



Over 9 Billion Internet Searches in February Alone!

Top 10 Search Providers for February 2010 (U.S.)

Rank	Provider	Searches	Share of Searches
1	Google Search	5,981,044,000	65.2%
2	Yahoo! Search	1,294,261,000	14.1%
3	MSN/Windows Live/Bing Search	1,142,364,000	12.5%
4	AOL Search	206,969,000	2.3%
5	Ask.com Search	175,074,000	1.9%
6	My Web Search	91,288,000	1.0%
7	Comcast Search	55,122,000	0.6%
8	Yellow Pages Search	27,002,000	0.3%
9	NexTag Search	26,462,000	0.3%
10	WhitePages.com Network Search	24,681,000	0.3%
	All Searches	9,175,357,000	100.0%

Source: The Nielsen Company

Web Marketing Test

Take this test to see how well your company has adapted to the world of Internet-dominated marketing. Add up your points as you go and score your business.

- Is your website address on your business card?
 - [yes = 10 points; no = 0 points]
- Is your current website design more than five years old?
 - No = 10 points; Yes = 0 points
- Look at your top 3 competitors' websites, and then look at yours. Is your website better?
 - [better = 10 points; as good = 5 points; not as good = 0]
- Do you know how much of your sales come (directly or indirectly) from your website?
 - [Yes = 10 points; no = 0]
- Do you know what phrase is the most often used by the public when searching for what you sell? -
 - [Yes = 10 points; No = 0]
- When you search in Google, using the phrase from #5 above, what page in the results is your website listed?
 - [One = 10 points; two = 2 points; three or lower = 0]

Points = Grade

(55 - 60 = A) (45 - 54 = B) (30 - 44 = C) (06 - 29 = D) (00 - 05 = F)

If you got an A or a B, (and you didn't cheat), congrats! You are way ahead of the average business owner. Should you want to raise your score, and/or your sales, give us a call. We'll discuss how you can tap into the huge flow of business happening every day at Google.com.



INSIDE THE GATE...

The Lucky Saucer

A famous art collector is walking through the city when he notices a mangy cat lapping milk from a saucer in the doorway of a store and he does a double take. He recognizes that the saucer is extremely old and very valuable, so he walks casually into the store and offers to buy the cat for two dollars. The storeowner replies "I'm sorry, but the cat isn't for sale. The collector says, "Please, I need a hungry cat around the house to catch mice. I'll pay you twenty dollars for that cat." And the owner says "Sold," and hands over the cat. The collector continues, "Hey, for the twenty bucks I wonder if you could throw in that old saucer. The cat is use to it and it'll save me from having to get a dish." And the owner says, "Sorry buddy, but that's my lucky saucer. So far this week I've sold sixty-eight cats."

PRESIDENT'S CORNER

If we take just the 5,981,044,000 Google searches done in February and do some simple math, perhaps we can learn something. Since there are about 100 metro areas in the US, we can divide 5,981,044,000 by 100 and get 59,810,440 (59.8 million) searches per month in one metro area.

So, just in the local Tampa area, there are nearly 60 million searches per month, or about 2 MILLION SEARCHES PER DAY. Now, can you see why top rankings in Google are so important to your company?

If you are NOT satisfied with your current Google rankings, give me a call.

