

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 siay 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.

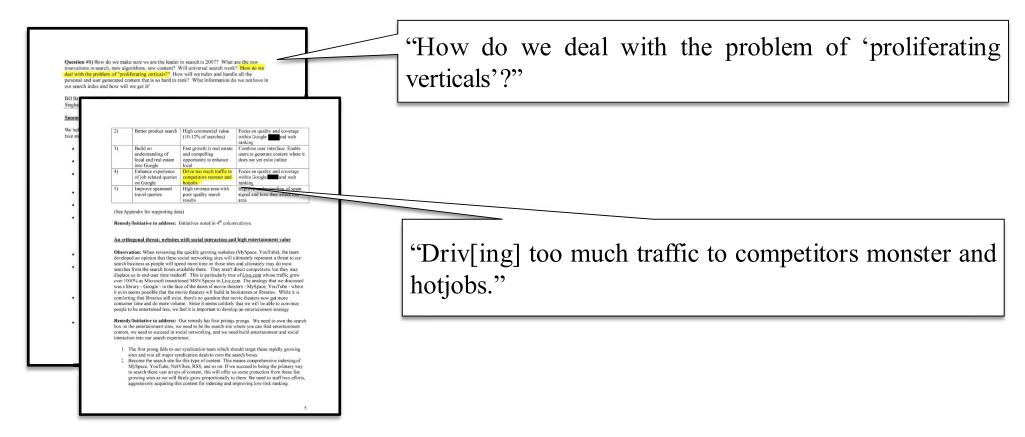
In June 2019, search engine analyst Rand Fishkin put together a report about Google using data from web analytics firm Jumpshot. The data snow that today an estimated 48.96% of all Google searches end with the searcher NCT clicking through to a website. The same report estimates that 7% of all search 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



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