

November 2012 US search engine rankings

RESTON, US: comScore, Inc, a leader in measuring the digital world, today released its monthly [comScore qSearch](#) analysis of the US search marketplace. Google Sites led the explicit core search market in November with 67% of search queries conducted.



US explicit core search

Google Sites led the US explicit core search market in November with 67% market share (up 0.1 percentage points), followed by Microsoft Sites with 16.2% (up 0.2 percentage points) and Yahoo! Sites with 12.1%. Ask Network accounted for 3% of explicit core searches, followed by AOL, Inc with 1.7%.

comScore Explicit Core Search Share Report* November 2012 vs. October 2012 Total US - Home & Work Locations (Source: comScore qSearch)			
Core Search Entity	Explicit Core Search Share (%)		
	Oct-12	Nov-12	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	66.9%	67.0%	0.1
Microsoft Sites	16.0%	16.2%	0.2
Yahoo! Sites	12.2%	12.1%	-0.1
Ask Network	3.2%	3.0%	-0.2
AOL, Inc	1.8%	1.7%	-0.1

**"Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.*

Nearly 17 billion explicit core searches were conducted in November, with Google Sites ranking first with 11.4 billion. Microsoft Sites ranked second with 2.7 billion searches, followed by Yahoo! Sites with 2.1 billion, Ask Network with 506 million and AOL, Inc with 297 million.

comScore Explicit Core Search Query Report November 2012 vs. October 2012 Total US - Home & Work Locations (Source: comScore qSearch)			
Core Search Entity	Explicit Core Search Queries (MM)		
	Oct-12	Nov-12	Percent Change
Total Explicit Core Search	17,623	16,957	-4%

Google Sites	11,787	11,359	-4%
Microsoft Sites	2,819	2,741	-3%
Yahoo! Sites	2,147	2,054	-4%
Ask Network	560	506	-10%
AOL, Inc	309	297	-4%

'Powered By' reporting

In November, 69.4% of searches carried organic search results from Google, while 25.4% of searches were powered by Bing (up 0.4 percentage points).

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