

Title:

Yahoo! Does It Again But We're Not Sure What 'It' Is!

Word Count:

677

Summary:

If you've searched with Y! lately ~ at least in some browsers ~ you may have noticed a new add

Keywords:

Blog Marketing, Blogs, Blog, Internet Marketing

Article Body:

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For those of you who aren't up to speed on the Yahoo Buzz, here's a quick recap. Every day, Ya

A subject's buzz score is the percentage of Yahoo! users searching for that subject on a given

So it's an index of the most popular searches on Yahoo! The Buzz publishes daily, weekly and

- 1.pussycat dolls
- 2.NFL draft grades
- 3.the ultimate fighter
- 4.may 1 boycott
- 5.Madonna tickets
- 6.Howard stern
- 7.Chinese astrology
- 8.project runway
- 9.Terence Howard
- 10.Bahamas hotels

So exactly what is the point of plopping that orange box in one of the prime pieces of SERP re

To make it even more useless, the Buzz box only works in a few browsers. In the others, there'

Now if Y! wanted to actually make this thing useful, here are a few suggestions.

First ~ make it contextually sensitive. If I type in a search for 'tests,' I'd find a list of

Second, never mind the ranking ~ give me the numbers! How many people searched for Pussycat Do

Third ~ move it! I don't refer to that place as 'prime real estate' for nothing. The upper rig

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