

## YAHOO – THE OTHER SEARCH COMPANY

Yahoo start its page on core values with the following: **“Our mission is to be the most essential global Internet service for consumers and businesses.”**

Web Assets didn't address Yahoo in its early days and for good reason. The results from a search done at Yahoo came straight from Google. Most people didn't drill down through the directory structure when they were looking for products and services and we felt justified in addressing what the public was using.

Now Yahoo controls a significant part of the Australian searches through nineMSN. Yes, that's right [www.ninemsn.com.au](http://www.ninemsn.com.au) is Yahoo search. Earlier this year Microsoft dropped Looksmart in favour of Yahoo.

Now Yahoo and Google are the two big players in the Internet Search Market. Yahoo owns Inktomi, Alta Vista, AllTheWeb (Fast) and now Overture – formerly GoTo. These purchases were made under CAP (Content Acquisitions Program) - collectively the IP is now known as YST (Yahoo Search Technology). That's enough of the acronyms for us, but does it give you a taste of what Yahoo is all about. Going back to the original mission statement – could we just as easily read “Our mission is to be the most unavoidable global Internet service for consumers and businesses.”

In the most recent Web Assets updates we have not recommended that people list with Yahoo, with their new market dominance they have moved to a pay per click model for all new customers and it has put a lot of people offside. Today, Yahoo announced a down turn in their profit forecast and their shares have taken a dive, perhaps they will wake up to the market and move to a more conducive pricing model. Perhaps not.

If you are doing your own search engine and directory submissions you will become very familiar with this logo.



This is the portal for Yahoo's income. Registrations start at \$49 per URL and 15 cents per click through.