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Google And Apple Fighting For Mobile Searching Supremecy

One might think that web super giant Google actually created the web, after all their dominance over the past several years, is truly astounding. In their current attempt for World Wide Web dominance, Google is attempting to make sure that every search made from your smart phone is a Google search as well.

Currently Google is going head to head with Apple for the internet searches done through phone web access, and Google recently purchased AdMob and Teracent in an attempt break into the mobile search arena. Spending almost \$750 Million on AdMob alone they are attempting to increase this form of advertising for their company.

As Google is looking to increase their market share of mobile searching, Apple is not going to quietly surrender. Apple has helped to increase their market share by acquiring Quattro. While Apple is at a disadvantage because of Google's dominance of the overall search engine market, they are willing to take on the search engine giant when it comes to mobile searching.

Google's dominance in the search engine market has forced their competition to reconsider how to compete with the search engine giant. Many competing search engines are now beginning to think outside the box when it comes to dealing with the Google issue. For example, Apple and Microsoft are now considering teaming up together, with the iPhone using Microsoft's Bing as its primary search engine. It is unknown if these discussions will eventually lead to a collaboration by these two competitors, and even if it does lead to a collaboration, the impact it will have on Google's market share is unknown.

And with all the hype about who will get to be the search engine for the smart phone applications, the bottom line is that although Google may want to be there, with their current strong hold on the web and with the major social media sites, even if they lose in the smart phone market they will still remain a strong and active force on the web for years to come. The little steps being taken by Microsoft and Apple, may be taking a few dollars out of their pockets, but will remain relatively insignificant to the overall market.

There are numerous companies that can assist you with building traffic to your website in order to achieve larger page rankings. For assistance from one of the top companies in the business check out [seo moves](#) at www.seomoves.com.uk.

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