Search Engine Wars are Heating Up - Again

Posted by Bill Gerneglia - 2009/05/29 07:17

The search engine wars are heating up.

Why? - the crown jewel of the internet lies in the audience tied to the best - or the hottest search engine.

Microsoft new search engine has new bells and whistles. Yahoo is moving from results being generated as straight links and newcomer WolframAlpha has just released an "answer engine," designed to provide answers not search results.

With a 64.2% market share, according to comScore, Google leads when it comes to online search. Rivals like Yahoo (20.4% market share) and Microsoft (8.2% market share) are battling for #2.

If you're going to compete with Google you will need to differentiate yourself - can Microsoft be successful this time?

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Re:Search Engine Wars are Heating Up - Again

Posted by jrajani - 2009/05/29 10:46

I know that Microsoft is going to execute on a major marketing campaign for the new Bing! engine. Ultimately, if the product is user friendly, fast and provides the right answers for a given query then yes they can succeed. As far as taking the lead from Google is concerned they have a long way to go and will take them a long term investment in search to take a significant share away from them.

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Re:Search Engine Wars are Heating Up - Again

Posted by Bill Gerneglia - 2009/05/31 07:41

Agreed, they are entrenched in search, and own a big piece of it. MS will really have to innovate to be successful.

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Re:Search Engine Wars are Heating Up - Again

Posted by JohnSane - 2009/06/01 10:39

I find it interesting how many of these companies are shifting away from traditional search into new results and new ways to conduct search. One company (iSeek -http://www.iseek.com/iseek/home.page) is specializing in verticle market site search. Perhaps more vendors are beginning to realize just how valuable it will be to differentiate their search results and as such can steal away market share from the likes of Google?

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Re:Search Engine Wars are Heating Up - Again

Posted by KGB - 2009/06/05 15:44

I really don't see Microsoft stealing a lot of market share away from Google...

You've got to remember, when Google Search first showed up, it was much better than the alternatives. Remember those? Altavista, Hotbot, etc.

It doesn't really matter what bells and whistles MS slaps on, I think most people are fine with Google Search. It works well enough and I really doubt MS has anything significantly better. Besides, as a user, I don't have any complaints about Google Search... why switch to something else?

I don't need bells and whistles... I just want results!

Also -- not like this matters -- but it's just more fun to say "I Google'd it" than "I Bing'd it."

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Re:Search Engine Wars are Heating Up - Again
Posted by jrajani - 2009/06/05 15:54

I do like the sort features in the image search for Bing. It allows me to look for pictures that have:

Shoulders
Body/shoulders
Color
Black and White
Illustration

It's too bad that I'm so used to having Google as my primary search engine that I'm going to have make a concerted effort to use this engine in the near future.

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Re:Search Engine Wars are Heating Up - Again
Posted by KGB - 2009/06/05 16:04

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jrajani wrote:
It's too bad that I'm so used to having Google as my primary search engine that I'm going to have make a concerted effort to use this engine in the near future.

That's the other factor: Google is all over the place. It's on the default Firefox start page, it's on your cell phone, etc.

People are lazy. They aren't going to make a concerted effort to switch unless something is AMAZINGLY better.

That image search thing does sound interesting though, I'll try to remember to check that out.

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Re:Search Engine Wars are Heating Up - Again
Posted by caragarretson - 2009/06/05 16:36

Will Microsoft really have to innovate to be successful? I dunno, never seems to have been the case before. Granted, Microsoft is up against some serious competition with Google. But couldn't Microsoft just leverage its market dominance as it always has in the past to bigfoot its way to market leader?

I would like to see some true innovation in the search engine market, and not more embellishment. Frankly I don't know how many bells and whistles I want in a search engine...it gets to the point where I just want to be able to find the URL bar on the screen...

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Re:Search Engine Wars are Heating Up - Again
Posted by jrajani - 2009/06/06 00:28

Maybe bing will be the default enginge on all future windows 7 machinesv when IE is installed? Since msft has the dominant operating system they could implement something like this to win back some market share?

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Re:Search Engine Wars are Heating Up - Again
Posted by jimfinnan97 - 2009/06/08 10:51

Agreed, I also see their search activity is off to a fast start.. According to StatCounter it took just days for Microsoftâ€™s recently revamped search to overtake itâ€™s rival â€“ Yahoo, with Bing taking 16.28 per cent of the US market to Yahooâ€™s 1

per cent by the end of last week. Google still holds 71.47 per cent.

As of last week, globally Bing held 5.62 per cent of the market, just pipping Yahoo at 5.13 per cent. Both have a long way to go before posing a serious threat to google.

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Re:Search Engine Wars are Heating Up - Again

Posted by msneubarth@gmail.com - 2009/06/08 17:32

I've been test driving Bing. It's not bad. Nice clean interface. Fast. But in comparing same-term searches with Google, Bing does not deliver any noticeably better results. Interesting how the results differ though. I'll probably use Bing and Google for searches.

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Re:Search Engine Wars are Heating Up - Again

Posted by msneubarth@gmail.com - 2009/06/28 16:14

Still testing Bing vs. Google. Interesting how the results differ for the same search terms. Right now I'd give the edge to Google. Better results for the searches I've been doing.

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Re:Search Engine Wars are Heating Up - Again

Posted by caragarretson - 2009/07/13 10:57

No doubt Google's new Chrome OS that's slated for release next year will have the Chrome browser intergrated (in fact the two will share much of the same technology) and of course Google's search bar...seems like Google could be pulling a Microsoft with this one by tying products together. Wonder if the government will raise its eyebrows?

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Re:Search Engine Wars are Heating Up - Again

Posted by msneubarth@gmail.com - 2009/07/17 13:58

Bing is making some headway...1% gain...baby strides...but inching up...

A long way to go to take out Google...but IE was in the same place when it started to take on Netscape...

July 01, 2009
Microsoft's Bing Scratches Out 1% Market-Share

GainMicrosoft's new Bing search engine has eked out a slight gain in market share, according to statistics released Wednesday, but it has a long way to go before it catches up with industry leader Google.

Microsoft had 8.23 percent market share in June " the first month its Bing online search engine was available, according to StatCounter Global Stats, a Web site traffic analysis firm. That put Bing not far behind Yahoo's 11.04 percent market share but far behind Google's 78.48 percent.

http://www.crn.com/software/218102305;jsessionid=EJZAL3NBLPSDQQSNDLPSKH0CJUNN2JVN

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Re:Search Engine Wars are Heating Up - Again

Posted by msneubarth@gmail.com - 2009/09/29 13:22

An interesting comment by â€œPhoenixâ€•on techdirt.com about Google as a search engine at

http://www.techdirt.com/articles/20090515/1437004901.shtml

Says Phoenix (May 15th, 2009):

â€œGoogle is messed up, IMHO. Increasingly, the user-interface is incapable of effectively supporting the volume of data that is returned from most search queries. It is too often a painful process to sift through search results to find what you're looking for. Pretty soon, people will have to migrate to using meta search applications like viewzi to manage their search activity.â€•

I agree that Google can return poor lists of results for certain types of searches that require a lot of digging, sifting, and keyword manipulation. Donâ€™t think Bing is better in this regard.

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Re:Search Engine Wars are Heating Up - Again

Posted by korbinD - 2009/11/12 14:59

Regardless of it's faults there is just no way to ignore Google's 79% market share. Bing could print out $20 dollars bills every time you used it and I still doubt they could crack 50% market share in the next year.

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Re:Search Engine Wars are Heating Up - Again

Posted by Redsky99 - 2009/11/16 14:47

I am amazed they no one has ever brought up any anti-trust issues with Google, anyone care to comment on this?

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Re:Search Engine Wars are Heating Up - Again

Posted by meggebrecht - 2009/11/17 16:14

Bing saw its share of U.S. searches climb to 9.9 percent in October, according to research firm comScore. That's up from 9.4 percent in September, and it's a fairly sizable chunk of the market, considering that Microsoft was being counted out of the search race not too long ago.

On the other hand, Google gained by about the same amount last month, rising from 64.9 percent to 65.4 percent of searches.

Yahoo, Microsoft's eventual search partner, dropped from 18.8 percent to 18 percent. I'd expect that decline to continue, though probably not at that rate.

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Re:Search Engine Wars are Heating Up - Again

Posted by caragarretson - 2009/12/11 10:38

Will a Mozilla official's recommendation of Bing over Google have an impact on Microsoft's market share?

Asa Dotzler of Mozilla is encouraging Firefox users to switch to Bing, citing issues with Google's privacy policies:

http://www.ciozone.com/index.php?option=com_myblog&show=A-call-for-better-privacy-and-competition-in-search-.html&Itemid=704

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Re:Search Engine Wars are Heating Up - Again

Posted by meggebrecht - 2009/12/11 11:01

I doubt that Mozilla's Dotzler will sway many users. But his stance definitely shows the growing unease with Google's data-hungry ways and its approach to privacy. Google is starting to scare a lot of people.

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Re:Search Engine Wars are Heating Up - Again

Posted by caragarretson - 2009/12/14 09:16

According to Mozilla's Dotzler, Google is correlating saved search information with other information it collects on users of Gmail and Google Docs. So adding insult to injury, he says, Google is not only saving users' searches, but building personal profiles by combining all the information the company has access to.

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Re:Search Engine Wars are Heating Up - Again

Posted by meggebrecht - 2009/12/14 09:24

You can actually see the information that Google has collected on your profile through their Dashboard tool: https://www.google.com/dashboard/

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Re:Search Engine Wars are Heating Up - Again

Posted by searley - 2009/12/18 10:20

I don't use Google for anything other than search functions and therefore never sign on with an id. Maybe the solution to privacy is to never use real personal information when subscribing to any of these free usage sites.

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Re:Search Engine Wars are Heating Up - Again

Posted by caragarretson - 2009/12/18 10:51

Right - that's the hidden cost of these "free" services on the Web, potential for privacy violations. While I don't agree with Schmidt, who says that if you're doing something you don't want others to know about maybe you shouldn't do it, I'm also not terribly concerned about my privacy being violated. However it is a slippery slope, once companies start collecting this kind of information, what's next?

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Re:Search Engine Wars are Heating Up - Again

Posted by caragarretson - 2010/02/12 16:39

Back to the initial point brought up in this thread - browser wars. Microsoft's Bing now has 11.3 percent of the market, largely at the expense of Yahoo: http://www.ciozone.com/index.php?option=com_myblog&show=Bing-takes-a-bite-out-of-Yahoo.html&Itemid=704

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Re:Search Engine Wars are Heating Up - Again

Posted by msneubarth@gmail.com - 2010/03/29 16:13

Bing is up about 3%, from 8.4% to 11.5%, since it launched in June 2009, and is still taking share mainly from Yahoo, while Google holds steady at around 65%. While Bing does not appear to be making significant gains vs. Google, the pro-Bing spin in the reporting is interesting.

See "Bing vs. Google: A Rorschach Test" at
http://www.ciozone.com/index.php/Static-Site-Content/Bing-vs.-Google-A-Rorschach-Test.html

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Re:Search Engine Wars are Heating Up - Again

Posted by msneubarth@gmail.com - 2010/04/29 13:20

Interesting to watch the month-to-month changes in the search engine market share numbers from Hitwise, Nielsen, and ComScore.

Hitwise showed Google declined slightly from 70.95% in February, to 69.97% in March 2010.
Hitwise showed Bing also declined slightly from 9.70% in February to 9.62% in March 2010.

Nielsen, however, saw Google rise from February 2010 to March 2010, from 65.2% to 65.7%.
Nielsen showed Bing declined slightly from 12.5% in February 2010 to 12.2% in March 2010.

ComScore showed Google decline slightly from 65.5% in February 2010 to 65.1% in March 2010.
ComScore showed Bing rise slightly from 11.5% in February 2010 to 11.7% in March 2010.

Bottom Line: Not much change. Google still has commanding lead. Bing still trails significantly.

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Re:Search Engine Wars are Heating Up - Again

Posted by mhenricks - 2010/04/30 18:09

The concept of Microsoft as underdog has a certain freshness, and that may underlie some of the probably undeserved positive spin being placed on Bing's chances. It would appear that Microsoft is boosting Bing's market share the old-fashioned way, by paying for online traffic acquisition. Microsoft has lots of money, if nothing else, but in the absence of some real innovation in search, it's hard to see even Microsoft staying in such an expensive game long enough to seriously dent Google.

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Re:Search Engine Wars are Heating Up - Again

Posted by ciony - 2010/05/15 08:58

Clearly Bing is not going to catch Google any time soon, but this is a very lucrative market in which to be number 2, and there's data to support that different kinds of users use each engine, so marketers will want to continue to straddle both engines.

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/05/21 17:48

You never do know though, I remember people saying the same thing about IE and Netscape browsers. That IE was going to always trail the great Netscape browser. We all know (well maybe) where this went.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by ciony - 2010/05/21 20:35

MS used its desktop O/S advantage to catapult IE (and of course Netscape made some missteps too) over Netscape; however, it also invited an antitrust proceeding against MS. They can try the same tricks again by leveraging the IE install base and I'm sure will to a certain extend, but need to be very careful lest the DOJ take notice again.

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/05/30 00:18

True, my point only was that things can always go in the direction least expected especially when going against MS. I have come to never underestimate them.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by charlesb2k - 2010/05/30 22:29

It's funny how things change so quickly in the Internet Market Place. Years ago we were talking about how Microsoft was taking over everything and the clear leader in so many aspects of Internet usage. However, now we're talking about Google's rise.

Personally, I think there is a huge Anti-Microsoft that has fueled the ascension of Google in the Search Engine space. I know that's why I use Google. And almost 8Gb of free email space was a huge lure to many when MS capped email at 2Gb.

The only reason I haven't switched over to Google Chrome is because the compatibility with many web sites still isn't there. However, that market share is growing. And now that Android is hitting the tablet market, we'll soon probably be able to buy Android laptops as well.

However, in this fast changing Internet and Technology landscape, next year could herald a new challenger to both MS and Google. Remember Facebook 5 years ago?

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/05/30 22:59

I think that the thing that Google has to watch for is growing into a MS style/type of company. Most people loved MS when it was innovating and went against the evil IBM empire. Google must watch its step to not start to be included in these discussions, they must keep the small company mentality even if they are very large.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by ciony - 2010/05/30 23:16

Perhaps the folks at Google are smart enough to figure out how to maintain a scrappy startup culture at a multi-billion dollar behemoth, but most organizations fail at that. One of the things working in their favor is that they encourage personal innovation among their employees by giving them time (I think 10% of their work hours) to work on personal research projects.

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/05/31 04:32

There are allot of things that I think that are doing quite well at, but as with all companies greed can get the best of any of them. I with cautiously watch Google and see what they do over the next five years with Andriod and Google Apps

offerings as well as their existing other services.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by caragarretson - 2010/06/01 06:57

I think that the thing that Google has to watch for is growing into a MS style/type of company. Most people loved MS when it was innovating and went against the evil IBM empire. Google must watch its step to not start to be included in these discussions, they must keep the small company mentality even if they are very large.

I agree with this. I can't help thinking that Google is starting to act an awful lot like Microsoft from 10 - 15 years ago, and Microsoft is starting to appear like the venerable old company a la IBM. Google is suffering from some serious arrogance and a number of missteps regarding privacy. I hope the company's innovative spirit can get them through such rough patches.

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/06/01 16:55

This is exactly as I see it. They seem to be losing part of their reputation my the current mis-steps and my opinion of them is going a little sideways. Hopefully they will right the ship and get back on track with their projects, I will watch how they deal with the Google Marketplace the closest.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by sediga - 2010/06/14 11:04

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yeah --- I am feeling this as well. I donâ€™t look at Google as the "good guys" anymore. They are spreading like wildfire, and not in a good way (i.e. Linux); Cell phones, enterprise software, end users software, and not operating system. The only one worse is Apple with their proprietary everything.

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/06/14 16:51

I am quite interested to see how they handle this, if they continue in this way they are just going to be in the same ship with Apple and MS. From a business perspective this really is not bad, BUT it does not look good for the options as a consumer.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by sediga - 2010/06/24 07:38

Not sure if this is really good for business. We will end up having two or three very large companies than "mono"polize the market. The little guys have no way of getting traction.

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Re:Search Engine Wars are Heating Up - Again

Posted by ronkost - 2010/07/06 10:27

I think as long as you have innovation, you do not have to worry about monopolies in the market. Someone said earlier they see Google acting like MS of 10-15 years ago, MS acting like IBM, but there will always be smaller innovative companies (ala Google of 5-7 years ago) that pop up around us.

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Re:Search Engine Wars are Heating Up - Again

Posted by ronkost - 2010/07/06 10:27

I think as long as you have innovation, you do not have to worry about monopolies in the market. Someone said earlier they see Google acting like MS of 10-15 years ago, MS acting like IBM, but there will always be smaller innovative companies (ala Google of 5-7 years ago) that pop up around us.

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Re:Search Engine Wars are Heating Up - Again

Posted by mhenricks - 2010/07/07 17:18

I have been saying for years that the day would come when Microsoft was on its back, kicking ineffectually at some upstart that was thoroughly and inexorably whipping it. Hasn't happened quite yet, but it may be on the way.

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Re:Search Engine Wars are Heating Up - Again

Posted by sediga - 2010/07/08 09:01

Google is certainly giving a lot of companies a headache. I am not sure if I agree with the statement that as long as we have innovation, all sins are acceptable. I personally know folks that got screwed by Microsoft and their innovation never saw at the light of day. Large companies have the tendency to want to stay large and any innovation by others is perceived as bad. I like to have options. The more the merrier.

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/07/15 19:08

I tend to thing that Google will probably catch itself from becoming a MS or IBM type of company in the long run but they need to go through a time to see for themselves what they don'
t want to be. Time will tell but it is always interesting to watch, it wasn't but a few years ago that companies like Paypal were the toast of the industry. These days I try to avoid them at all costs. Hopefully, Google will not make the same mistakes but you never know.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by sediga - 2010/07/20 14:52

I hope so as well. I like their approach to open software, and if that continues, I would feel safer with them getting larger and larger. I still believe that large companies will do anything to stay that way, and that usually means screwing the little guy.

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Re:Search Engine Wars are Heating Up - Again

Posted by srw134 - 2010/07/22 11:05

I am certainly watching the various privacy (or openness) related issues around the globe with Google and these other companies. These issues and how they deal with them are a big part of keeping my business. There are only a certain level of business greediness I will tolerate before the feeling starts to sour.

-sean

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Re:Search Engine Wars are Heating Up - Again

Posted by garrytabet - 2012/01/20 14:06

There is great war between the search engines Google, Microsoft's Bing and the yahoo. But Google is still able to maintain the first position.

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