

Yahoo & Bing Join Forces!

The *Yahoo* and *Bing* search engines are now one. As of August 24, 2010, Microsoft's Bing began powering all US searches on Yahoo. As it adds this new traffic, Microsoft hopes to improve its understanding of people's search requests and thus become more competitive with Google.

If it can do that, Microsoft will be in a better position to finally start making money in its online division, which has lost \$4 billion altogether in the company's last two fiscal years alone. Combined, Microsoft and Yahoo hold about 24 percent share of the U.S. search market, still far behind Google's 72 percent, according to a study by Experian's *Hitwise* in May 2010:

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|----------------------|-----------------------|
| 1. Google - 72.17 % | 4. Ask ----- 2.14 % |
| 2. Yahoo! - 14.43 % | 5. 74 others - 2.03 % |
| 3. Bing ----- 9.23 % | |

Will Your Site Pass the 'Google Test'?

It's important to realize that search engines are the key to making money on the Internet! Furthermore, search engine "visibility" has actually become a matter of life or death to many companies.

Businesses that are difficult to find on these search engines often go broke, as others that are well positioned, take away their share of the markets.

Google is actually a "smart machine" that locates relevant web pages for us, when we search for something. By "smart machine", I mean that it has been given "artificial intelligence" by its makers.

This means that it gets „smarter' as humans use it. Google "remembers" every search, every click, and how many seconds you spent on a web page before returning to the search results page. It uses this data to constantly improve its search results.

If you want to make more money, you must understand that the search engines are your ticket to success – if you know how to use them.

Do visitors take one look at your site, and five seconds later hit the Back Button? If that happens

most of the time, why would Google list you high on their rankings? Most likely, Google will not.

But if most visitors to your site stay for awhile (one minute or more), and look at more than one page, then this is the kind of site that search engines want at the top of their listings.

When you think about it, this factor will also separate sites that get results (sales) and sites that don't.

How Many Searches For A Keyword?

Have you every wondered how many people actually search for a certain keyword phrase? Here's a way to find out; you can use Google's free Keyword Tool - <http://adwords.google.com/select/KeywordToolExternal> (You must type this exactly as it shows, including capitals.) This tool can also help you find new keywords.

How Many Competing for a Keyword?

To find out, do a search in Google, but put double quotes (") before and after the keyword phrase. Now just look at the top of the results page and Google will give you how many pages have that exact phrase. It will be right under the search box and look something like this - About 6,030 results (0.16 seconds).

How many keywords can I have?

Each web page should focus on just *one* keyword. To get *more* than one to rank well in Google is difficult, and often impossible. Each keyword should therefore use a *different page* of your website when you want multiple rankings in the search engines.

If you would like to see more traffic to your web site, having additional well-ranked keywords is one of the best way to achieve that.

Each keyword that is well-ranked sends a constant stream of new visitors to your site. How many more visitors per month would you like?



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