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Steve Jobs holding the iPhone

[Google, 5000% More Sought After on iPhone](#)

Compared to next competitor

The push into the mobile market by Internet giant Google can already be felt. After allocating a good amount of time to the developing of iPhone specific options and tweaks, the team responsible can now sit back and reap what it has sown. The success recorded is stunning: Apple's smart phone's users are searching Google 5000 percent more than its nearest competitor. This might be the effect of the niche trend oriented people that Steve Jobs' company has managed to gather. I once heard an analyst say that Apple is a young company because it mostly relates to young people: the iPod was a mark of fashion when it was nouveau, and the white ear buds separated those not giving a damn about what they were listening music on and those who wanted a specific product. It was like a society inside the society, and being a part of it was something like a nobiliary experience. Googlers are also people who are willing to apply themselves to the new, holding at heart the Internet and the many options it provides, as opposed to traditional Microsoft fans, who are clinging to offline products like the Office suite for doing whatever their job might be. Vic Gundotra, the head of the Mountain View-based company's mobile operations, said that when he first saw the numbers his team provided him with, he made them check again. They were too good to be true, a first sign that the mobile search might one day (soon) catch up and even rocket ahead of the desktop computer search. Until then, any increase in popularity for Google only means one thing: more money to be had due to its primary revenue source, displaying ads next to search results and not only. So far, the mobile revenues have not been separated from the rest, but even so, Gundotra says that the business is growing "above expectations."