

Short Report on SERP

NOTES:			
Google Chrome browser - Ingonito tab for all	First page results only	All lowercase	Scraper: Instant Data Scraper
Search Engines	Scraper	Search Terms	Local "Answer"
Google Maps	Instant Data Scraper	running shoe stores	Philadelphia Runner
Bing Maps	Instant Data Scraper	book binding and printing	Campus Copy Center
Yahoo (Local)	Instant Data Scraper	tequila store	Fine Wine and Spirits
The Real Yellow Pages	Instant Data Scraper	yoga studio	Hot Yoga Sutra West Philadelphia
DuckDuckGo Maps	Instant Data Scraper	apple computer	Penn Bookstore
Neeva Maps	Instant Data Scraper	comic book store	Brave New World
Brave Search (Maps)	Instant Data Scraper	womens boutique san francisco	dress San Francisco
Google Search Places via Valentin.app	Instant Data Scraper		
<u>TBD:</u>	Google Shopping		
<u>No Maps:</u>	Mojeek, StartPage		
<u>Bad Maps:</u>	Qwant		

My independent study argues that Google is biased against small businesses in its search engine results pages (SERPs). To move beyond anecdotal evidence and establish empirical evidence, this report and accompanying spreadsheet aim to compare SERP results across a selection of search engines, including Google, with a specific focus on the inclusion of preselected "local" answers.

By treating the search engine as the independent variable and maintaining all other factors constant, the output is a visual representation of the alignment of search results. Google Maps, chosen due to Google's dominant market presence, will serve as the basis for comparison; the local "answer" is marked bright yellow.

Furthermore, only the first page of search results will be considered, as it is rare for users to explore beyond it. The spreadsheet sheds light on

the extent of Google's potential bias against small businesses and the disparity in SERP results between various search engines.

Notable Findings:

- Running Shoe Stores
 - Philadelphia Runner appears consistently across most search engines, with both locations occurring in Google.
 - Philadelphia Runner is located in each engine.
 - Three of the top four results are Philadelphia Runner for Bing Maps.
 - Philadelphia Runner occurs only once in Brave Search at 11th, tying Philadelphia Runner's lowest ranking in any engine.
- Book Binding and Printing
 - The local answer (*Campus Copy Center*) appears only ONCE (!!!) in the entirety of the search, appearing 5th in Bing Maps.
 - There are very few matches across the entirety of engines, with only nine matches across the seven search engines.
- Tequila store
 - *Fine Wine and Good Spirits* dominates the results, with the majority of all results being that store name.
 - Yahoo Local results differ completely from Google and do not include *Fine Wine and Good Spirits*.

- Yoga Studio
 - *Hot Yoga Sutra West Philadelphia* only appears once across all search engines.
 - The yoga studio chain, *Core Power Yoga*, appears at 7th or better in every search engine.
- Apple Keyboard
 - *Penn Bookstore* does not appear in any search engine.
 - Every result from *The Real Yellow Pages*, includes the word 'apple'
 - Yahoo Local seems to show the most "indie" group of retailers
- Comic Book Store
 - *Brave New Worlds* appears within each engine, and for most engines, near the top of the results
- Women's Boutique San Francisco
 - *dress* appears only once (in Bing Maps) across all engines.

See 'SERP Assignment Spreadsheet' for complete output and results

To summarize and investigate further, I look deeper into the 'women's boutique' results by exploring the brand "Ulla Johnson" - as they have a simple store locator. This, more ideas, and a statistical comparison using the Jaccard index is analyzed in '*NearBuy - One Page Statistical Example Proof*'