
37 Billion Google Searches 14/10/07

37 billion searches were made on Google in August 07 a study reveals.

That's equivalent to 7 Google searches each for every man, woman and child! The total search volume quote by the study of all search engines was 61 billion.

Since we started as a Google advertising management company one of the things that really stands out with Google and all the search engines is how search volume has increased. Some of the clients we have today have been with us almost since we started and we have seen a rise in search volume for their keywords which in some cases is up by about 1000% over a 5 year period.

Of course it is hard to think of life without Google, Yahoo and the internet in general but we often forget that search engines and use of them is still a relatively new thing and each day more and more people are becoming regular users. We are now more confident and savvy about buying online. We are also much more likely now to sit down in front of the BBC new web site instead of buying a paper.

It will be really interesting to see how much further the internet and search engines can take us in the years to come.

-Andy

andymaclean@openeyemarketing.co.uk