

# July 2011 US search engine rankings

RESTON, US: comScore, Inc, a leader in measuring the digital world, today released its monthly [comScore qSearch](#) analysis of the US search marketplace. Google Sites led the explicit core search market in July with 65.1% of search queries conducted.



## US explicit core search

Google Sites led the US explicit core search market in July with 65.1% market share, followed by Yahoo! Sites with 16.1% (up 0.2 percentage points) and Microsoft Sites with 14.4%. Ask Network accounted for 2.9% of explicit core searches, followed by AOL, Inc. with 1.5% (up 0.1 percentage points).

comScore Explicit Core Search Share Report* July 2011 vs. June 2011 Total US - Home/Work/University			
Locations Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	Jun-11	Jul-11	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	65.5%	65.1%	-0.4
Yahoo! Sites	15.9%	16.1%	0.2
Microsoft Sites	14.4%	14.4%	0.0
Ask Network	2.9%	2.9%	0.0
AOL, Inc.	1.4%	1.5%	0.1

*\*"Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.*

More than 17.1 billion explicit core searches were conducted in July, up 3% versus the prior month. Google Sites ranked first with 11.2 billion searches (up 2%), followed by Yahoo! Sites with 2.8 billion (up 4%) and Microsoft Sites with 2.5 billion (up 3%). Ask Network delivered 494 million searches (up 3%), followed by AOL, Inc. with 251 million (up 5%).

comScore Explicit Core Search Query Report July 2011 vs. June 2011 Total US - Home/Work/University			
Locations			
Source: comScore qSearch			
Core Search Entity	Explicit Core Search Queries (MM)		
	Jun-11	Jul-11	Percent Change

Total Explicit Core Search	16,720	17,141	3%
Google Sites	10,948	11,158	2%
Yahoo! Sites	2,650	2,764	4%
Microsoft Sites	2,405	2,473	3%
Ask Network	478	494	3%
AOL, Inc.	239	251	5%

## US total core search

Google Sites accounted for 64.8% of total core search queries conducted (up 0.3 percentage points), followed by Yahoo! Sites with 17.9% (up 0.4 percentage points) and Microsoft Sites with 13.4%. Ask Network comprised 2.6% of total search queries, followed by AOL, Inc. with 1.3%.

comScore Total Core Search Share Report* July 2011 vs. June 2011 Total US - Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	Total Core Search Share (%)		
	Jun-11	Jul-11	Point Change
Total Core Search	100.0%	100.0%	N/A
Google Sites	64.5%	64.8%	0.3
Yahoo! Sites	17.5%	17.9%	0.4
Microsoft Sites	14.1%	13.4%	-0.7
Ask Network	2.6%	2.6%	0.0
AOL, Inc.	1.3%	1.3%	0.0

\* "Total Core Search" is based on the five major search engines, including partner searches, cross-channel searches and contextual searches. Searches for mapping, local directory, and user-generated video sites that are not on the core domain of the five search engines are not included in these numbers.

Americans conducted 19.2 billion total core search queries in July (up 3%). Google Sites ranked first with 12.5 billion searches (up 3%), followed by Yahoo! Sites with 3.4 billion (up 5%) and Microsoft Sites with 2.6 billion.

comScore Total Core Search Query Report July 2011 vs. June 2011 Total US - Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	Total Core Search Queries (MM)		
	Jun-11	Jul-11	Percent Change
Total Core Search	18,721	19,218	3%
Google Sites	12,079	12,456	3%
Yahoo! Sites	3,277	3,444	5%
Microsoft Sites	2,647	2,573	-3%
Ask Network	478	494	3%
AOL, Inc.	239	251	5%

## "Powered By" reporting

As a part of comScore's commitment to represent accurately the continued evolution of the search landscape, comScore is providing insight into the share of organic Core Explicit searches that are powered by Google and Bing.

In July, 67.2% of searches carried organic search results from Google (vs. 67.6% in June) while 26.8% of searches were powered by Bing (vs. 26.6% in June).