The image features the Google logo in its signature multi-colored font (blue 'G', red 'o', yellow 'o', blue 'g', green 'l', red 'e') centered on a light cream background. In the background, there are four large, thick, stylized letters: a red 'G' in the top-left, a blue 'G' in the top-right, a red 'G' in the bottom-left, and a blue 'G' in the bottom-right. These letters are partially cut off by the edges of the frame.

Google

Business Case Study of GOOGLE

By
Oishik Biswas

Google Initial Strategy

- Took an existing search engine → Inktomi engine
- Paid search
- Cost per click pricing model



Google Initial Strategy (GoTo model)

- Companies paid more money for their keywords.
- Keywords were put in auction.
- Two Major problem in goto model
 - Large company can abuse the small companies.
 - Small businesses were discouraged from placing their ads.

Major Improvements

- **Quality score** → Ranking not based on option paid, but basis on the relevance of the ads with respect to the priority on quality.
- **The Vickrey (Second Price Auction)** → Advisers don't overpay for the keyword, get insights of the competitive prices.
- **Company can not overpower another bidder solely based on money.**

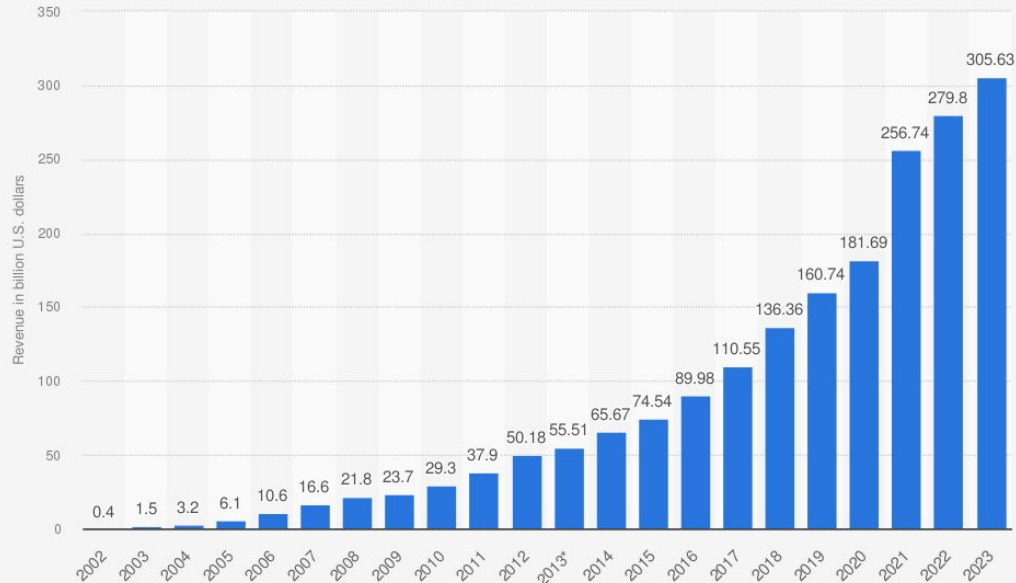
Google Revenue

SWOT ANALYSIS OF Google



Google Revenue

Annual revenue of Google from 2002 to 2023 (in billion U.S. dollars)



Source
Alphabet
© Statista 2024

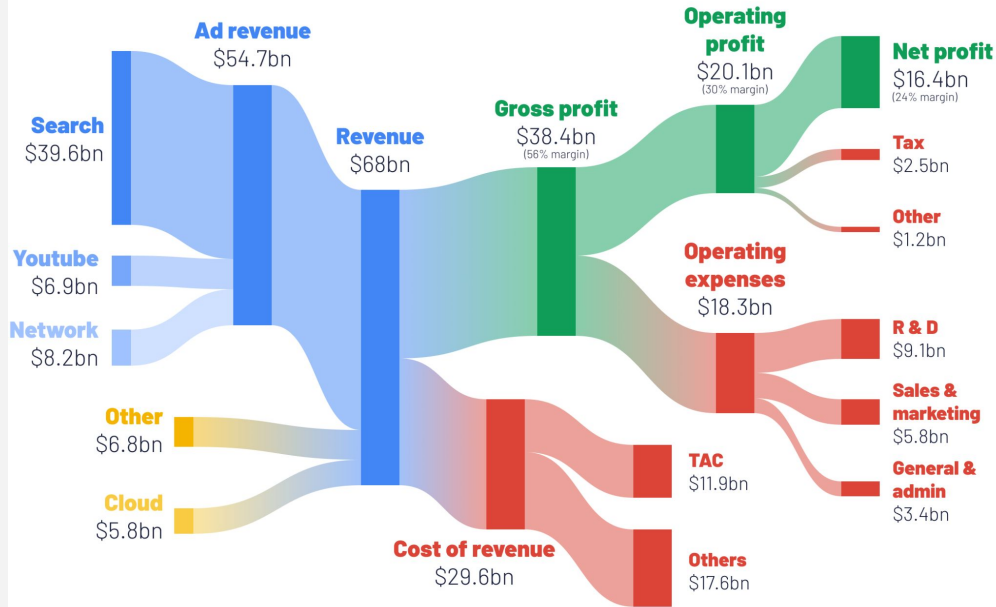
Additional Information:
Worldwide; Alphabet; 2002 to 2023

Google Profit



Google Profit

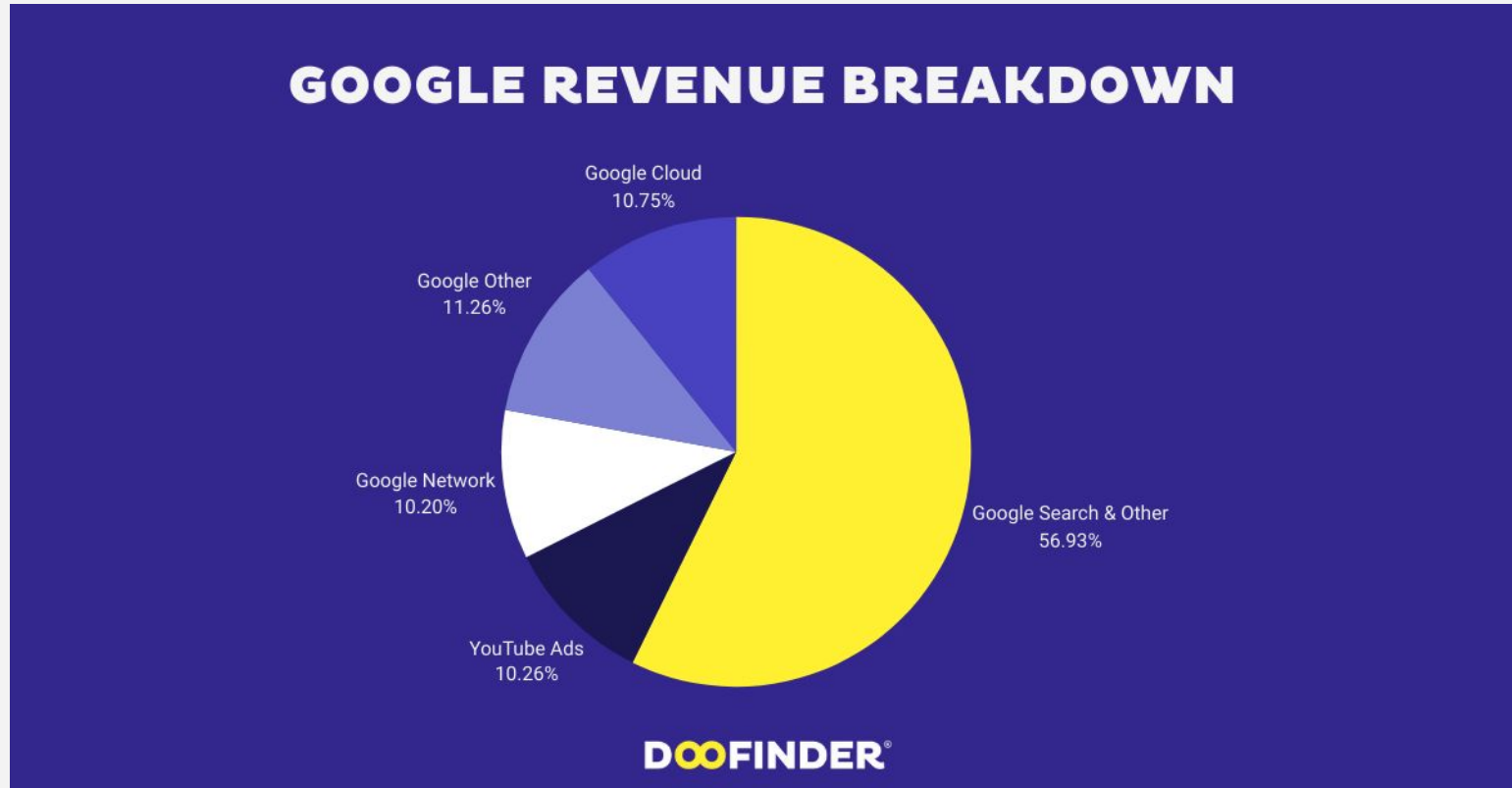
How profitable is Google really?



Source: Google 2022 financial statements

More charts at (link in bio): genuineimpact.substack.com

Google Revenue Breakdown



Culture of Innovation

- 20% rule
- Staffs will spend 20% of time in projects that interested them
- Not officially allocated
- 1000s of projects may fail.
- But if one project get success, it can bring revolutionary effect.

Business Lessons

- Never be discouraged with the competition opportunity to dissect their strategies
- Learn from their mistakes
- Build better business.
- Culture of learning and failing to achieve greatness.