list of keywords: 'web2.0', 'html', 'search', 'xml', 'blog', 'gestion', 'linux', 'mysql', 'firefox', 'apple', 'webmaster', 'development', 'internet', 'développeur', 'ipod', 'javascript', 'w3c', 'rss', 'site', 'xhtml', 'ruby', 'cv', '2.0', 'cms', 'web', and 'developer'. At the bottom of the page, there is a footer with 'ziki | Blog | About' on the left and 'English | Français' on the right.

Home Explore ▾ My Ziki Logout

Featured | Date | Technorati ▾ | List | Thumbnails

**12 Zikis found**

with content  
 with photos

REFINE SEARCH RESULTS BY

- ▶ Languages  
All
- ▶ Goals  
All
- ▶ Content type  
All
- ▶ Location  
All
- ▶ Gender  
All
- ▶ Age  
All

REFINE SEARCH

Subscribe to this search  
 Link to this search

DAVID ARANGO  
Oviedo, Spain  
*España, Atom, Domscribing, Scripter, Javascript*

RUHANI RABIN  
Subang jaya, Malaysia  
2 connexion  
*Introducing tomorrows technology*

PAUL WALHUS  
Austin, United States  
*developing sports calendar website*

JOE LENNON  
22 years old, Cork, Ireland  
2 connexion  
*Rants, Raves & Recommendations*

MOHAMED ABOUNASSER  
Casablanca, Morocco  
*#!/usr/bin/ziki We Do Just Developing ! ...*

MARCUS NELSON  
36 years old, Wausau, United States  
*I think I like social networks*

THOMAS LÉVEIL  
26 years old, Rennes, France  
*informatique, bricoleur, cuisto, et aussi amateur de BD*

Add a keyword 🔍

- ajax
- css
- java
- php

Delete all keywords

RELATED KEYWORDS

Random | Popularity | A-Z

- web2.0
- html
- search
- xml
- blog
- gestion
- linux
- mysql
- firefox
- apple
- webmaster
- development
- internet
- développeur
- ipod
- javascript
- w3c
- rss
- site
- xhtml
- ruby
- cv
- 2.0
- cms
- web
- developer

ziki | Blog | About English | Français

# Some Ziki Insights

- 1 year of existence
- 13 000+ moderated members and 3 000+ companies (160 countries with more than 300 000 descriptive keywords)
- Ziki V2.0 release next week :
  - « Search for Everyone Everywhere »
- Next things to come :
  - Premium paid services around online visibility
  - Internal CV creation solution
  - Other cool stuffs within the social space

Thank You ! Questions ?



Contact :

<http://my.ziki.com/jfruiz>