

How a Search Engine Suicides?

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Year 2007 is the golden age of all major search engines as recent years, industry raised with gains and high revenue with web business owners ads spendings. Every job or project boards are full with SEO or SEM announcements either permanent or temporary. Everything seems fine else than the search engines themselves, let me report what is happening on their side.

How Yahoo is knock out?

A directory based search giant has totally failed with their algorithm problems in 2007. I never expect this much problems they would have on their technical progress. Yahoo has created a tool as Site Explorer to help webmasters. A tool to track your website if indexed with all URLs, I have to announce that the "useless tool of search industry" You can not see and statistics , you can not see the search quairies, just number of indexed URLs. If you have time please take a look their Feedback pages, all webmasters are complaining about none indexed, partially indexed or lost from Yahoo. These kinds of feedbacks give you an opinion about insufficient quality on their algorithm. Its is said indexing may take up to weeks, why then? Also after indexed why some URLs may drop from the index in time. Why indexed pages, just indexed but do not listed in search results? These points are deadly mistakes for a search engine. On the other hand their customer service is in a mess as always. Somebody must tell Yahoo Client Service to solve the problem instead of sending satisfaction surveys.

Obligation to mention that Yahoo Paid Directory clients are listed at the top placement when a search is conducted, this is absolutely not fair to non paid website owners. This is another reason, Yahoo Search is loosing market share because web users know that Yahoo will list not deserved ones, paid ones at the top.

Is Google Trying to suicide?

Undobtful search leader is Google, everbody knows this. I like Google because its easy to conduct a search, its white and results are mostly trustworthy. On webmaster's side their sitemap tool is useful and containing good features to analyse visitors combined search quaries either. Not need to talk about Google Analytics, thats wonderful about web statistics. However Google's Quality Guidelines are really exaggerated on some points. They are undertaking more mess than they may imangine with this rule, Buying or Selling Links is not permitted and Google asks webmasters to report Link Buyer and Seller sites. In my professional opinion this will not help to increase search quality but face Google serious problems in future. Lets go deeper on Buying and Selling Links.

-What will Google do if I report my competitors as Link Buyers? As all top listed websites buy quality links , what will Google do? Will Google decrease their placement?

-What about paid directories? Are they defined as Link Sellers as well? If so, what do you think to do about Yahoo Paid Directory clients? Will you classify Microsoft Business Center as Link Seller too?

-What will text link Sellers do ? If you prohibit link buying, they will loose their jobs or bankrupt in mid or long term. Google has to motivate industry development, not try to kill. As an economist, I advice Google Managers not to shoot their own feet as webmasters and web business owners are their raw material or capital.

Ladies and Gentlemen, search quality can not be increased by motivating people to report their opponents, it was in wild west times, not today. Instead of wasting you time, you may progress your algorithm to filter unrelevant results. I know your algorithm is the best for now but reporting method is not gentle. Otherwise this may be a reason loosing your popularity which means dead for a search engine. I dont want your future to be like Lycos.

How is young MSN Live?

Microsoft is an impressive company, their new baby seems growing but Live's search quality is really low now. When you search a query, Live lists irrelevant results most in 3 major search engines. On the webmaster side, they still not have a sitemap submission interface and not feature to track our stats. Maybe you haven't time to develop a tool for these while working on algorithm but this is really important for webmasters.

I'm testing search quality of search engines when I have time, most quality search results are listed as 1)Google 2)Yahoo 3)Live

A simple search quality test, do it yourself search with phrase "Buy Online" Which search engine has least "Buy Online Viagra" in his results, that engine has the better algorithm.

About the Writer: **Mr. Erkan Meydanlioglu** has a degree in Economics and professional Online Marketing Manager, Google Certified Professional and Team Leader for more than 10 years. He is managing corporate online campaigns as individual or as team manager in Europe. Training company level marketing teams to increase sales and running on **www.OnlineMarketingManager.org**