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Yahoo V/S Google-Which is More Effective by Christina Xio

Article published on December 21st 2011 | Seo

The advent of Internet has changed human life completely. Nowadays if people have to buy something then they do not go to markets but start searching for their desired product online first. The internet has also made it possible for businesses to offer their product or service deals over the Internet now. All this became possible due to search engines that give us access to our desired information within no time. The internet users made use of yahoo as their first search engine which became widely popular too. But now Google has emerged as a close competitor to Yahoo and both have become the most used search engines nowadays. Even though there are many other search engines on the Internet too but so far yahoo v/s google is the talk of the day.

When figuring out the main differences between yahoo and google search engines the best way to understand the working of both is that the biggest contributor to yahoo is the advertiser. The case with google is totally different as its biggest customer is an average web surfer. This might be the reason why google has been used by a greater number of people while searching for things on the Internet when you consider yahoo v/s google together. Yahoo caters an advertiser fully by integrating innumerable advertisements and extends the page length for doing so. They focus more on this area because it is their main source of money making. Even though google advertises as well but the main concern of this search engine is an average web traveler.

When you consider yahoo v/s google together then you will find that even today yahoo is getting more traffic than google. But the fact remains that google has proved to a veritable fortune for all those who bought into the stocks when this search engine went public many years back. It was AdWords that enabled google to rise at such a high pace and it is still AdWords that is pushing online market towards pay per click advertisement. The search engine used to be simple and well designed when it was launched. It even worked faster than yahoo which has been its main competitor for the past few years. But googleâ€™s innovations are becoming subsidiary and cosmetic for the quite some time now.

The key to the usefulness of MyWeb is the keywords that are provided by yahoo visitors. An ordinary site designer might not think of all the possible keywords that can generate traffic to his site that is why internet users can provide help to him in that area. Hence internet is an overwhelming place to look for your desired information or thing. Without the useful search engines like yahoo and google it would be almost impossible to look for your desired things. While yahoo is more about advertising, google is believed to a household name. So you can not doubt the usefulness of any of these two most powerful web search engines while considering yahoo v/s google.

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