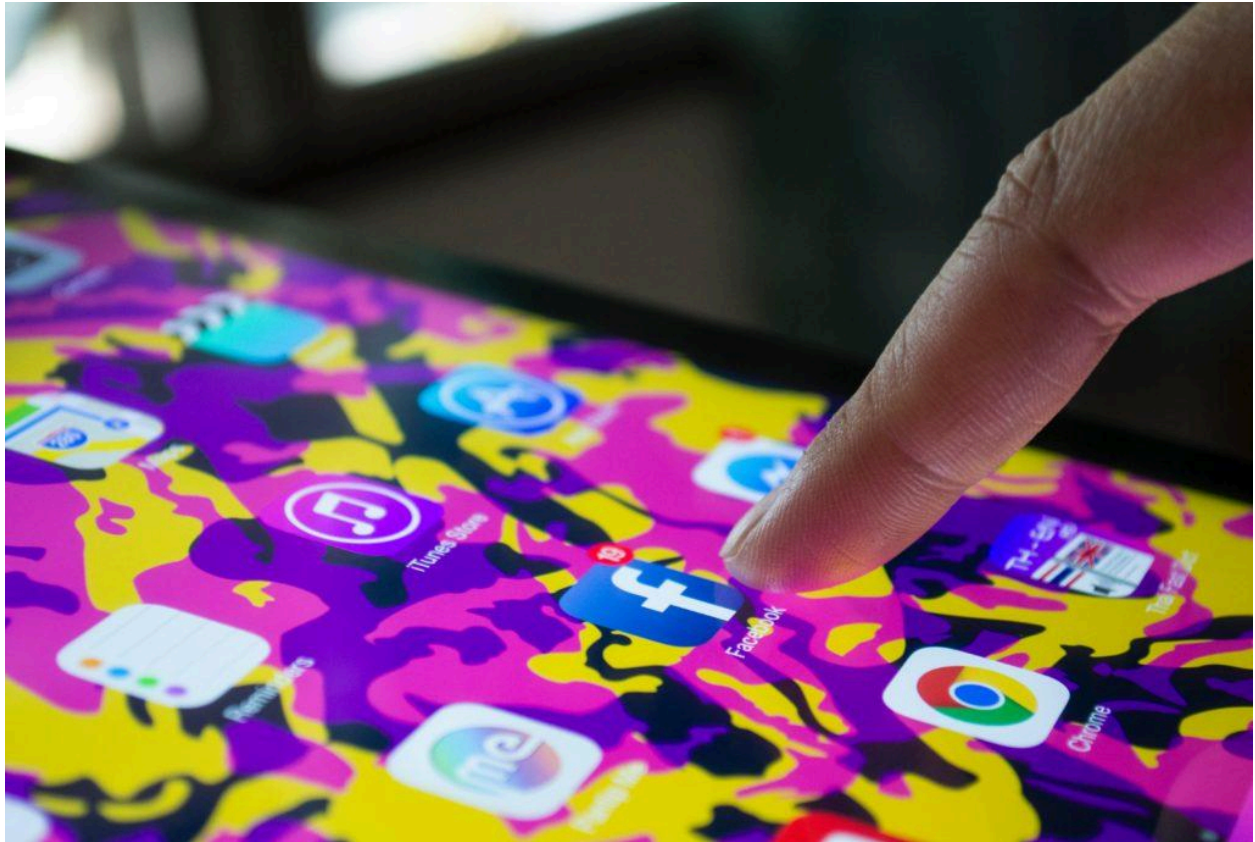


How Does Facebook's Search Work?



Pexels

Most people don't understand Facebook's Search feature. Turn to the person next to you and ask that individual how Facebook Search works. That person, confused, will likely stare blankly at you.

As the #1 [Facebook advertising agency](#), we are always on top of what's new in the social media world. Want in? Sign up for our emails so you're never out of the loop.

Like the algorithm, Facebook's Search is an enigma to many. People know they exist, but they don't know how it functions. They don't know, for example,

what influences search results and what type of content is available to be discovered.

Facebook Search is nowhere near as sophisticated as Google. While Google retrieves information from the entire world wide web, Facebook Search retrieves only content within its platform, content shared and posted on Facebook. As a leading [Facebook ad agency](#), we are here to guide you through the mystery that is Facebook Search.

Facebook Search, Demystified

Like all search engines, Facebook Search retrieves results based on the keywords you use. Type in “Mark Zuckerberg,” and results bearing those keywords will appear. Similarly, type in “pizza,” and content with that keyword will appear in results.



Delicious Pizza

Open Now · Pizza Place · Cafe · \$\$

6601 Sunset Blvd., Los Angeles, California

4.8

Like



Miceli's Italian Restaurant

Opens in 55 minutes · Pizza Place · Italian · \$\$

1646 N Las Palmas Ave, Los Angeles, California

4.5

Like



Hollywood Pizza Cafe

Open Now · Pizza Place · \$\$

6541 Hollywood Blvd Ste 101, Los Angeles, California

5.0

Like

See All



Pages

See All



Pizza Hut

31M like this · Pizza Place

Jayvee Parroco and 24 other friends like this
Proud Sponsor of the NFL and NCAA®.

Like



Domino's Pizza

20M like this · Pizza Place

Sonya Islam and 18 other friends like this
Domino's is the recognized world leader in pizza delivery. Need hel...

Like



Blaze Pizza

338K like this · Pizza Place

Heather Halaweh and 10 other friends like this
Fresh dough. Artisanal ingredients. Inventive to classic. You decide. ...

Like

See All



Posts from Friends

See All



Anne Felicita · Michael Briggs

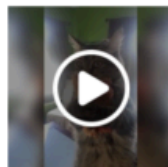
December 30, 2016 at 10:05 PM ·

Picture this except instead of a cat it's me, and instead of a pizza it's you. Then change the caption to "When a girl is staring at your bae." 🤔🤔🤔

UNILAD's Post

When someone's staring at your pizza 🤔🤔🤔

Michael Briggs



As mentioned earlier, Facebook Search can only retrieve content posted on Facebook. The following are the types of content you will receive:

- For-sale posts on Marketplace
- People
- Photos posted by Facebook friends and public accounts
- Videos posted by Facebook friends and public accounts
- Posts to timelines by Facebook friends and public accounts
- Facebook pages
- Places
- Groups
- Apps
- Events
- Links posted by Facebook friends and public accounts

The results from those categories will appear in one long string of content, similar to how posts appear on News Feed. You can click the 11 categories above the feed to narrow your results to a specific category. You can also filter your results.

The screenshot shows the Facebook search interface. At the top, a navigation bar includes 'All', 'Posts', 'People', 'Photos', 'Videos', 'Marketplace', 'Pages', 'Places', 'Groups', 'Apps', 'Events', and 'Links'. The 'All' tab is selected. On the left, a 'Filter Results' sidebar is visible, containing sections for 'POSTS FROM' (Anyone, You, Your Friends, Your Groups, Public, Choose a Source...), 'POST TYPE' (All Posts, Posts You've Seen), 'POSTED IN GROUP' (Any group, Your Groups, Choose a Group...), 'TAGGED LOCATION' (Anywhere, Los Angeles, California, Choose a Location...), and 'DATE POSTED' (Any date, 2018, 2017, 2016, Choose a Date...). The main content area displays search results for 'Pizza Places' in Los Angeles. It features a map of Los Angeles with red location pins. Below the map, a list of pizza places is shown, each with a profile picture, name, status, category, price, and address. The places listed are: 'Firenza Pizza' (4.8 rating, 300 S Grand Ave, Ste LP 160, Los Angeles, California), 'Hill Street Pizza' (5.0 rating, 456 S Hill St, Los Angeles, California), and 'Olio Wood Fired Pizzeria' (4.6 rating, 317 S. Broadway, Stall B6-B7, Los Angeles, California). Each entry has a 'Like' button. At the bottom of the list is a 'See All' link. Below the list, there is a section for 'Pages' which includes 'Pizza Hut' (31M like this, Pizza Place, Proud Sponsor of the NFL and NCAA®).

Search results have three influences: your activity on Facebook, people's activity on Facebook, and your search history.

To illustrate how my Facebook activity affects search results, let's return to the pizza example. In 2016, I posted a video to someone's timeline containing the keywords "pizza." This Facebook activity appeared on my search results because the keyword "pizza" matches the word "pizza" from my post's copy.



Posts from Friends

[See All](#)

Anne Felicitas ▶ **Michael Briggs**

December 30, 2016 at 10:05 PM · 👤

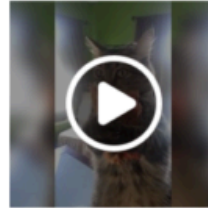
Picture this except instead of a cat it's me, and instead of a [pizza](#) it's you. Then change the caption to "When a girl is staring at your bae." 😂😏😈

UNILAD's Post

When someone's staring at your [pizza](#) 😂🍕



Michael Briggs



Nicole Kimberly Esmeralda is in Haymarket.

December 1 at 2:46 AM · 👤

Yomie's Purple Rice + Yoghurt = one of the best things mankind has ever invented (next to [pizza](#)) @ Haymarket



17



Summer Dawn

12 hours ago · 👤

Burned myself making edamame should've chosen the [pizza](#). This is what I get for trying to be healthy.



7

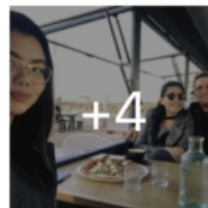
1 Comment



Robyclef Gerlach added 5 new photos to the album: 😊 — ...

October 10 at 2:49 AM · 👤

A beautiful afternoon for [pizza](#) 🍕



89

2 Comments

As seen in the results, my post isn't the only one that appears. Search also retrieved posts by my Facebook friends. As I scroll further down, posts by public pages also appear.

If I searched for a specific keyword in the past, and if I clicked on a specific type of content from the search results, that content will appear once again. For example, the business 1-800 Flowers, which I previously searched for, appeared on my results after typing in the keywords "flowers." Facebook notes my previous search activity as interest in the business. Thus, it includes 1-800 Flowers to the results, ensuring I get the information I want.

Facebook Search Limitations

Facebook search exists to help you find content on the platform, whether a person, a post, or a Facebook group. Because the results are limited to Facebook content, your online activity outside of Facebook will not influence the results. When you use Facebook Search, don't expect the type of results Google will retrieve. And don't worry, Facebook won't track your online activity for Search. Facebook will, however, track your online activity for ad targeting.

Learn More:

[How to Set Up Facebook Pay on Facebook and Messenger?](#)

This article about the topic "How Does Facebook's Search Work?" was first published on our website here <https://www.advertisemint.com/how-does-facebooks-search-work/>