

Second is better than first?

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Who Does Number Two Work For?

Austin Powers may have been frozen, but he knew what he was talking about. Part of our 12 tips to search engine success series is to bring your attention to being number two. Being number one is not all that it is "cracked" up to be. If anyone would know, it's google.

Try doing a search in google for the keyword "search" you will see something that may surprise you.

As you can see Yahoo Search comes up as number two. Not quite what you might expect considering Google is number 1 in search. (They don't hold the 1st or 2nd spot for the search term "search").

We found this very interesting and wanted to share it with our readers. It pays to do searches like this and see how things get ranked. You may also find that being number 2 or 3 or even 10, or 1 on the second page, can have far better results than being number one. Perhaps it is a subconscious bias against number one, or maybe it's so close to the top that people think it's a paid ad. We really can't say, but we do know that sometimes being number two pays better than being number one.

If you have some interesting search results, please add them to our forums and share with others. We will be posting interesting search results from time to time as there is a great deal that can be learned from what appear to be anomalies or at least interesting.

Thank you for reading this article,

Crack Google