

Introducing Google Cameos

Google Cameos is a new Google Search experiment that allows people (appearing in the Google Knowledge Graph) to record simple questions related to work and / or life experiences of surname.

Google is making it easier for celebrities to interact with their audience after expanding the Cameos app. The app was released for iOS last year and is now also available on Android.

What is Cameos on Google?

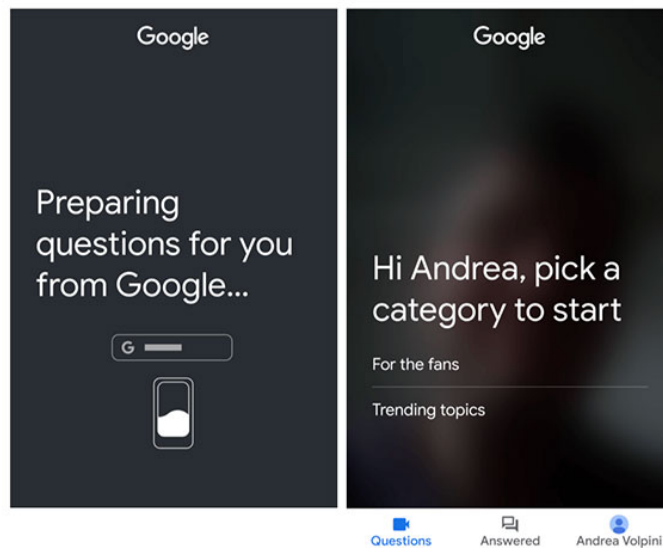
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The video answer appears in Google Search just below the Knowledge Panel (the section that appears on the right of the screen, at the top of the search results). Similar answers are presented on Google Discover and may appear on Google Assistant when a user asks something about that person.

How Google Cameos works

Google Cameos works very simply as follows:

1. Receive an email invitation.
2. Download the Google Cameos application on your phone
 1. Download Google Cameos for Android | Google Cameos for iOS
3. When the application launches, it will start creating questions by viewing the Google information contained in the Knowledge Graph. These questions are divided into two categories:
 1. **For the fans** - For fans (things more closely related to the information Google has about you)
 2. **Trending topics** - Topic trends (most frequently asked questions about topics related to you)
4. Just select a question and you can start recording.
5. Videos are published after an hour (or a little longer) on Google Search, under the Knowledge Panel.

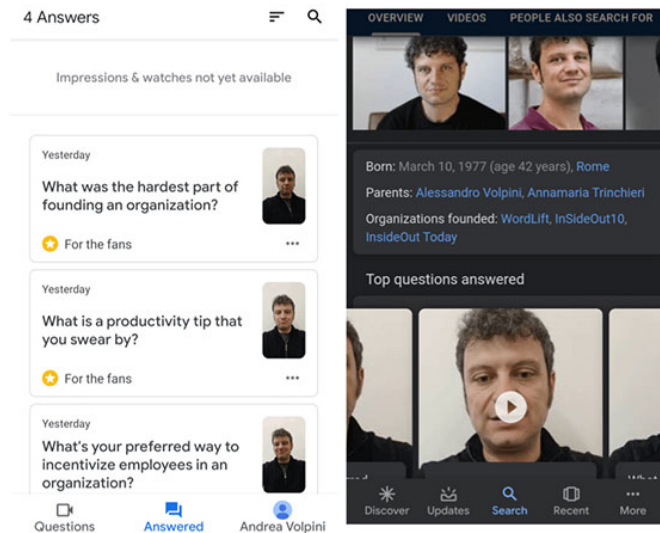


Google Cameos works very simply

What do you need to use Google Cameos?

Right now, testing is limited and you need to receive an invitation to join. But this is what you need to do before receiving the invitation.

1. Include your name / entity in Google's Knowledge Graph (currently this is not too difficult).
2. Authentication entity - If your name appears with the Knowledge Panel, you can start with the verification process from there. Or not, you can start from Posts on Google.
3. Make sure your content is always fresh and up to date (you can suggest edits to the information available on the Knowledge Panel).



Make sure your content is fresh and up to date

Three things are drawn from the Google Cameos test

1. Search engine results pages are getting richer, allowing people to interact with each other in many ways.
2. Google's interactive and activated channels are built on the ever-growing Knowledge Graph. The more data you provide, the easier it will be for Google to connect with your audience (this is appropriate for small businesses, individuals or brands). In this particular case, the most interesting part of technology is the machinery used to generate questions by looking at the data in the Knowledge Graph.
3. Google invests a lot in its own Walled Garden, by providing an AI-based communication platform where people can buy ads. This means that the more changes in search activity and the stronger your brand, the more opportunities you'll have to attract users' attention.

Let's test out innocent Cameos now!

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