Google, Yahoo, and Microsoft Advertising?

by J. Warholic - Article last updated on: Wednesday, March 02, 2011

http://pwebs.net/2007/11/google-yahoo-or-microsoft-advertising/
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Where to place your advertising dollars online...

The following chart is showing where most of the searches are occurring. When deciding where to invest your online advertising dollars, it might look like Google is the only place to invest, however, depending on your particular business, whether technical oriented, business oriented, or consumer oriented; it is probably a wise decision to try some test advertising campaigns in Yahoo and Microsoft also.

In October, Google Sites increased its lead atop the core search ranking with 58.5 percent of U.S. searches, gaining 1.5 share points versus the previous month. Yahoo! Sites ranked second with 22.9 percent, followed by Microsoft Sites (9.7 percent), Ask Network (4.7 percent) and Time Warner Network (4.2 percent).

comScore Core Search Report*
October 2007
Total U.S. – Home/Work/University Locations
Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		
	Sep - 07	Oct -07	Point Change Oct-07 vs. Sep-07
Total Core Search	*100.0%*	*100.0%*	*0.0*
Google Sites	57.0%	58.5%	1.5
Yahoo! Sites	23.7%	22.9%	-0.8
Microsoft Sites	10.3%	9.7%	-0.6
Ask Network	4.7%	4.7%	0.0
Time Warner Network	4.3%	4.2%	-0.1

** Based on the five major search engines including partner searches and cross-channel searches. Searches for mapping, local directory, and user-generated video sites that are not on the core domain of the five search engines are not included in the core search numbers.*

In October, Americans conducted 10.5 billion searches at the core search engines, marking a 12-percent increase versus September. More than 6.1 billion core searches were conducted at Google Sites during the month (up 15 percent), while Yahoo! Sites recorded 2.4 billion (up 8 percent). All core search engines posted solid gains in search query volume in October.

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