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## [Google: GoDaddy, Go!](#)

### *The search giant might buy GoDaddy*

The Mountain View company Google might be interested in buying the famous domain registrar GoDaddy as several recently filed patents provide obvious signs of this move. As Google Watch reports, GoDaddy granted numerous patents that are closely related to a search technology that might be right the top one, Google. The 'Presenting search engine results based on domain name related reputation' patent, filed on October 29, 2004 by The Go Daddy Group, Inc states that a search engine would use it to provide results based on domain names. "The search engine may sort or order search engine results based on domain name related reputation data. In some cases links connected to low reputation domain names may be excluded from search engine results. Alternatively, the search engine may show reputation ratings next to the links in the search engine results. Thus, allowing the Internet user to determine whether to visit the link or not. The reputation data may be tracked on the domain name itself, URLs, domain name purchaser or registrant, or email addresses associated with the domain name," the Abstract section of the patent reads. This would be quite something useful if the search giant gets involved into a new technology to provide results based on domain names. This way, you can obtain better results because the queries would be restricted over a certain domain. If you didn't know, the Mountain View company already has a deal with GoDaddy to provide domain names for Google but the search giant might go even further to the acquisition of the firm. Obviously, this move would represent a huge amount of information for Google that would surely help the search giant improve its technologies and become more powerful. However, until the officials of the company confirm or deny the rumors, there is only a simple piece of speculation to talk about it.