

## What Did We Learn From The Great Search Engine Experiment!

Last Week I did a Search Engine Experiment. I wanted to see if I could brand myself as the coolest guy in the universe. I created a web page that said Mike Makler is the coolest Guy in the Universe. In that Web Page I repeated that Phrase over and over. In less then 24 Hours I was Number 1 in Yahoo for the Phrase coolest Guy in the Universe in Double Quotes. A Few hours later I was no where to be found in Yahoo.

So I then created a few more web pages did a few more blog entries and not only was I back to #1 in Yahoo But I had the top 3 Spots and the 5th Spot in Yahoo as Well. Searching on the same Keyword Phrase in MSN I have the 2nd Spot and 4 total spots on the First Page.

Now if you run the exact same search in Google "coolest Guy in the Universe" don't forget the Double Quotes Not only am I not on the First Page of the Results but I am nowhere in sight on the first 4 or 5 Pages. You will also notice that the entries on the first few pages in Google tend to be very different for The Keyword Phrase the coolest Guy in the Universe. They tend to be more Commercial oriented. RandomHouse, Amazon and the BBC all Appear in the top 5 Results. They all have Google Page Rank values of 8 or 9.

This experimnet seems to point to the fact that Google seems to stress Linking and Link Partners over Key Word Density in there search Criteria. An Alternative conclusion might be that Google is slower to index then Yahoo and MSN and Perhaps I just need to be patient. One would be more inclined to believe that 2nd conclusion if some of the other entries from Yahoo and MSN appeared in Google as opposed to those High Page Rank Ones.

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