

Title:

The New MSN Search Interface :: A Positive Transformation Or The Antithesis Of Change?

Word Count:

780

Summary:

Now that MSN search has changed its look and search results I thought I'd do a little digging

Overall I am impressed with the new look even if the current results aren't that spectacular.

But is the new MSN really that much better?

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I've always been apprehensive about using MSN Search. It's no...

Keywords:

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Article Body:

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Overall I am impressed with the new look even if the current results aren't that spectacular.

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As you've already no doubt heard, MSN Search has changed their look. But there's more to this

I've always been apprehensive about using MSN Search. It's not because the results are general

To me they were always too crowded and dark.

But now that there's a new search interface I feel more inclined to use their search engine.

Why, you may ask?

For one thing, I could never really put my finger on what it was that bothered me about it unt

Now, instead of wide blue bars there are sleek silver-grey bars.

Also, the top bar where the search box is became narrower. To me this makes the page seem less

I've also noticed that MSN has been playing with the display of the titles. Before this change

Now, they still bold terms matching the query in the snippet but they also only bold the search

These help to create a more visually appealing search result making it easier to spot the best

You see as humans, we like to take the easy way out. Most of us are ^scan and click~ search en

MSN tried this for a while ~ I found examples of it dating back to 2004, but most recently ~ e

When you look at the sponsored results you will see even more differences.

While looking at searches performed in Firefox, I thought I'd perform those same searches in I

While the organic results were the same, some things caught my eye. First, the sponsored ads a

Also, in Firefox I was seeing Yahoo! sponsored results, however in IE I was seeing Microsoft S
That's right, I was seeing different sponsored results providers depending on the browser I wa
Even the layout of the sponsored ads was different. With Firefox and the Yahoo! ads, the top s
However on the IE browser with MSN ads, that blank space disappeared and the side sponsored ad
I looked into the CSS and JavaScripts being executed on the page to see if perhaps they were d
Of course, this is still early in the game for the new MSN look. I expect they will continue t
In the end I do have to say, results aside, the new look is more visually appealing and at lea

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