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# Other popular search engines

While Google is an enormously popular search engine, it is not the only search engine on the internet. To market products and services effectively, digital marketers must consider other platforms as well. Search engines continuously evolve as technology improves. This reading will identify alternative, popular search engines used for digital marketing needs and their characteristics.

## Traditional search engines

In an earlier video, you learned that a **search engine** is a website that individuals can use to input search queries and receive results based on certain keywords. Traditionally, when a user enters and searches for a query in a search engine like Google Search, they receive a range of related links to select from. The following search engines offer a similar search structure as Google Search.

### Yahoo! Search and Bing

Similar to Google's creation of Google Search in 1995, American web services company Yahoo! created the search engine Yahoo Search as their flagship product.

The company has since transitioned into other endeavors. In 2009, Yahoo! announced that the search engine portion of their website would now be powered by Bing, a search engine created by technology corporation Microsoft. Now, the user-facing search platform is called Microsoft Bing, while the digital marketing backend is called Microsoft Advertising. Microsoft Advertising has features similar to Google Ads and is the second largest search engine to advertise on.

### DuckDuckGo

DuckDuckGo is an internet search engine that launched in 2008. One of DuckDuckGo's defining characteristics is its commitment to provide searchers unfiltered search engine results pages (SERPs) by not incorporating information about the individual beyond the specific query provided. By doing so, the search engine avoids collecting private information on the searchers. Ads on DuckDuckGo are served by Microsoft Advertising.

### Baidu (China)

Baidu, owned by a multinational technology company of the same name, is the most used search engine in China and holds a 76.05% market share in China's search engine market.

## Key takeaway

In our current digital age, search engines are necessary to help users find the information, content, and products they are looking for. As a digital marketer, being aware of additional search engines can lead you to additional audiences and more opportunities to achieve your goals.

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