

Google gains ground in US search market

January 15 2011



A sign is posted outside of the Google headquarters in California 2010. Market-tracker comScore reported on Friday that Google finished 2010 strong, handling 66 percent of US online queries.

Market-tracker comScore reported on Friday that Google finished 2010 strong, handling 66 percent of US online queries.

Factoring in outside websites with search "powered by" by the California Internet titan, its share of the market climbed even higher, with 69.4 percent of US searches getting "organic" results from Google.

Microsoft's Bing [search engine](#) increased its share of the US market slightly to 12 percent, while AOL, Ask, and [Yahoo!](#) each lost ground with 1.9, 3.5, and 16 percent respectively, according to comScore.

Bing handles Internet searches at Yahoo! websites, raising to 28 percent the total portion of US queries it tended to in December. The combined

Bing-Yahoo! share of the market remained unchanged from November.

US Internet users conducted 18.2 billion online searches in December, with Google handling 11.7 billion while 3.4 billion were done at Yahoo! sites and 2.2 billion at [Microsoft](#) sites, according to comScore.

(c) 2011 AFP

Citation: Google gains ground in US search market (2011, January 15) retrieved 27 April 2024 from <https://phys.org/news/2011-01-google-gains-ground.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.