

Vertical... done right.



Search Engine
STRATEGIES
CONFERENCE & EXPO

SearchEngineWatch.com 

Incisive Media

The Panel

Moderators:

Kevin Ryan, VP, Global Content Director SES & SEW

Rebecca Lieb, VP & Editor-In-Chief, The ClickZ Network

Panelists:

Bill Tancer, General Manager, Global Research, Hitwise

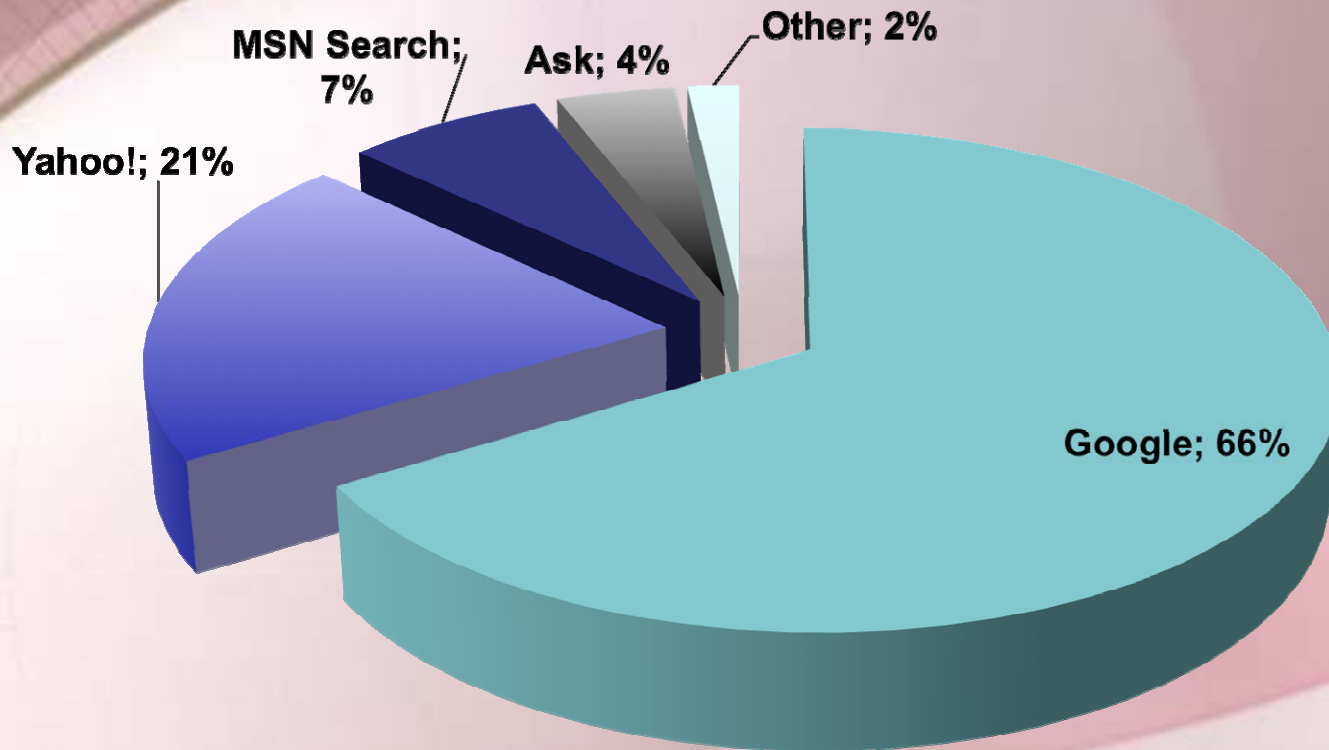
Jason R. Finger, Co-Founder & CEO, Seamless Web

Paul Forster, CEO, Indeed

Steven Krein, CEO, Organized Wisdom.com

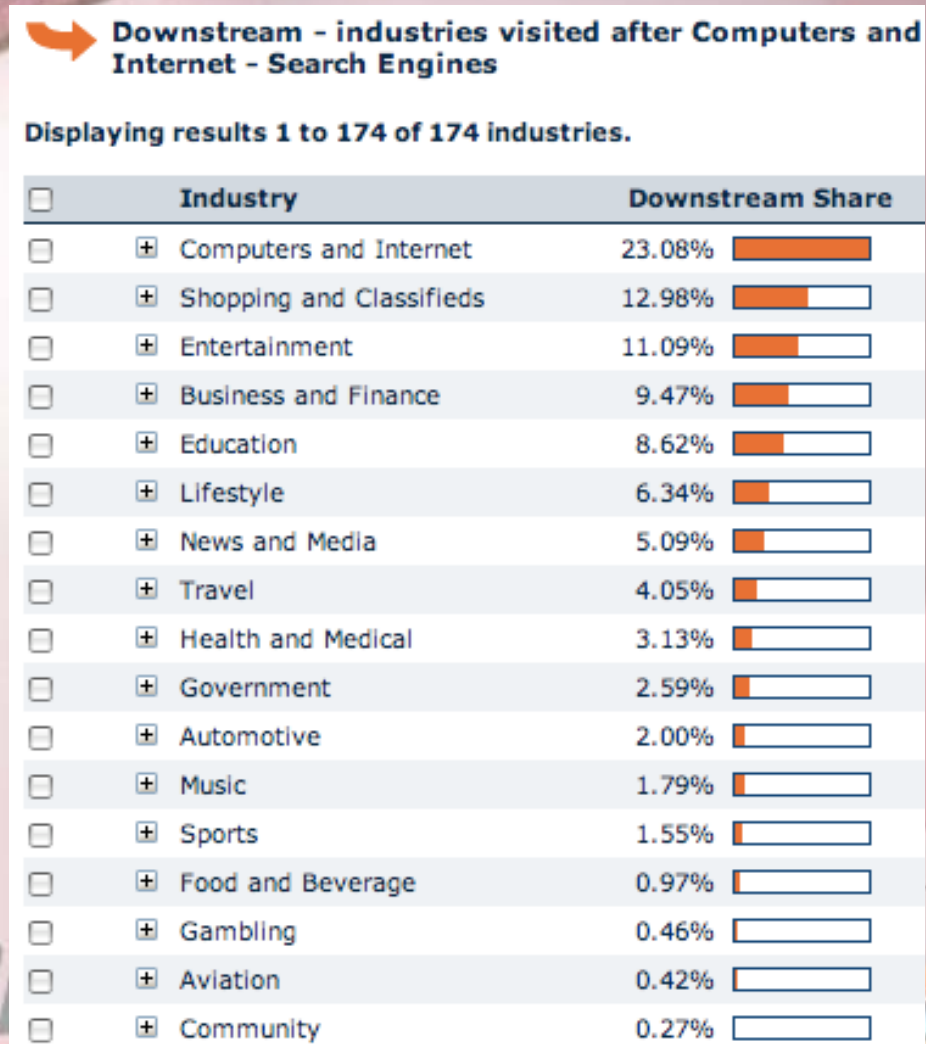
Joshua Stylman, Managing Partner, Reprise Media

Where We Search





U.S. Volume of Executed Searches (4 weeks ending 2/23/08)

Where is Search Leading Us?



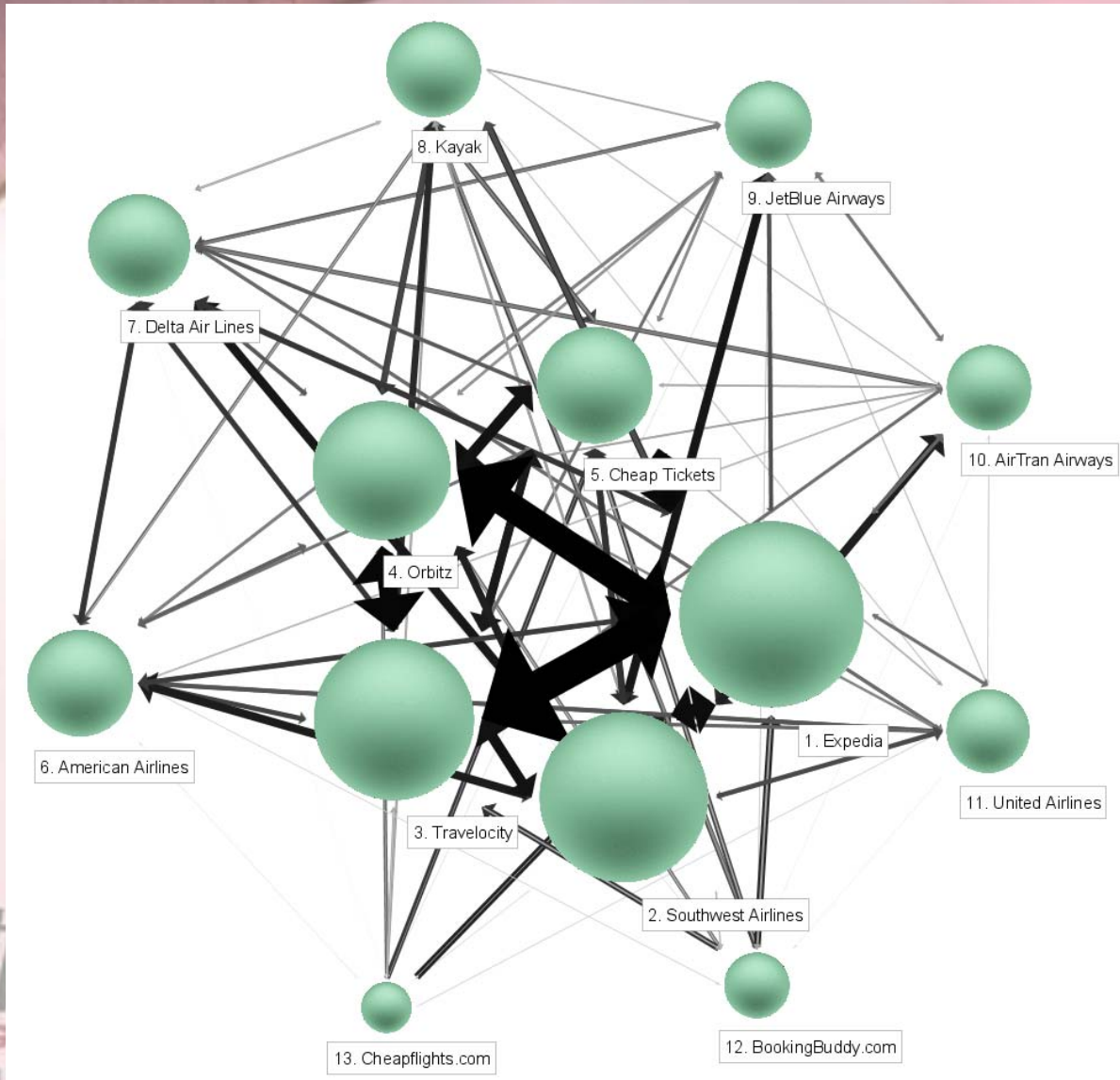
Where is Search Leading Us?

 **Downstream - websites visited after Computers and Internet - Search Engines**

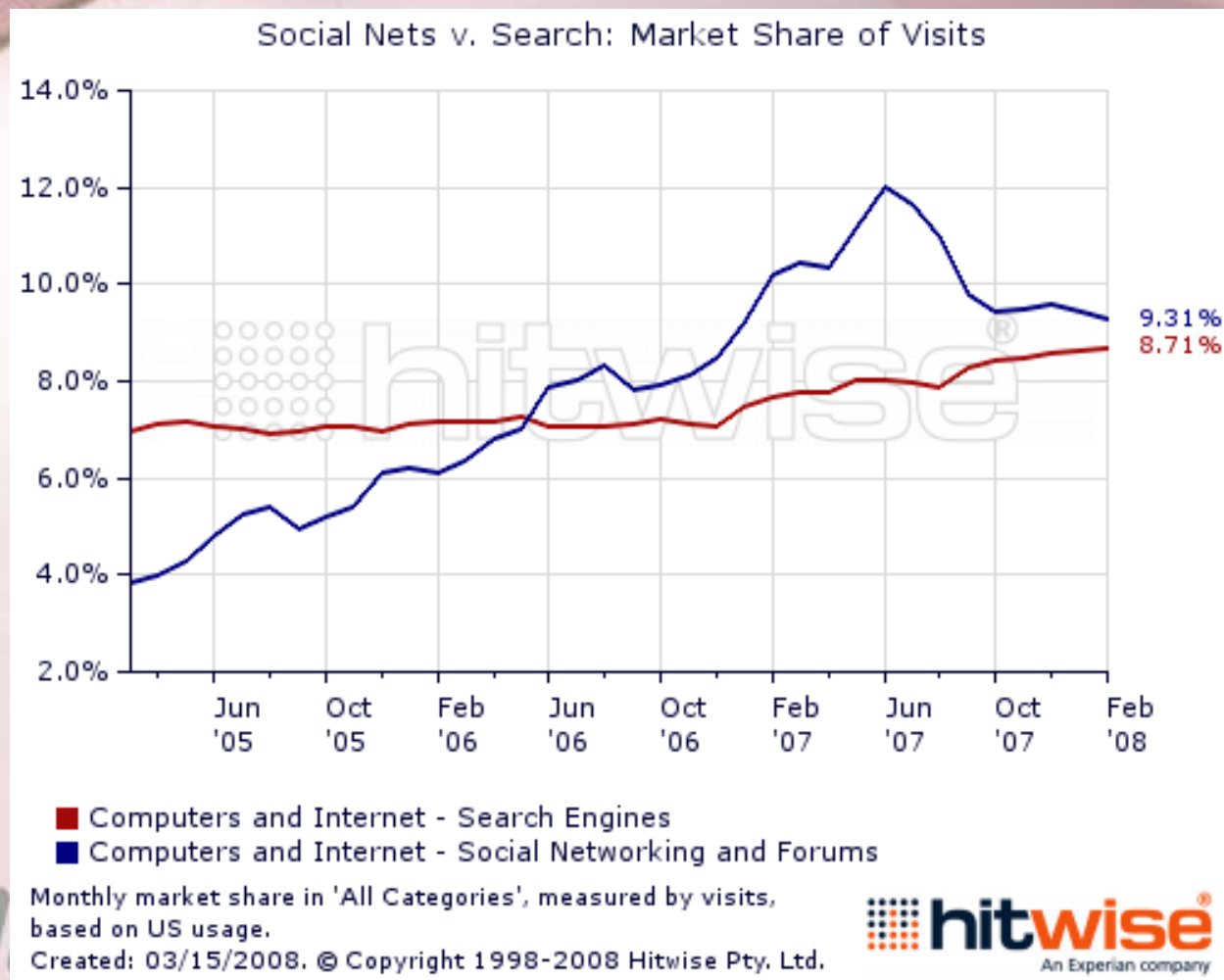
<input type="checkbox"/>	Rank	Website	Related	Downstream Share
<input type="checkbox"/>	1.	Google Image Search		2.83% 
<input type="checkbox"/>	2.	MySpace		1.97% 
<input type="checkbox"/>	3.	Wikipedia		1.95% 
<input type="checkbox"/>	4.	eBay		1.08% 
<input type="checkbox"/>	5.	YouTube		1.02% 
<input type="checkbox"/>	6.	Gmail		0.97% 
<input type="checkbox"/>	7.	Yahoo! Mail		0.92% 
<input type="checkbox"/>	8.	Google		0.91% 
<input type="checkbox"/>	9.	Yahoo!		0.84% 
<input type="checkbox"/>	10.	Windows Live Mail		0.62% 
<input type="checkbox"/>	11.	Google Maps		0.57% 
<input type="checkbox"/>	12.	Amazon.com		0.52% 
<input type="checkbox"/>	13.	Yahoo! Answers		0.46% 
<input type="checkbox"/>	14.	Facebook		0.38% 
<input type="checkbox"/>	15.	Yahoo! Image Search		0.37% 
<input type="checkbox"/>	16.	Google News		0.37% 
<input type="checkbox"/>	17.	MapQuest		0.36% 
<input type="checkbox"/>	18.	The Internet Movie Da...		0.35% 
<input type="checkbox"/>	19.	Yahoo! Search		0.27% 
<input type="checkbox"/>	20.	MSN		0.26% 



Visualizing Travel



Are Social Nets the New Vertical Search?



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