



Brian Warner, Founder, Celebrity Net Worth

Why Does This Matter Beyond CelebrityNetWorth?

Perhaps the loss of one website that estimates the net worths of celebrities isn't the most obvious harbinger of a dying web. However, I implore you to see the larger picture for both the internet at large and consumers. Thousands of websites that the American people love and rely on every day require the oxygen that Google formerly provided to stay alive.

Think of your favorite website. That site will either not exist or will be significantly worse in the near future. And think about the websites that will never exist because they are never created. The open internet is what allowed sites like Wikipedia, WebMD, TheOnion, and yes, CelebrityNetWorth to exist.

It is my view that Google has removed essentially all of the oxygen from the open internet ecosystem. There is no longer any incentive or even basic opportunity to innovate as I did back in 2008. If someone came to me with an idea for a website or a web service today, I would tell them to run. Run as far away from the web as possible. Launch a lawn care business or a dog grooming business - something Google can't take away as soon as he or she is thriving.

In June 2019, search engine analyst Rand Fishkin put together a report about Google using data from web analytics firm Jumpshot. The data show that today an estimated 48.96% of all Google searches end with the searcher NOT clicking through to a website. The same report estimates that 7% of all search clicks go to a paid ad result and 12% go to properties owned by Google's parent company Alphabet. Moreover, those stats do not even show the full extent of the problem because the data largely relied upon desktop devices and could not track searches that took users to a Google-owned app like the YouTube or Google Maps.

Google's dominance today is vast, extending beyond online search into mobile operating systems, advertising, browsers, mapping, email and video. These business lines work in tandem to establish unchecked power in virtually every facet of the consumer internet. For example, when a YouTube video is shown in a Featured Snippet for a net worth search, not only is the original source choked off the page, but Google's sister property YouTube directly benefits from the traffic.

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Eliminating the 'Threat' of Verticals

“How do we deal with the problem of ‘proliferating verticals’?”

Question #1) How do we make sure we are the leader in search in 2007? What are the new innovations in search, new algorithms, new content? Will universal search work? How do we deal with the problem of ‘proliferating verticals’? How will we index and handle all the personal and user generated content that is so hard to rank? What information do we not have in our search index and how will we get it?

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2)	Better product search	High commercial value (10-12% of searches)	Focus on quality and coverage within Google [redacted] and web ranking
3)	Build an understanding of local and real estate into Google	Fast growth in real estate and compelling opportunity to enhance local	Combine user interface. Enable users to generate content where it does not yet exist online
4)	Enhance experience of job related queries on Google	Drive too much traffic to competitors monster and hotjobs	Focus on quality and coverage within Google [redacted] and web ranking
5)	Improve spammed travel queries	High revenue area with poor quality search results	Improve [redacted] of spam signal and how they affect the area

(See Appendix for supporting data)

Remedy/Initiative to address: Initiatives noted in 4th column above.

An orthogonal threat: websites with social interaction and high entertainment value

Observation: When reviewing the quickly growing websites (MySpace, YouTube), the team developed an opinion that these social networking sites will ultimately represent a threat to our search business as people will spend more time on these sites and ultimately may do most searches from the search boxes available there. They aren't direct competitors, but they may displace us in end-user time tradeoff. This is particularly true of Live.com whose traffic grew over 1000% as Microsoft transitioned MSN Spaces to Live.com. The analogy that we discussed was a library - Google - in the face of the dawn of movie theaters - MySpace, YouTube - where it even seems possible that the movie theaters will build in bookstores or libraries. While it is comforting that libraries still exist, there's no question that movie theaters now get more consumer time and do more volume. Since it seems unlikely that we will be able to convince people to be entertained less, we feel it is important to develop an entertainment strategy.

Remedy/Initiative to address: Our remedy has four prongs prongs. We need to own the search box on the entertainment sites, we need to be the search site where you can find entertainment content, we need to succeed in social networking, and we need build entertainment and social interaction into our search experience.

1. The first prong falls to our syndication team which should target these rapidly growing sites and win all major syndication deals to own the search boxes.
2. Become the search site for this type of content. This means comprehensive indexing of MySpace, YouTube, NetVibes, RSS, and so on. If we succeed in being the primary way to search these vast arrays of content, this will offer us some protection from these fast growing sites as we will likely grow proportionally to them. We need to staff two efforts, aggressively acquiring this content for indexing and improving low-link ranking.

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“Driv[ing] too much traffic to competitors monster and hotjobs.”