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# **The Evidently Increasing Fame Of Facebook**

Every day more and more users are logging on to Facebook. Their interest has made it the second largest web site on the internet according to Alex.us, which ranks web sites on the average number of visitors they receive daily along with the average page views per day. Google remains number one but for how long?

Some people speculate that Facebook may outgrow Google, but it is unclear if this will happen since so many factors are involved. What is apparent is that the number of people visiting Facebook has grown steadily over the past few months.

When you consult Alexa you will see a continual increase in the daily audience for Facebook, while Google's daily visitation tends to fluctuate between 40 to 44% of internet users.

Facebook has shown over the past three months that its users are loyal. They have remained pretty constant. If this should continue you'll find more there will be more internet viewers on Facebook each day than on Google.

Ok. So Facebook is growing in terms of amount of users each day but which site is bigger when you think about how long each person spends on each site daily? When you compare the stats of each, Facebook comes out on top. Its users stay on the site about a half an hour a day. By comparison, Google users spend less than 15 minutes on the site per day.

This is not that unexpected considering the purpose of each of these web sites. People don't usually spend much time on a search engine, they just use it to find what they need and go.

Social media sites are much different. They have more things for people to see and do. They can interact with their friends, check their messages, blog, post photos and more. Some people spend hours each day on the site.

So Google is the bigger web site for now. Whether Facebook surges ahead to take the number one spot still remains to be seen.

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