



PUBLIC POLICY

# Redesigning Search would harm American consumers and businesses

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*Our response to today's lawsuit about the design of Google Search by state attorneys general:*

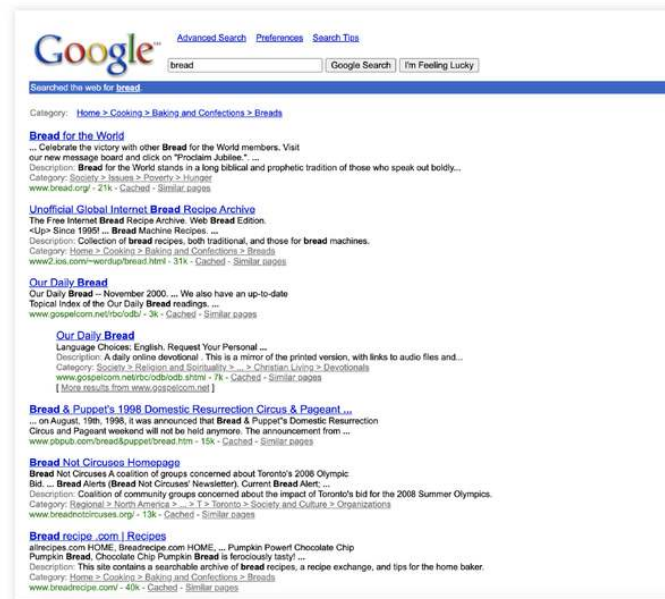
Google Search is designed to provide you with the most relevant results. We know that if you don't like the results we're giving you, you have numerous alternatives—including Amazon, Expedia, Tripadvisor and many others just a click away.

# The Keyword

services.

Look at how our search results have evolved and improved over the years. This is what our search results looked like in 2000—10 blue links, but no other useful features:

## Search for Bread in 2000



And this is what they look like today—more useful information, more direct connections to businesses, more links to websites. Our rigorous testing tells us that you far prefer these types of rich results.

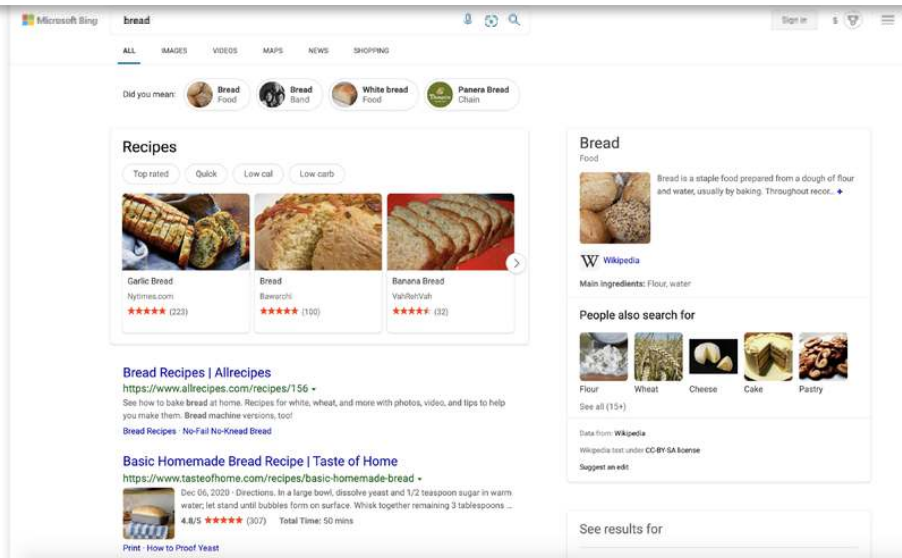
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The screenshot shows a Google search for the keyword "bread". At the top, it indicates "About 380,000,000 results (1.08 seconds)". Below the search bar are navigation tabs for All, Images, Shopping, Maps, News, and More. The main content is divided into several sections:

- Recipes:** A carousel of three recipe cards:
  - EASY HOMEMADE BREAD RECIPE:** "Butter with a Side of Bread" by Saliys Baking Addictions. Rating: 4.8 stars (368 votes). 1 hr. Ingredients: Bread flour, active dry yeast, white sugar, vegetable oil.
  - Homemade Artisan Bread (With or...):** "Saliys Baking Addictions". Rating: 4.9 stars (471 votes). 4 hr 25 min. Ingredients: Bread flour, cornmeal, cool, instant yeast.
  - The Easiest Loaf of Bread You'll Ever...:** "King Arthur Flour". Rating: 4.9 stars (155 votes). 2 hr 10 min. Ingredients: King arthur, cornmeal, instant yeast, sugar.
- Recipe Detail:** A detailed view of the "EASY HOMEMADE BREAD RECIPE - Butter with a Side of ..." from butterwithasideofbread.com. It includes a date (Jan 2, 2019), a brief description, a rating (4.8 stars, 368 votes), and a calorie count (131 cal).
- Map:** A map of San Francisco showing the locations of several bakeries: Baker Beach, Josey Baker Bread, Tartine Bakery, and Acme Bread Company.
- Local Business Listings:**
  - Josey Baker Bread:** 4.7 stars (51 reviews), Bakery, 736 Divisadero St. Closes soon - 3PM. "Airy bakeshop with bread & coffee".
  - Tartine Bakery:** 4.5 stars (4,190 reviews), Bakery, 600 Guerrero St. "The best bread in the Universe".
  - Acme Bread Company:** 4.6 stars (186 reviews), Bakery, Ferry Building, San Francisco Bay Trail UN15. "In the Ferry Building".
- Food Information Panel:** A sidebar on the right titled "Bread" with a "Food" category. It includes a definition: "Bread is a staple food prepared from a dough of flour and water, usually by baking. Throughout recorded history, it has been a prominent food in large parts of the world. Wikipedia". It lists types (Pizza, Toast, Banana bread, Sourdough, Baguette, MORE), main ingredients (Flour, Water), and internal temperature (190°). Below this is a "Nutrition Facts" section for "Bread, white", showing calories (79) and various nutrients like Total Fat (1g), Sodium (147mg), and Total Carbohydrate (15g).

Other search engines like Microsoft's Bing seem to have heard the same feedback because they have also evolved to provide these kinds of direct results.

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To get more specifically to the issues raised in today's lawsuit: it suggests we shouldn't have worked to make Search better and that we should, in fact, be less useful to you. When you search for local products and services, we show information that helps you connect with businesses directly and helps them reach more customers. This lawsuit demands changes to the design of Google Search, requiring us to prominently feature online middlemen in place of direct connections to businesses.

Redesigning Google Search this way would harm the quality of your search results. And it would come at the expense of businesses like retailers, restaurants, repair shops, airlines and hotels whose listings in Google help them get discovered, and connect directly with customers. They would have a harder time reaching new customers and competing against big commerce and travel platforms and other aggregators and middlemen.

The data shows that our local results in Search drive more than **4 billion direct connections** for businesses every month (such as visits to businesses' websites, people calling merchants, getting directions to stores, ordering food from restaurants).

Even as we have added content and features to our search results, the volume of traffic we send to non-Google sites has **increased** every year since Search was created. Our search results page, which used to show 10 links, now shows an average of 26 outgoing links on mobile devices.

## The Keyword

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On average, local results in Google Search drive more than **4 billion connections for businesses** every month.

The claims being made have been closely examined and rejected by regulators and courts around the world, including the [U.S. Federal Trade Commission](#), competition authorities in Brazil, Canada and Taiwan, and courts in the United Kingdom and Germany, who all agreed that our changes are designed to improve your search results. It's also well established that the most important driver for our search results is the specific query —not your personal data.

In a 5-0 bipartisan decision, the U.S. Federal Trade Commission said our product changes were designed to ***“improve the quality”*** of search results and ***“likely benefited consumers.”***



THE U.S. FEDERAL  
TRADE COMMISSION

We know that scrutiny of big companies is important and we're prepared to answer questions and work through the issues. But this lawsuit seeks to redesign Search in ways that would deprive Americans of helpful information and hurt businesses' ability to

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The lawsuit also contains allegations that have previously been made about how we distribute Search, and about our advertising technologies. On those topics, you can read our [blog post](#), and see more specifics [on our competition site](#).

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