



## Nielsen//NetRatings Search Engine Ratings

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Nielsen//NetRatings is one of the leading internet and digital media audience information and analysis services. NetRatings provides worldwide web site ratings based on a sample of over 225,000 individuals in 26 countries. These web surfers have real-time meters on their computers which monitor the sites they visit. This metered information is compiled to produce NetRatings results.

### Audience Reach

The chart below shows the most popular search sites in the United States, as based on audience reach for January 2004. Audience reach is the percentage of US home and work internet users estimated to have searched on each site at least once during the month through a web browser or some other "online" means.

For January 2004, there were an estimated 151 million active at home and at work internet users in the US. Of these, 76 percent used a search engine at least once during the month. On average, each spent nearly 40 minutes searching.

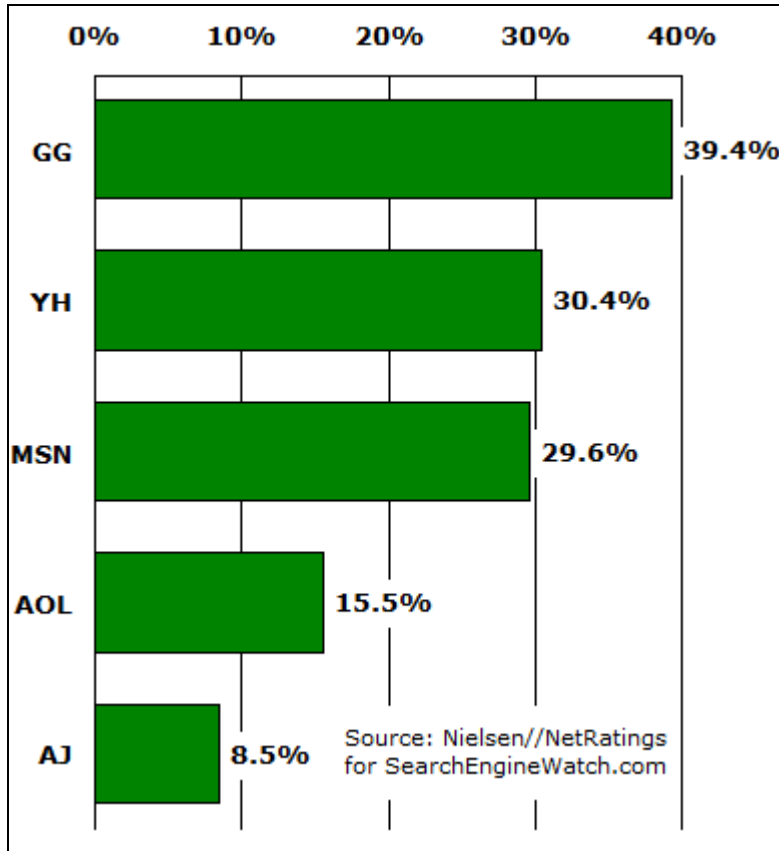
Only "search specific" traffic is counted toward the figures below. This means that only visits deemed to be search-related were counted in the totals. That helps prevent non-search traffic at portals (such as visits to get email) from polluting the data.

A panel of more than 60,000 home and work surfers was measured to estimate these figures. Because a web surfer may visit more than one service, the combined totals exceed 100 percent.



## Top 5 Search Destinations

Home & Work Users, January 2004



KEY: GG=Google, YH=Yahoo, MSN=MSN, AOL=AOL, AJ=Ask Jeeves

Please note that some companies own more than one web site. This means searches at different sites may be combined into one overall figure for the company's entire network.



Here's a rundown with more details about this:

### **Google**

Shows searches at any Google-owned web site such as Google.com or Google Image Search. May show searches at some Google partners that show Google's domain in the URLs of their search results, as happens with Go.com.

### **Yahoo**

Shows searches at any Yahoo-owned web site, including perhaps those of Overture, AltaVista and AllTheWeb. "Domain AutoSearch" searches, where someone did an address bar search or navigational request and got information back from Yahoo, have been excluded from figures.

### **MSN**

Shows searches at any MSN-owned web site such as MSN Search. "Domain AutoSearch" searches, where someone did an address bar search or navigational request and got information back from Yahoo, have been excluded from figures.

### **AOL**

Shows searches at AOL Search and perhaps Netscape Search.

### **Ask**

Shows searches at Ask Jeeves and perhaps Ask Jeeves-owned Teoma.

## **Partner with TriDigital for your Search Engine Marketing Needs**

TriDigital Inc. develops and manages Search Engine Marketing (SEM) Programs for businesses and organizations who want to increase qualified traffic to their Web site. Our team has been involved in interactive marketing and e-commerce since its inception and has deep knowledge of current online marketing strategies. The commercialization of Internet search is the most significant recent development on the Web, and TriDigital's SEM Programs



are designed to help our clients develop a cost-effective strategy and take advantage of this exciting new marketing opportunity.

Paid placement of "sponsored listings" on search engines allows businesses to reach a huge national audience of consumers searching online for specific products and services. The ability to dynamically bid for specific "keywords" on a "pay per click" (PPC) basis results in qualified, measurable traffic at a predictable cost. With proper tracking and analysis, advertisers can continuously improve their campaigns and the return on their online marketing investment.

TriDigital can perform Search Engine Optimization of your site to improve and track your rankings on unpaid "editorial" listings of the major search engines including Google, Yahoo, AOL, and MSN.

TriDigital offers comprehensive, cost-effective Search Engine Marketing Programs to help our clients acquire new customers and grow their businesses.

Partner with TriDigital. Make things happen.

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*This report was compiled by TriDigital Inc. from a series of articles appearing on SearchEngineWatch.com.*