

Search is taking over the world

Grant Ryan

Founder - Eurekster

Introduction

- Our back ground
- History of search
- Economic opportunities
- Future trends in search
- Swickis everywhere

Bubble, burst and back again

- GlobalBrian started in 1998 – sold to NBCi 2000
- Bought back in 2001 and restarted as SLI-System – wildly successful
- RealContacts 2001– social networking company
- Started Eurekster 2004 – awarded a top 100 private company in the US by Red Herring

History.....rapid dramatic change

- Algorithmic search - Lycos, Altavista, Infoseek, Excite, Inktomi
- Directories – Yahoo, Snap, Looksmart
- Paid search – GoTo (Overture),
- Link analysis – Google-Teoma
- Game over now just Google? Yeah right

Why is search so important

- People have learned to search.....expect it to work
- More than just general search engines
 - Holiday house
 - Job
 - Second hand car
 - Rate valuation
 - Restaurant
 - Flight booking

Economic opportunity of search

- Search result page is like retail space
- Value is you know the exact intent of users
- How do they make money.....! Billion per quarter
- Google market cap – 4 times NXSE40 less than ten years
- Search engines only make money by other businesses making money
- Huge enabler for businesses around the world

Other important search snippets

- SEO is complex and vital – get help – see if they are any good buy searching for their customers in search engine – Florida update etc
- Site search is complex and vital – get help – see SLI-Systems
- Search suggestions – people don't know what to look for
- Domains – from dodgy to mainstream
- Mobile is coming...2.3 billion subscribers and counting

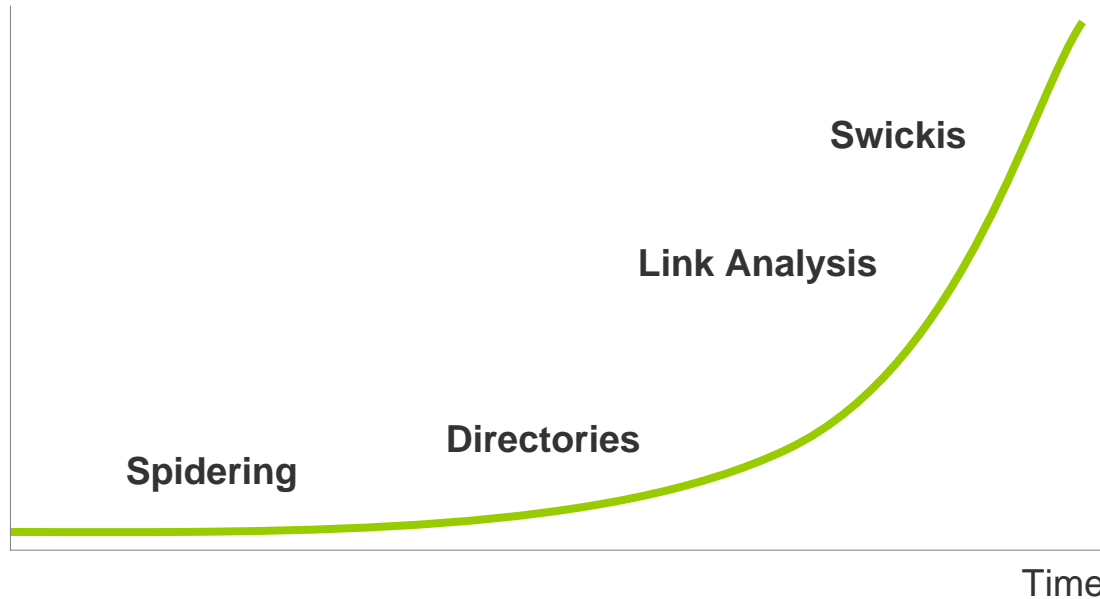
Word on social networking

- Friendster, Myspace, Facebook, Open Social
- All about users attention (retail space in busy city....)
- 23 year old with 20 billion company!
- Threat to search?? Google???

Future of search - Power to the people

Socialization of search technology

Number of people
that decide what's
relevant



Personal publishing is why the Internet works – search next

Centralized publishing	Personal publishing
Books/magazines	Websites
Newspaper opinion	Blogs
Radio	Podcasts
Television	YouTube
Encyclopedia	Wikipedia
General search engine	Swickis


- All Media get fragmented over time – same for search
- The long tail of search is inevitable

Rugby swicki – just rugby

Search 🔍

Make a contribution to this swicki: 🗨️ Write your own result



Showing top results (1 - 13) All Site Video Images



Rugby is my Go

Pine

Is my name

o **Wikipedia: Colin Meads**

Wikipedia Free Encyclopedia's article on 'Colin Meads' ... Colin Earl Meads (nicknamed '**Pinetree**', born June 3, 1936) is a former New Zealand rugby un...

✔ http://en.wikipedia.org/wiki/Colin_Meads
✘

o **Colin Meads - All Black**

A site dedicated to the greatest All Black of all time. Check out the resume, photos, and media releases to find out more.

✔ http://physed.otago.ac.nz/csullivan/colin_meads.html
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o **"Rugby Union: Howley Falls Foul of Flawed..." The Independent -**

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Swickis about everything – over 100,000 already



Hot Searches


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About this swicki

short hairstyles and short haircuts, we have short hair that is curly, straight, short, funky, wavy, very short, with side bangs, with fringes, trendy, celebrity, bobbed, potted, streaked, highlighted, frosted, curled, shagged, layered, shattered, pixie, emo, cropped, smooth, waved, parted, inverted bobbed, clipped, shiny, in pictures, in photos, in galleries, in slideshows, for older women, textured, we have a LOT OF

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I'm in the spotlight! September 7, 2007

Posted by Chloe in : [All Posts](#) , [11 comments](#)

IN THE SPOTLIGHT

CHLOE SPENCER

Hey everyone! I just wanted to say that I've been interviewed and featured in the "Spotlight" section on the homepage of [MyTweenCentral.com](#)! I talk about Neopets, my site, and blogging. So check it out!!

P.S. If you also want to see a short clip of me speaking on the panel at the BlogHer conference in Chicago, go to [Chloe at Blogger](#) on Youtube. It was my very first conference! And I was speaking to 120 adults!

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About...

I am an expert neopets player, and I know almost everything there is to know about neopets.

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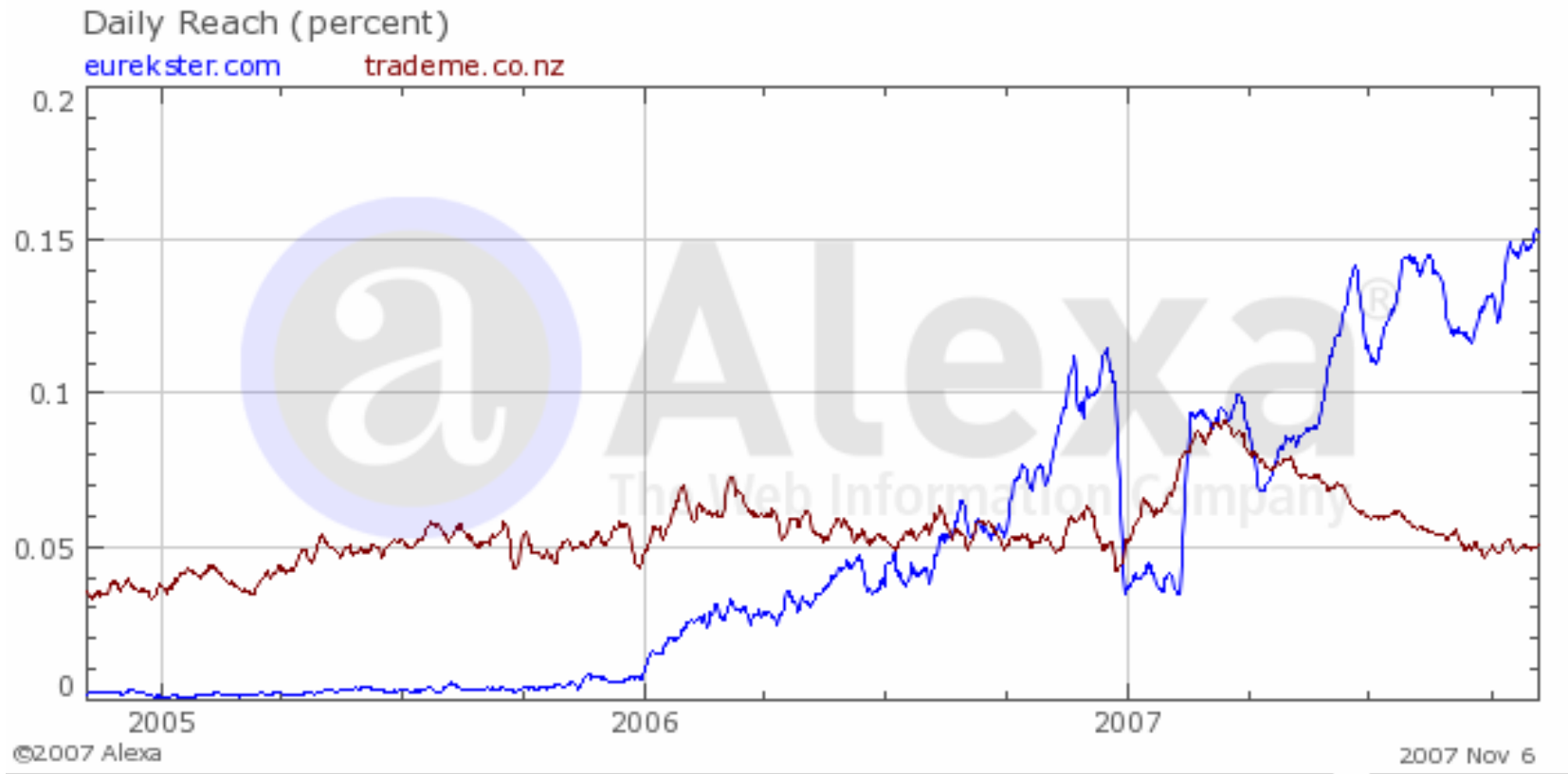
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Swickinomics – earning your share of multi-billion dollar industry

- Property rights are key to motivate people in the long term for any economic system
- Anyone can create a valuable asset building on their knowledge expertise and existing property
- Existing communities and brands can extend into web search to create valuable services and revenue
- Everyone in the world can help organise the internet and earn an income at the same time

Swicki growth compared to Trademe



Conclusions

- Lots of opportunities – still early days
- Local verticals incredibly valuable
Trademe, New Zealand Tourism online,
Holidayhouses.co.nz
- Understanding search could be the most valuable thing to your business

Questions

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