

Who's who in Search

Matt Cutts



- Matt Cutts is one of the public faces of Google - he regularly speaks at SEO and other conferences, where is normally swamped by queries and comments about Google.
- He works for the Search Quality group at Google, who specializes in SEO issues.
- He is known in the SEO community for his involvement in the Google Webmaster Guidelines, and its fight against spamdexing.
- Matt received his Bachelor's and Master's degree from Kentucky University.
- His field of study was computer graphics, search engines and information retrieval.



http://www.baidu.com/

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SEO

Baidu To Build Computer Cluster 100X More Powerful Than The “Google Brain”

Baidu sets their sights on image and voice search by enhancing computing power.

Barry Schwartz on September 4, 2014 at 8:48 am



Bloomberg [reports](#) on an interview with Andrew Ng, the chief scientist of Baidu, China's largest search engine. Andrew Ng, who founded the Google Brain project at Google in 2011 and now is at Baidu, said that Baidu is working on building out a computing cluster that will be 100 times more powerful than what they developed at Google back in 2012 with the Google Brain project.

The Google Brain project was Google's Deep Learning project that explores artificial intelligence.

Baidu believes that searchers are moving away from text search and that image recognition will be key in the future of search. To do image search and image recognition right, you need a lot more power. Baidu's CEO said yesterday that within five years "voice and pictures will account for more than half the total" of all searches. To compete with the image search part, you will need better image recognition, which will require more computing power says Ng.

"The bigger you build these things, the better they perform," said Ng, who was hired by Baidu in May. "Our initial task is to recognize images better, to create computer vision."



Fastest Growth For Baidu, Second Place For Yandex & Google Is The Runner Up?

Andy Atkins-Krüger on November 1, 2011 at 9:37 am

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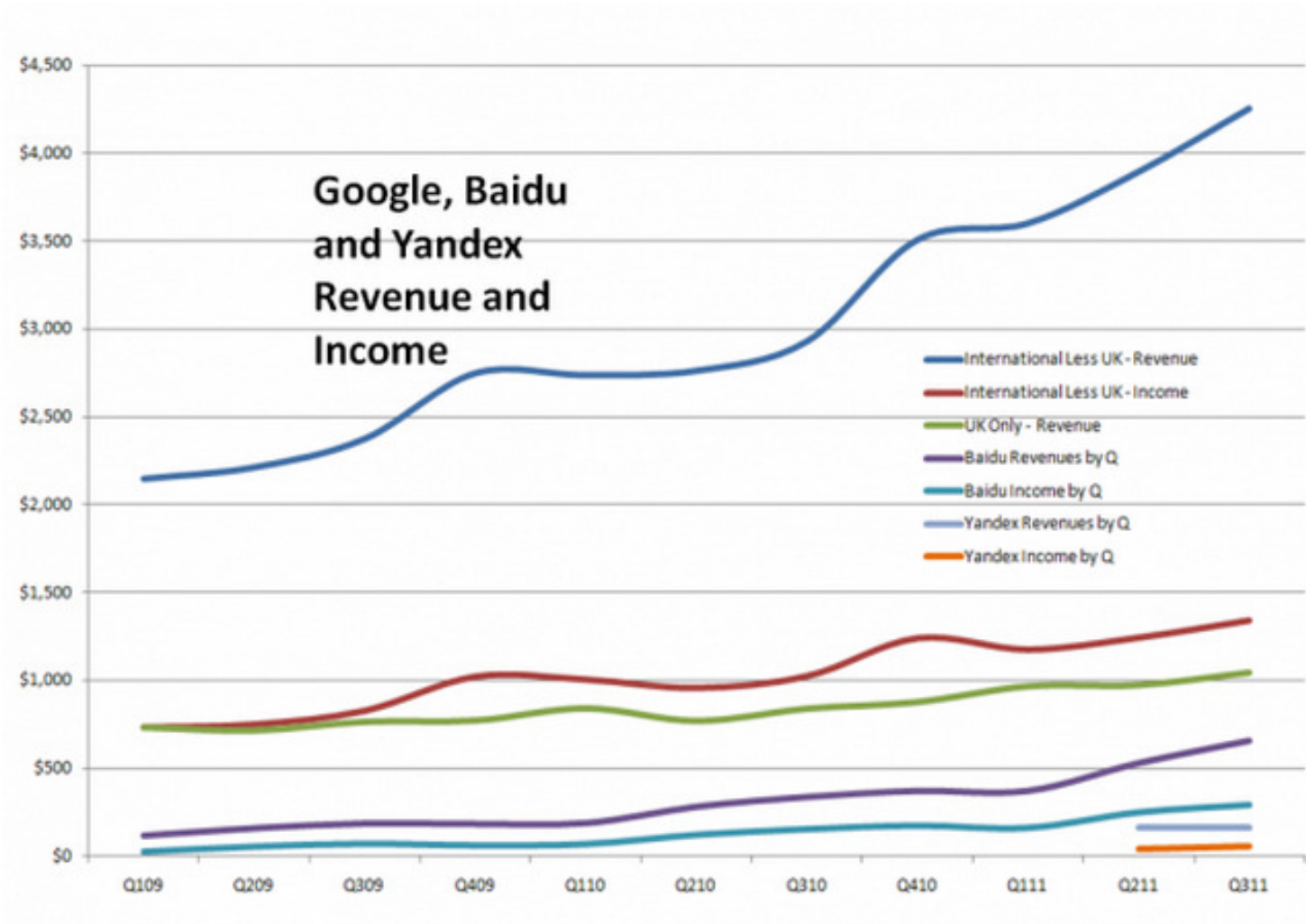
MORE

Last time, I was analysing the financial performance for the quarter of Google and demonstrated that internationally — excluding the UK — [Google's growth rate over last year was around 44%](#). We have now seen the same quarter's figures from other major international search engines and we can conclude that Baidu's growth rate in China tops the lot, followed by Yandex in Russia.

Even though Google's rate of growth outside the US and UK exceeds the US by some 20%, it still seems significantly behind both the Chinese performance of Baidu at 85% growth over the same quarter in 2010 or Yandex's 65% growth over the same period.



Of course, both Baidu and Yandex are helped by their market leading positions in growing economies. The IMF is forecasting 9.4% growth for China in 2011 and 4.2% for Russia. By comparison, the UK's growth rate is expected to be 1.1% and the US a rattling 1.5%.



Organic Search Drives 51% of Traffic to Websites [Study]



Jessica Lee, September 4, 2014

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SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, [gShift](#)

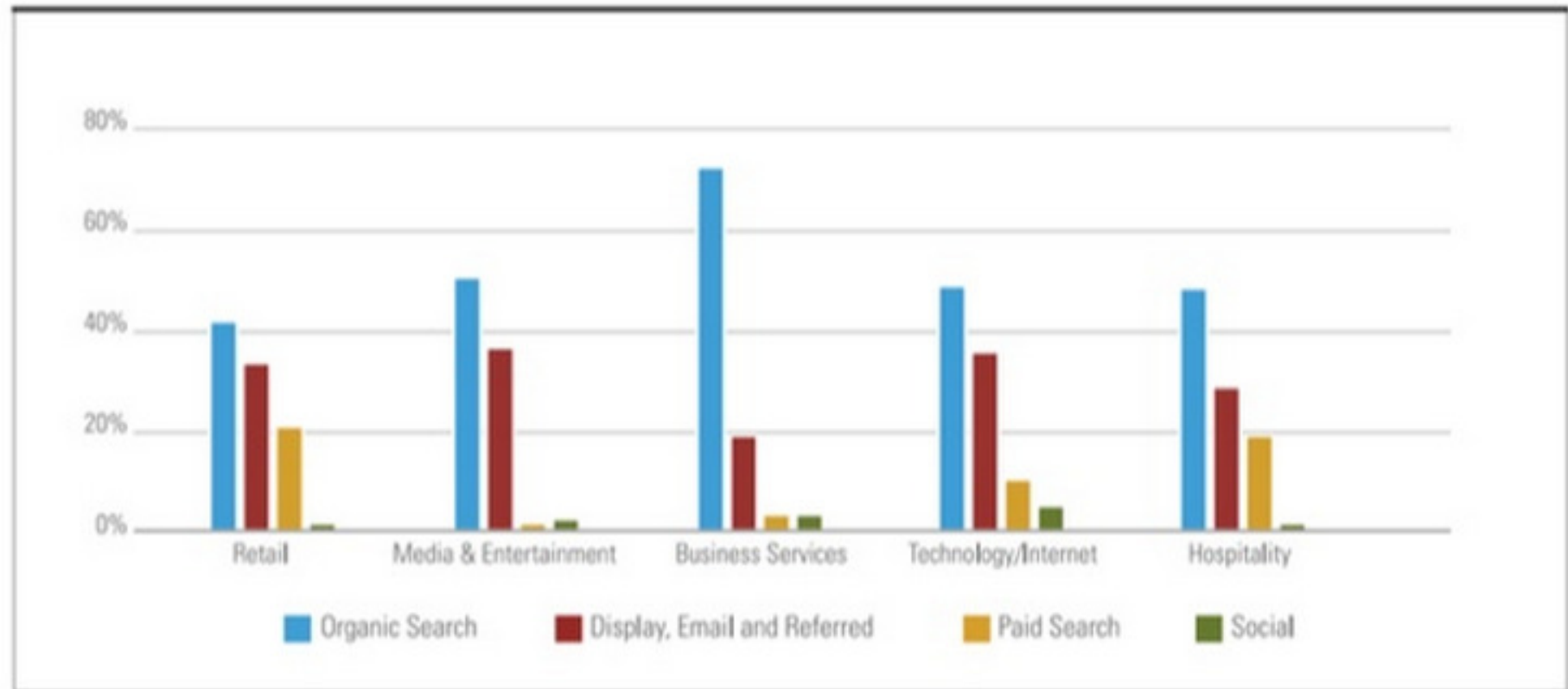
SEO platform provider BrightEdge recently released a report showing the majority of websites studied within its [Data Cube](#) data set showed organic traffic was the largest source of traffic over paid search and social media across the sectors studied.

Source of traffic



Organic Search	51%
All Other	34%
Paid Search	10%
Social	5%

The table below shows the traffic performance across 5 industries by channel.



Paid search also varied by industry, with retail showing the most traffic from the channel. In comparison, social traffic was trivial to other channels studied across sectors.



Could DuckDuckGo Overtake Bing?

Amid growing privacy concerns and a deal with Apple, DuckDuckGo has the potential to become a major player in search.



In just a few days, Apple will be launching iOS 8, its latest version of the mobile operating system used on the iPhone.



One of the new features in the operating system will be the ability for a user to select [DuckDuckGo](#), the self-proclaimed “search engine that focuses on smarter answers, less clutter, and real privacy” as the iPhone iOS 8’s default search engine.

Not familiar with DuckDuckGo? Well you should be, considering the iPhone is still the go-to smartphone, according to our [recent consumer trends study](#).

So in advance of a potential new flood of users, we sent a survey to more than 500 people via [SurveyMonkey Audience](#) to get a better understanding of who’s already using DuckDuckGo and to learn how people feel about their online privacy.

But First, What’s DuckDuckGo?

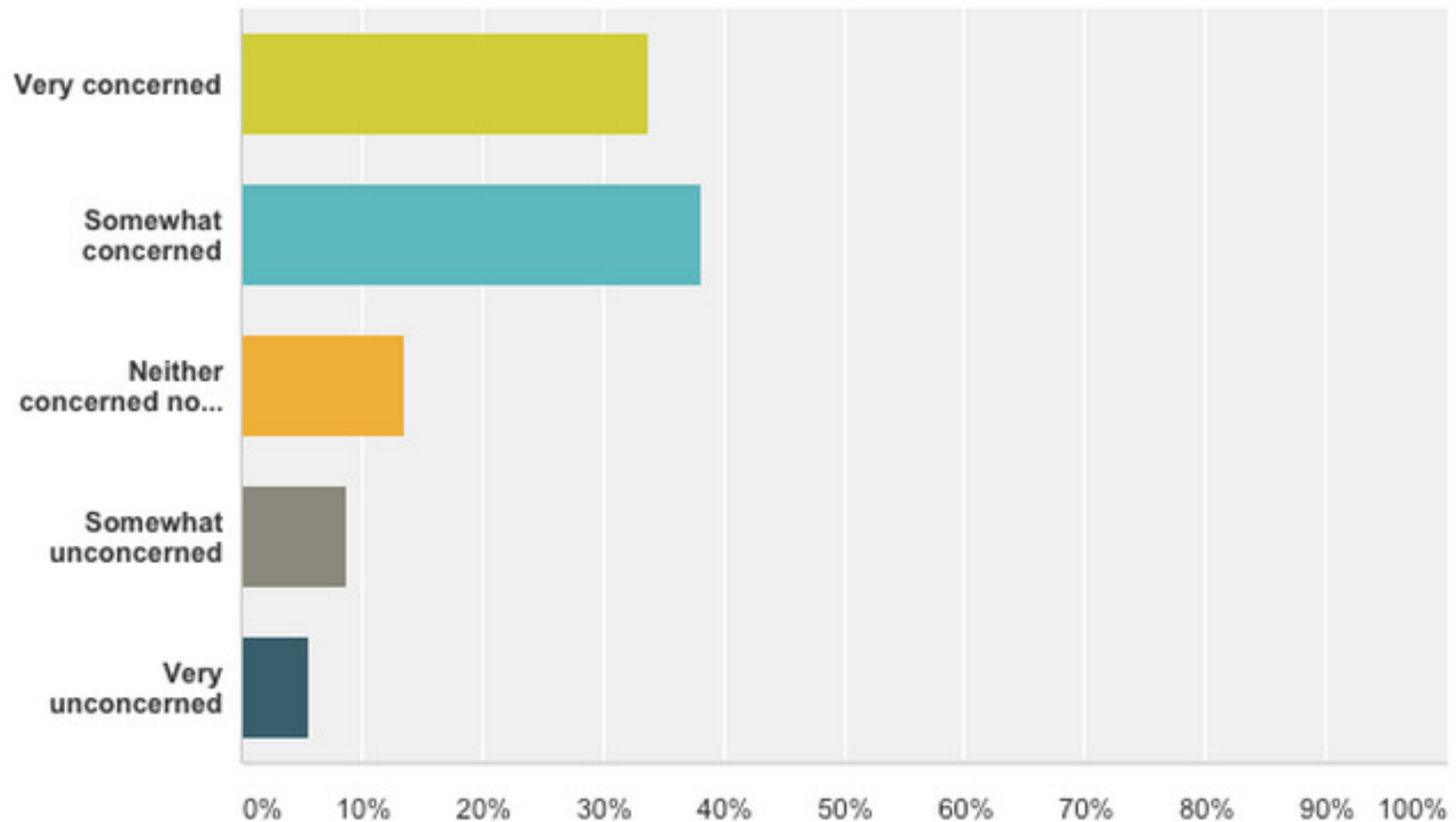
DuckDuckGo is a search engine just like Google, but it relies less on a crawler (though it has one) and more heavily on [external sources](#) like Yelp, Wikipedia, and WolframAlpha to generate instant answers and recommend pages.

And while DuckDuckGo ingests data from other sources, it still ranks the results using its own proprietary algorithm that uses [links](#) – apparently even nofollow links, since Wikipedia is used as an example link – as a strong ranking signal.

Since its founding in 2008, DuckDuckGo has been steadily increasing its audience (last year [a billion searches](#) were performed on the engine), but its inclusion in the upcoming Apple operating systems should generate a significant boost. But what do the data from our survey show?

How concerned or unconcerned are you about advertising networks having access to your search history?

Answered: 521 Skipped: 0



How much would you pay each month for a search engine that does not track you?

Answered: 521 Skipped: 0

