

By: Nadra Omer, SEO News Editor

UK's First Step in Searching Google and Yahoo

...at the same time

Yesterday brought searchboth.co.uk to the market, and, as you might gather from the title, it is a site that allows its users to search both the Google and Yahoo search engines at the same time. The way this is done is by splitting the screen in half and placing each of the search results on one of the sides. The results for the search are obviously different and what is even more interesting is that the Pay Per Click (traditionally mentioned just as PPC) sponsored links differ as well. The site is not limited to Google and Yahoo!, the options are a lot more numerous and they include Ask.com, MSN.com, metacrawler, Altavista, and WebSearch. Furthermore, it is not limited just to the organic web search results, images, videos, news, shopping, web, directory, answers and blogs can also be chosen. The site is owned by InternLabz.com and is not alone out there, they've brought it some siblings to play with: SearchBoth.com, SearchBoth.ca, SearchBoth.co.uk, SearchBoth.com.au, SearchBoth.be, SearchBoth.cz, SearchBoth.dk, SearchBoth.it, SearchBoth.co.il, SearchBoth.nl, SearchBoth.ru, SearchBoth.se, SearchBoth.es, SearchBoth.fr, SearchBoth.com.mx, SearchBoth.ch, SearchBoth.ie, SearchBoth.at. Bill Hartzler describes InternetLabz.com as an "internet incubation company" who owns sites such as www.YELLOWPAGES.travel that searches the top 12 travel sites with one click and www.YellowPagesMessenger.com, a suite of services such as YellowPages and Dictionary over AOL and MSN instant messenger using the screen names "FreeYellowPages" and "MyDictionary". It's not the first out there to do this and it will most definitely not be the last, but it brings about the feeling of things starting to move all over the world, optimization growing ever more important and drawing attention upon it like it is the second coming. Nobody wants to have moments of indecision, everything at the touch of the hand or at the click of the mouse is looking like it's not going to be a privilege but the default.