

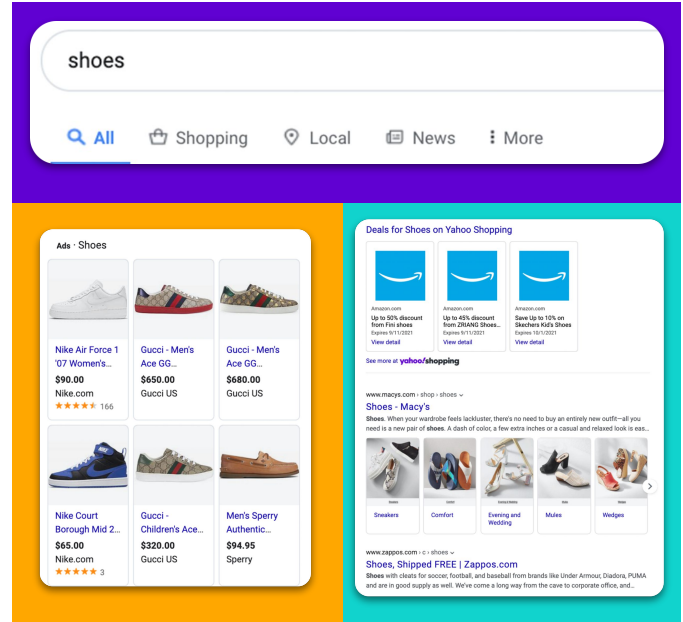
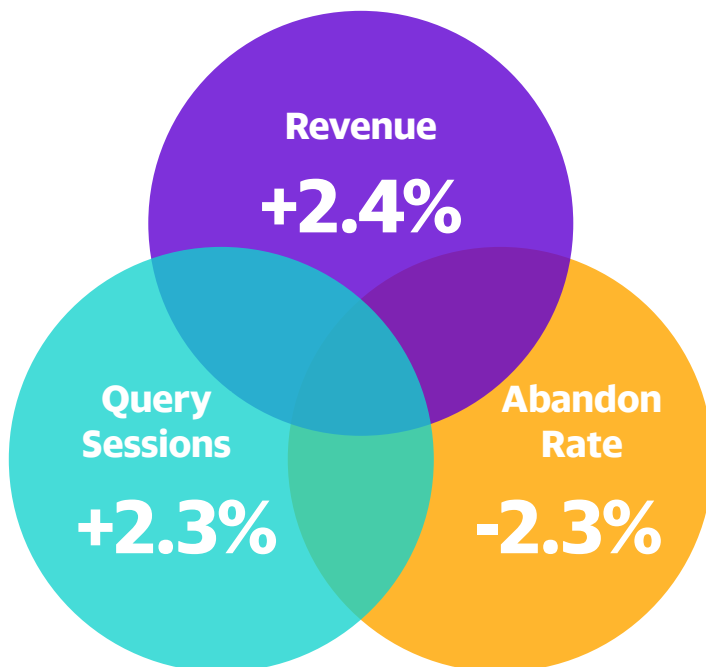
A New Yahoo Search Experience

Built for people

Our Search Product team is always searching (no pun intended) for ways to increase user engagement and retention in the Yahoo O&O Search experience. This is precisely what the team achieved in the latest Search.Yahoo.Com (SYC) and Yahoo Hosted Search (YHS) update to the desktop experience worldwide.

The adoption of a consistent look and feel that aligns with evolving industry standards has resulted in more users finding what they are searching for. Abandonment rates are dropping and follow up queries increasing. For example, results for “shoes” may prompt a user to later search for “shoes on sale,” leading to a lift in search volume and revenue.

Hello results*



Our favorite updates

- Fresh font type, color and size
- Nice modern header
- Simple, sleek toggles
- Nice round edges everywhere
- A little extra buffer between results
- Smart dynamic organic results
- Content optimized for page layout
- A few extra units to help guide users to find what they're looking for
- Updated design for “Related Searches”
- Improved search suggestions

Source: Internal Yahoo Data

* Results are for the Yahoo Hosted Search product only

* Abandonment rate is the measure of whether the user gave up on their current effort to find what they wanted.

* Query session is the average number of query sessions per bcookie