Bing has More Quality SEO Traffic Value Than Yahoo!

by Laverne Brady

Article published on May 24th 2012 | Seo

According to a recent report published by a leading internet research company, Bing has taken a big leap in its race against Yahoo with regard to search engine optimization and SEO traffic generation in the 2011 calendar year. The report reveals that Bing has snatched the lead, all across the globe, for the first time.

Microsoft, the patron of Bing, has been on a spending spree to improve the search engine optimization quality of Bing. Itâ€™s also spending a voluminous amount of money to market the search engine all over the world. All of Microsoftâ€™s endeavors seem to have paid rich dividends in the hugely competitive world of search engines dominated by Google.

During February 2011, the market share of Bing reached 4.3 per cent whereas that of Yahoo remained at 3.93 per cent. In the US, however, it needs to be noted that Yahoo still led Bing in terms of SEO traffic generation at 9.74 per cent with Bing at 9.03 per cent. Whatâ€™s important here is that Bing has been powering Yahooâ€™s SEO traffic in this region.

Google, however, still leads the pack of search engines with a market share thatâ€™s close to 90 per cent. So in terms of search engine optimization preference and SEO traffic generation, both Bing and Yahoo have a lot to work and aspire for. As of now, Bing occupies the second spot in the SEO traffic search and allied industry though the distance between the first and second is undeniably high. Recent trends have suggested that the gap between Google and Bing has shortened because of the pragmatic decisions adopted by the latter.

Recent SEO traffic trends have also suggested that Bing is determined to further reduce Yahooâ€™s share in the coming years. Bing expected that the criticism Yahoo recently attracted over the quality of its SEO traffic would spin in its favor. Its expectations proved right with more number of search engine optimization experts preferring Bing over Yahoo.

Bing, after quite a long period of time, has received enough good news in its efforts to emerge as a prominent SEO traffic return engine. Itâ€™s steadily climbing up the popularity charts of SEO professionals. Moreover, with its unswerving efforts Bing has quite the potential to eat into the market pie of Google as well. Though it may not be able to dethrone Google as the leader in the internet search space, it has undoubtedly left Yahoo far behind as regards competition. With several strategic moves that Bing has taken in recent times, experts believe that it may be able to witness substantial progress. It nevertheless requires the patronage of search engine optimization experts. Bing has introduced several value-added services, besides the ones it already has, to garner more SEO traffic. Itâ€™s also trying to bolster its performance over Yahoo in the regions where it has a positive position. Asia could be a good region for Bing to train its guns, where numerous search engines are competing against each other.

Article Source:
http://www.articleside.com/seo-articles/bing-has-more-quality-seo-traffic-value-than-yahoo.htm - Article Side

Laverne Brady - About Author:
Hello , My Name is Suneeta Abraham and I'm working is as HR executive at seo traffic search a a seo Company India which delivers complete business and ecommerce solutions in India. Whether

it's an Internet marketing website to raise customer awareness of products, an ecommerce website development to power sales, web-based tool to streamline company operations, corporate identity development to enhance companies outlook or software solution to help business run smoother.

Article Keywords:
Yahoo Search , Bing search , seo traffic , Search engines , Search engine Optimization , seo

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!