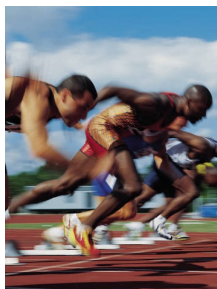


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By: Vlad Constandes, SEO News Editor



Run for gold, teams!

## [Google Players Better Than Yahoo's and Microsoft's](#)

### *SMX Search Bowl crowns winners*

The first ever SMX Search Bowl took place last night and had teams from Google, Yahoo!, Ask.com, Live Search and the SEM All Star Team line up at the starting line. A fierce battle they fought, dodging trick questions prepared by Search Engine Land, but in the end the cup was all the teams wanted and everything else was just insignificant. Sort of. Like the title says, Google won, and did that by a landslide. At the other end of the dais was the SEM All Star Team that at one point had a negative score. 50 questions were asked, and all were more or less difficult (mostly more), and the first team that buzzed had a chance to answer. In case they got it right, points were awarded, else they were subtracted from the total. Google's team consisted of Matt Cutts and Paul Haahr, Senior Staff Software Engineer. Microsoft's team was made up of Nathan Buggia, Lead Program Manager, and Natalia Menezes, Product Manager at adCenter. Ask.com had Peter Linsley, Senior Product Mgr, Search Technology, and Gary Price, Director of Online Resources. The SEM team had Todd Friesen and Ian Lurie. Here are a couple of questions, as were posted on Search Engine Land: The Sunday Times sent a legal request for which news search engine to stop crawling its content: a) Excite NewsTracker b) News Index - the right answer c) Wired Newsbot Which search engine first sold sponsored links? a) GoTo b) Open Text - the right answer c) Excite Don't be fooled that they have b) as a correct answer, it wasn't that easy. Too bad the final results weren't posted, I really would have enjoyed seeing the exact difference, as the search engines sent their best qualified people at the event. I guess it was a measure of the employees' levels of knowledge about their own companies as well as the others'. Glad to see Google coming first, else they couldn't really justify their dominant position on the market.