

Search Engine Relationships To Marketing

The landscape of search engines have went through some drastic changes over the years. Not only with technology, but also with various partnerships between the many different search companies as well.

You might be running your search engine queries on a particular search engine, although who is actually supplying the results - it could be a different company altogether.

Below, is a list of the search engines that feed your precious keywords:

Yahoo

Yahoo provides the primary search results for Yahoo search, Alta Vista, and AllTheWeb, and receives paid listings from Yahoo Search Marketing (formerly known as Overture).

Google

Google provides the primary search engine results to Google AOL Search and also Netscape. Google also supplies paid listings to Lycos, Ask, Netscape, AOL Search, and HotBot. It also supplies secondary results to HotBot and receives it's directory data from DMOZ.

Lycos

Lycos receives the directory search results from DMOZ, primary results from Ask, and paid listings from Google Adwords.

Hotbot

Hotbot receives directory search results from DMOZ, primary search results from Ask, and paid/secondary results from Google Adwords.

Ask

Ask provides primary results to Ask, Hotbot, and Lycos. It receives secondary search results from Teoma and the directory results from DMOZ, with

paid listings from Google Adwords.

In relations to marketing, search engines can provide anything you want to know. If someone is looking for something, they normally refer to the search engines. When they type it in, the highest sites on the engines will show - which is normally where the visitor will go.

By keeping good position on the search engines, you'll be near the first for visitors who are looking for a certain product. You can make a lot of money with search engines as well, if you know what you are doing.

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