



Search Engine Barometer – November 2010

Study carried out from the 1st to the 30th November 2010 within a cross section of 14,991 websites audited by AT Internet.

Published on 13/12/10 - Below, you can find the search engine barometer for November 2010. It enables us to monitor the evolution of visit shares in France, Germany, Spain and the United Kingdom on traffic coming from search engines.

Is it a case of wasted efforts for Google's challengers?

The graph below shows an estimate of the average traffic distribution by search engine, which was recorded on websites in France, Germany, Spain and the United Kingdom in November 2010. The visits which are considered for the purposes of this study come directly from search engines.

This month's highlights:

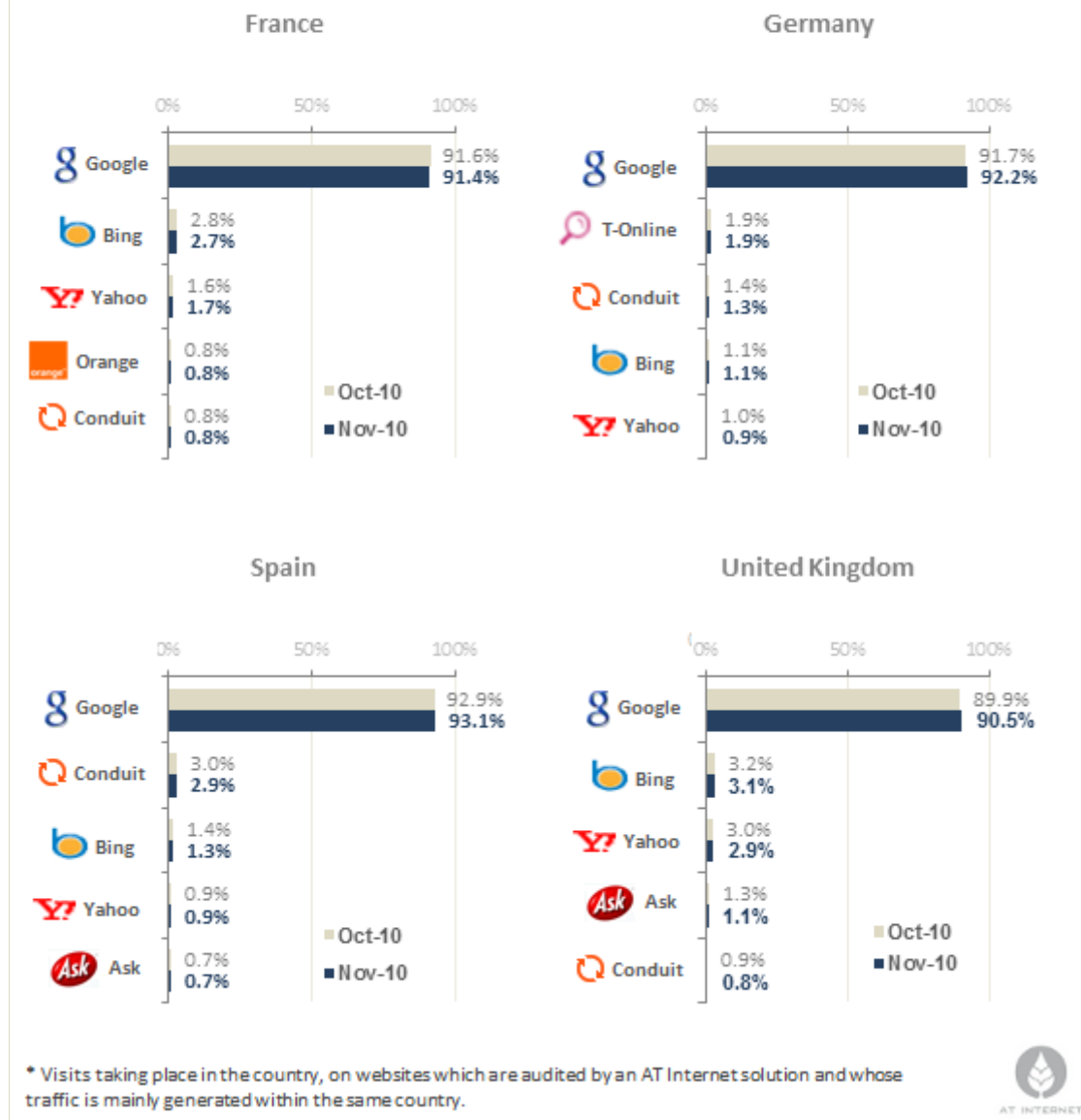
- **As was the case for the month of October, Google gained 0.5 visit share points** in November 2010 in Germany, in other words 1 point in two months.
- **Bing experienced a downward trend in the United Kingdom** and Google took advantage of the situation (+0.6 points compared to October 2010).

Keep up to date with the search engine war: at the end of November the European Union launched an antitrust probe on Internet leader, Google, after complaints that Google Inc. abused its dominant position in the online search market.



TOP 5 search engines in visit shares*

Average indicator per website - (November 2010 vs October 2010)



Stay tuned as AT Internet will provide a new Search Engine update next month.



Methodology

We are interested in the average distribution of visits, by search engine, which have been recorded by a certain cross-section of websites.

In order to establish the cross-section of websites to be used as part of a study, a website is only used if the selection criteria, which have been established previously, are respected. These criteria are very strict and their aim is to remove any websites which have an anecdotal audience, or a chaotic audience, or whose collected data suspects a dysfunction in the measurement.

For each country, only websites whose traffic has been mainly generated within the country itself are considered. In addition to this, only visits to these websites which have been generated within the country itself are considered.