

Google – New Universal search

Latest from Google

Vic Farron RFT Express

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Google announce the first steps toward a universal search model, offering users a more integrated and comprehensive way to search online.

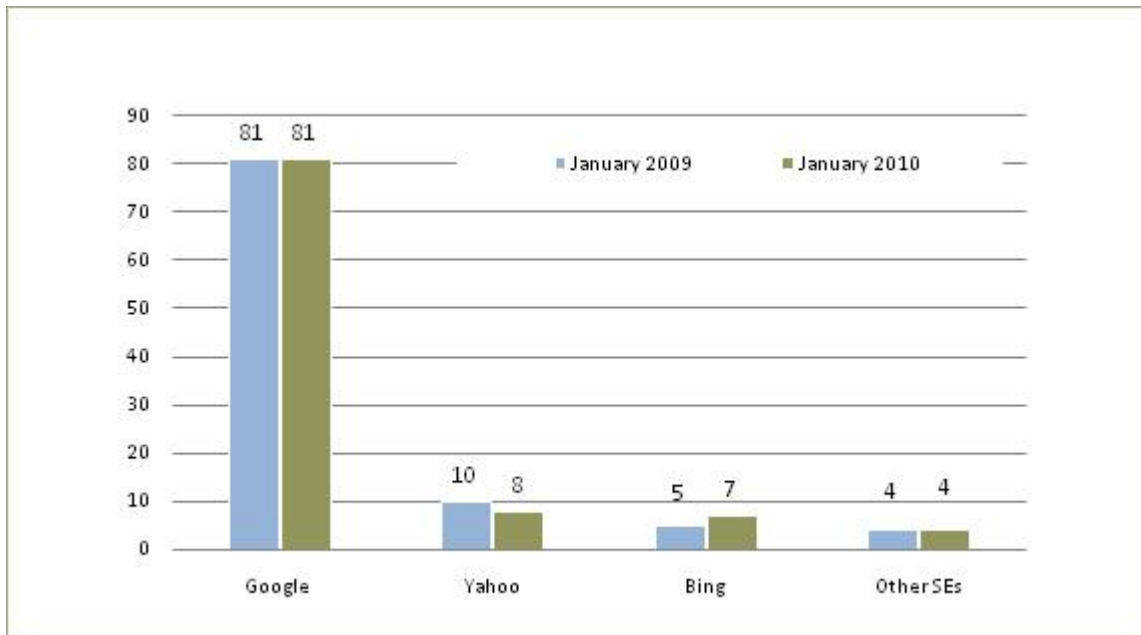
Google's vision for universal search is to ultimately search across all its content sources, **compare and rank all the information in real time**. Beginning today, Google will incorporate information from a variety of previously separate sources – including **videos, images, news, maps, books, and websites – into a single set of results**.

Google is also in the process of deploying a new technical infrastructure that will enable the search engine to handle the computationally intensive tasks required to produce universal search results. The company is also releasing the first stage of an **upgraded ranking mechanism** that automatically and objectively compares different types of information. As always, Google™ **search results are ranked automatically** by algorithms to deliver the best results to users anywhere in the world. You can read the more on this press release [here](#).

WEB CEO is a one of the most important free Search Engine Optimisation programmes, the link to this free programme is available on our [web site](#) One of the segments of the WEB CEO programme is a tracking tool, [this is a paid for addition]. They track over 300,000 websites and have produced graphs from January 2009 to January 2010, showing where visitors have come from to these websites. As expected Google are still the main source of visitors, what is interesting is where the other visitors come from.

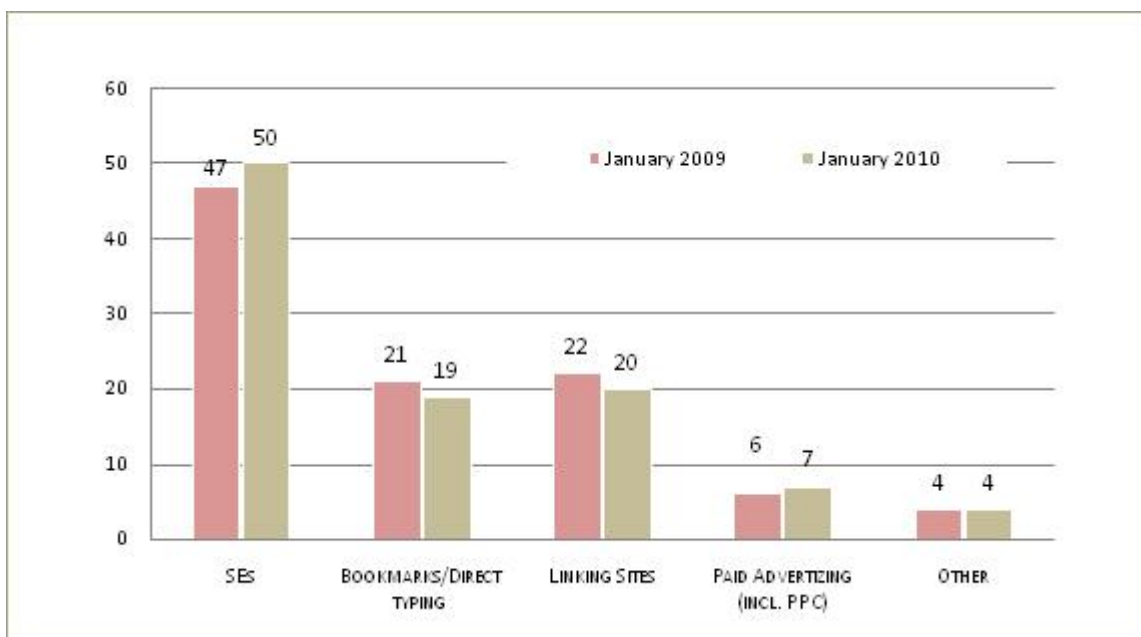
These figures are for the 300,000 plus commercial websites WEB CEO are tracking. The following graph from Web Ceo shows the percentage input of the search engines. The percentages mirror the national trend, with Google maintaining it's share, and Bing increasing it's share at the expense of Yahoo.

Global Search Engines(%)



The following graph from WEB CEO shows how visitors are being referred to the sites. Search engines are still top with 50% of the share. Linking, Bookmarking and other social sites amount to about 20% each. A slight increase in paid advertising would tend to suggest that companies are trying to regain market exposure post recession.

Visitor Referrers (%)



What Google will be looking for in the future, will be better SEO optimisation. Links and Bookmarking sites will carry more weight in future rankings.

RFT Express added a share button to all its pages, in anticipation of this new method of ranking. The article '[Recession- How Everybody Can Profit From It](#)' and the Blog dated 07/09/09 pre-empts Google by 5 months, and is definitely one article for you to **share and Bookmark**

[Article by Vic Farron, RFT Express](#)