

WebVisSE – SEs - General

MW Sept 2014



Vidello report on Google servers (01:23)

<http://www.youtube.com/watch?v=1Ve5u7jfxds>

Website Visibility:
The Theory and Practice of Improving Rankings



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0-WebVisSE-7-6-Ses-General

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Sergey Brin on Yahoo! and Bing (01:50)

<http://youtu.be/25Ak9Kge-NM>

Website Visibility:
The Theory and Practice of Improving Rankings



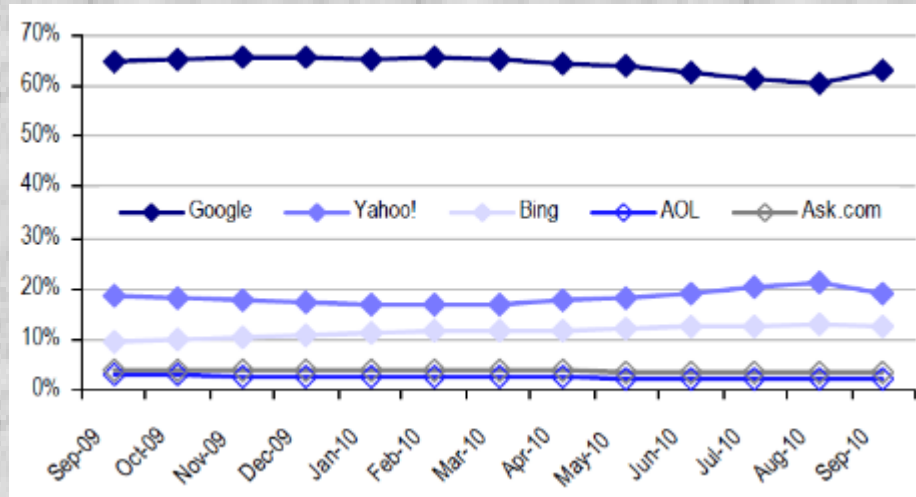
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0-WebVisSE-7-6-Videos





Search Roleplayers – US only



Jul 2010



Jan 2013



comScore Explicit Core Search Share Report*			
January 2013 vs. December 2012			
Total U.S. – Home & Work Locations			
Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	Dec-12	Jan-13	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	66.7%	67.0%	0.3
Microsoft Sites	16.3%	16.5%	0.2
Yahoo! Sites	12.2%	12.1%	-0.1
Ask Network	3.0%	2.8%	-0.2
AOL, Inc.	1.8%	1.7%	-0.1

July 2014

comScore Explicit Core Search Share Report*

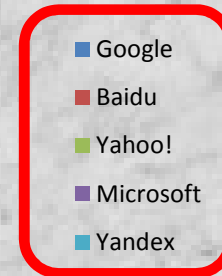
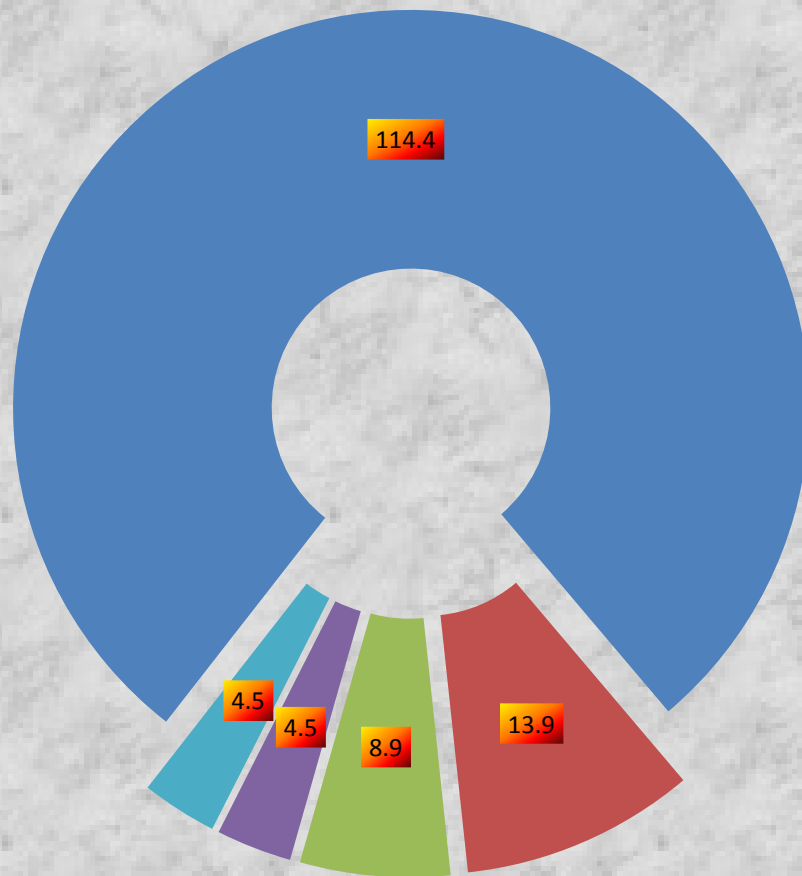
July 2014 vs. June 2014

Total U.S. – Home & Work Locations

Source: comScore qSearch

Core Search Entity	Explicit Core Search Share (%)		
	Jun-14	Jul-14	Point Change
<i>Total Explicit Core Search</i>	100.0%	100.0%	N/A
Google Sites	67.6%	67.4%	-0.2
Microsoft Sites	19.2%	19.3%	0.1
Yahoo Sites	9.8%	10.0%	0.2
Ask Network	2.1%	2.0%	-0.1
AOL, Inc.	1.3%	1.3%	0.0

Search Roleplayers – The World Scene 1



**billions of core
searches/
month**

Google	114.4
Baidu	13.9
Yahoo!	8.9
Microsoft	4.5
Yandex	4.5

Search Roleplayers – The World Scene 2

Russia's Yandex Passes Bing in Search Engine Rankings



By Damon Poeter

February 8, 2013 01:47pm EST



0 Comments

Russia and China are rapidly emerging markets when it comes to Internet penetration and the use of search engines. In Russia, 64% of searchers use the [Yandex](#) search engine, while only 22% use Google. In China, [Baidu](#) is the search engine with the greatest market share, namely 75.5%, followed by Google with 20%.





The Search Engine Warzone