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Sent: 11/29/2005 9:35 PM.

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Subject: vertical search thoughts

Some considerations for your slides:

first - define verticals. are these things like travel and real estate (big multi-percent chunks of our traffic) or are they things like sports, recipes, celebrities (special interest). how are they different from horizontals - corpora that have broad coverage by topic but are restricted by characteristics such as content type (books, video), user generation (blogs), or fee (premium)

i'll assume we want to talk about verticals, large and small, and not horizontals. what is the real threat if we don't execute on verticals?

- (a) loss of traffic from google.com because folks search elsewhere for some queries
- (b) related revenue loss for high spend verticals like travel
- (c) missing oppty if someone else creates the platform to build verticals
- (d) if one of our big competitors builds a constellation of high quality verticals, we are hurt badly

some possible approaches

- (1) form teams to go after top verticals. con: we can't put 1000 people on travel like expedia. we should still do it for some areas where search is an application like real estate
- (2) heavy investment in onebox. if the top verticals are at the top of the pyramid, use a deliberate onebox approach to go after the middle and bottom tiers of the pyramid using google and third party oneboxes, respectively
- (3) build a syndicated search platform for others to build major verticals. if we can't build the next expedia, let others do it with our technology. do it before microsoft does it. they already won the contract for the government search portal, firstgov.
- (4) let *anyone* create a vertical (guha's path). addresses (d) above
- (5) define key result page templates for main vertical query types and let seti decide which template to show. each page has web results and a big custom onebox section full of stuff we think is useful
- (6) let user communities build their own searches (community rollyo) and share them. links to relevant vertical searches/filters/views/restricts appear on the left hand side or as chameleon suggestions
- (7) automatically build these filters by identifying similar user groups and tracking their behavior, tailoring result sets for that user group and then providing a link to that result type set when someone in that user cluster comes along