

## Buckden Village Website - Search Engine Performance

[www.buckden.org](http://www.buckden.org) is now consistently the second\* website listed on 89% of all internet searches on the word "Buckden".

The table below shows the position shown on the first page of results for each of the top four search engines. "Market Share" is the percentage share of each of the search engines for all internet search traffic in Q1 2009, and the "No. of Hits" is the number of sites found containing the term "Buckden".

	Market Share	buckden.org Position	No of hits
Google	73%	2	136,000
Yahoo!	16%	2	501,000
MSN/Live	6%	4	89,800
Ask	4%	4	18,400

The site which consistently comes out top is the village website for Buckden in Cambridgeshire. Haven't sussed out how to beat them yet!

For those of you who are interested in how Google works, the following link has a fascinating account of how the Google boffins use highly trained pigeons to determine where a particular site appears in the listing:

<http://www.google.com/technology/pigeonrank.html>

( \* Excluding sponsored links where sites pay to be listed first – these are the one or two entries sometimes seen at the top of the page, typically shown on a coloured background)