

Who Will Lead Google?

New Rumors Are Whacked. Co-Founders Larry Page and Sergey Brin Doing Great Job.

Are the three smart, talented and wealthy guys at the top of the Google food chain ready to move on?

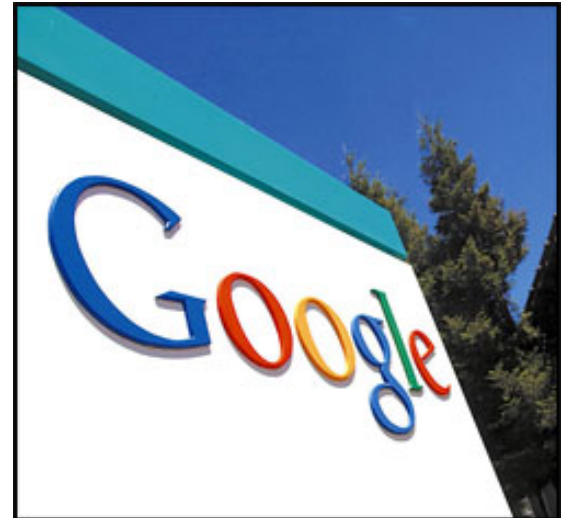
That's the speculation as CEO Eric Schmidt gabs on Rachel Maddow's show on MSNBC about bailouts for automakers and Citigroup, and talks elsewhere how the government should invest in technology, and Larry Page and Sergey Brin talk about green energy or anything else except how to goose Google's market capitalization.

For Schmidt, it could be time to go, says Technology, Media, and Telecom Analyst. The CEO raised revenues to \$20 billion in 2008 from \$86 million in 2001. Hard cash is now at \$14 billion compared to \$100 million seven years ago as well.



Silicon Alley Insider, claiming no insider knowledge, leans toward a changing of the guard as well. With a spiraling economy and scrambling for the next product to drive the next spurt of growth, Google leadership needs the same intense energy and focus that it had to become the online advertising behemoth it is today. Silicon Alley said it wouldn't be surprised if Eric or all three step away from a day-to-day operating role next year to do other, easier things, like save the planet.

And the obvious, terrifying perhaps, question for workers and shareholders alike, will be who will step into the visionary roles needed?



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An aside for consideration are the the distinct segments within the field of Search Engine Optimization. Clarification and separation are required in terms of paid search marketing, sponsored search advertising, pay per click, email marketing (spam), and the foundation of strategic internet marketing: Organic Search Engine Optimization (Organic SEO) are also referred to as Natural Search Engine Optimization (Natural SEO).

Key Organic Search Engine Optimization Facts:

- Keyword search is the 2nd most popular online activity, rapidly approaching the popularity of email retrieval.
- 90% of all new website visitors are delivered by a major search engine and/or directory.

- 98% of all keyword search activity results are powered by the big 4 search engines: Google, Yahoo, MSN and AOL.
- Keyword search results on Google, Yahoo, MSN and AOL are determined by search engine spiders and/or robot crawlers.
- Recent internet marketing studies confirm that keyword searchers prefer the organic results at a 6 to 1 ratio vs. pay-per-click sponsored search advertising listings.

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