



Blended Search: Being No#1 on Google with a static page is no longer good enough.

Here's why.

The market for online advertising is worth \$60 billion per year. Google has 60% market share of search worldwide, with 80% to 95% in western countries. Each percentage point of market share makes a dramatic difference in income. Google, with its huge revenues and legions of engineers will fight for every point.

Google faces competition from Twitter and Facebook and other "social media" - these companies bring "news" and information to the user instantly. In comparison with Google penetration is tiny - say 1%. But 1% of \$60 billion is not something that's given away lightly

First note that search on Twitter and Facebook is rudimentary - but the power is in the speed with which information is distributed.

Since 2006 Google has been adding more than just web pages to its index. On searches now you will find videos from YouTube, pdf documents, book titles etc. This is called "blended search" - search results on a key phrase from many sources other than web sites.

In the past 6 months Google has been dramatically ramping up the speed with which it indexes (spiders) information. This is a direct response to Twitter and Facebook. And Google is indexing Twitter and Facebook and presenting the results within the "blended search". Google now picks up some Twitter feeds and presents them with 6 minutes.

What this means is that search results are getting closer to "live search". Google has always encouraged fresh, relevant content. So it is now moving towards presenting breaking news, as evinced by a twitter feed, at the top of the rankings if the breaking news includes the search term.

Of course Google reviews many more things to determine relevancy - for example, it may promote a page to the no #1 position but it will look to see how many clicks that page gets. Insufficient clicks and it could demote the page. It also looks at bounces and time on page / time on site.

For companies ranked in Google the problem is this: there is now much more pressure to admit new listings from alternative information sources. This will move established page rankings downward - unless the static pages contain more relevant information which is frequently refreshed, clicked on and read by more users.




Additionally, if an information source - web site, video, catalogue et al - does not have a site structure demanded by Google it will not be ranked well. As an example of the future take a look at Google's project caffeine - predictive search - here <http://www2.sandbox.google.com/>

Finally remember that the top 3 positions on Google deliver approximately 70% of the clicks. Position 5 downwards - you're an also ran.

Delivering excellent blended content to the Search engines will become very taxing for small and medium companies - many will try the Pay Per Click route instead. Naturally this will force up the costs of PPC bids and reduce ROI. Kerrrrrrrrching for the cuddly folk at Google.

There are solutions.

But meanwhile, thanks to blended search, our key product term "footage library software" [has the first 20 organic positions on Google.](#)

[Bold Endeavours Group Ltd](#), 7 Manor Park, TW18 4XE England. Reg. No. 06590690 call UK :  +44 (0) 208 123 1778
[Bold Endeavours Ilc](#), Bozhenko 86, Kiev, Ukraine Reg. No. 33548881 UKR:  +38 044 221 95 95
Bold Endeavours, 240 East 90 St, New York, NY10128 call USA:  +1 (347) 983 0157

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