

📅: May 2005

## [Google is the leader of search engines](#)

*Confirmed by NetApplications*

NetApplications, a company dealing with the analysis and comparing of sites for Small to Medium Enterprise, announced yesterday the latest results related to the traffic generated by search engines. In other words, we now have an official and impartial source to declare the winner for the best online search engine. Ladies and gentlemen (sound of drums), Google is the most used search engine, closely followed by Yahoo and Microsoft. The users must have reached the same conclusion, considering Google has already become a verb, and the expression „Google it" which means searching something with Google is already widely used. Among all the Google services, the Ad Sense solution was the one that contributed the most (4.19%) to the increase recorded by the company in April. Considering March only contributed to Google's total increase with 3.5%, it seems this service is more and more appreciated. Ad Sense is a program that generates advertising income for each page from a web site, and the owner doesn't have to invest large sums of money or other resources. Google's position as leader of the online search engines was also reflected in the price for one stock which has increased from \$190 in February to \$220 in May 1.