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## Google Instant: A New Way to Search

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Last month, Google changed the way we search with the launch of Google Instant. As you begin a search, the organic & paid search results will change automatically with every letter you type. The predictive search feature is still there, which will show suggestions for each search query.

You can now get to search results much faster, without even having to finish typing your search query. According to Google, Instant can save 2-5 seconds per search. If used globally, this will save more than 3.5 billion seconds a day, or 11 hours saved every second.

Instant is destined to impact the way people search - causing them to refine search queries on the fly. Searchers may refine their search term as they type, especially if they see non-relevant results being displayed. Or, they may want to dig deeper into their initial search by selecting a predicted search

query string. Something that may have been on page 2 for your original search will now show on page 1 because you refined your search based on the results instantly displayed. This means that sites optimized for longtail search terms (more specific search queries) have a better chance of showing up in search results.

Big brands seem to be benefiting the most. Start typing "app" - guess what comes up? Apple.com, the Apple Store, and so on. If you are looking for an apple pie recipe, well, you'll just have to keep typing!

If Google Instant is too much of an information overload, you can turn it off by clicking the link next to the search box, or by visiting your Preferences page.

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