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[Yahoo Updates Panama](#)

New ranking model released by the giant portal

Yahoo is regarded as one of the most powerful Google rivals because it provides a search technology that is currently used by millions of users. Although it offers a lot of products for multiple users and categories, Yahoo is often identified as the giant portal because it is the owner of the most visited portal on the Internet. As you might know, Yahoo is not quite a constant company when it comes to internal organization because the giant portal was in a severe decline at the end of the year 2006 when several employees left Yahoo to manage their own firms. At that time, the company urgently needed a shock to revamp the portal, a statement also sustained by an internal memo released by Yahoo's directors. After multiple departures recorded by the giant portal, the company announced an internal reorganization meant to revive Yahoo and its products. One of the solutions that revamped the company was Panama that represents an important part of the Yahoo Search Marketing services. The giant portal tried to improve it periodically because it attracted a lot of customers, adding new features and improvement to enhance the power of the users over the solution. Today, Yahoo's employees announced the availability of a new version for Panama, being improved with several tools to improve the ranking model. "The new ranking model is designed to help both our search users and advertisers. How? By generating better results, users will receive higher quality search ads. When users engage with these higher quality search ads, advertisers will receive more interested, valuable potential customers. We hope this further encourages you-our advertising customers-to continuously improve the quality of your search ads for users," Tim Cadogan, Vice President of Search, sustained in a blog post published on the official page.