

Search Engines

From 10 Blue Links Pages to Feature-Full Search Engine Results Pages

Search Engine Results Pages (SERP) have evolved to more complex pages that provide direct answers to users' queries.

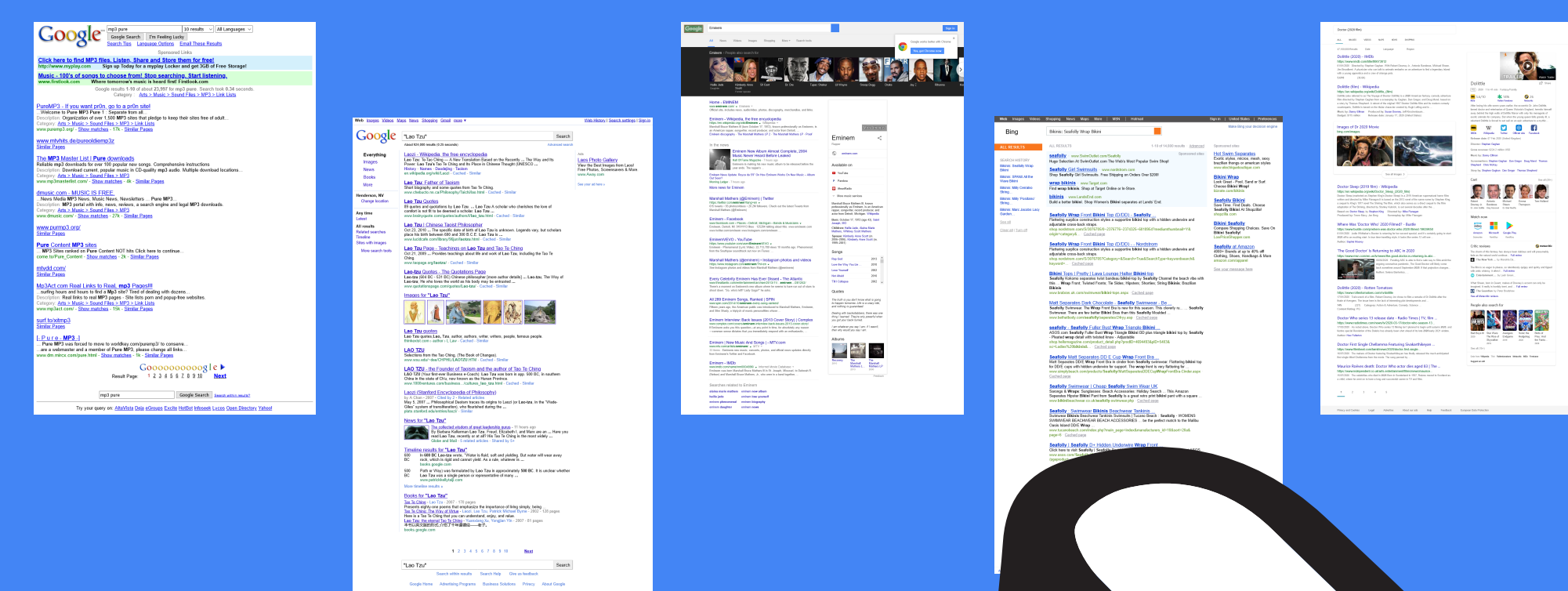
This study analyzes the appearance and evolution of SERP features in Google Search and Microsoft Bing.

Methodology

Capturing SERP

We have collected a sample of Google and Bing desktop SERP interfaces over time using Internet Archive and Google Trends most searched queries.

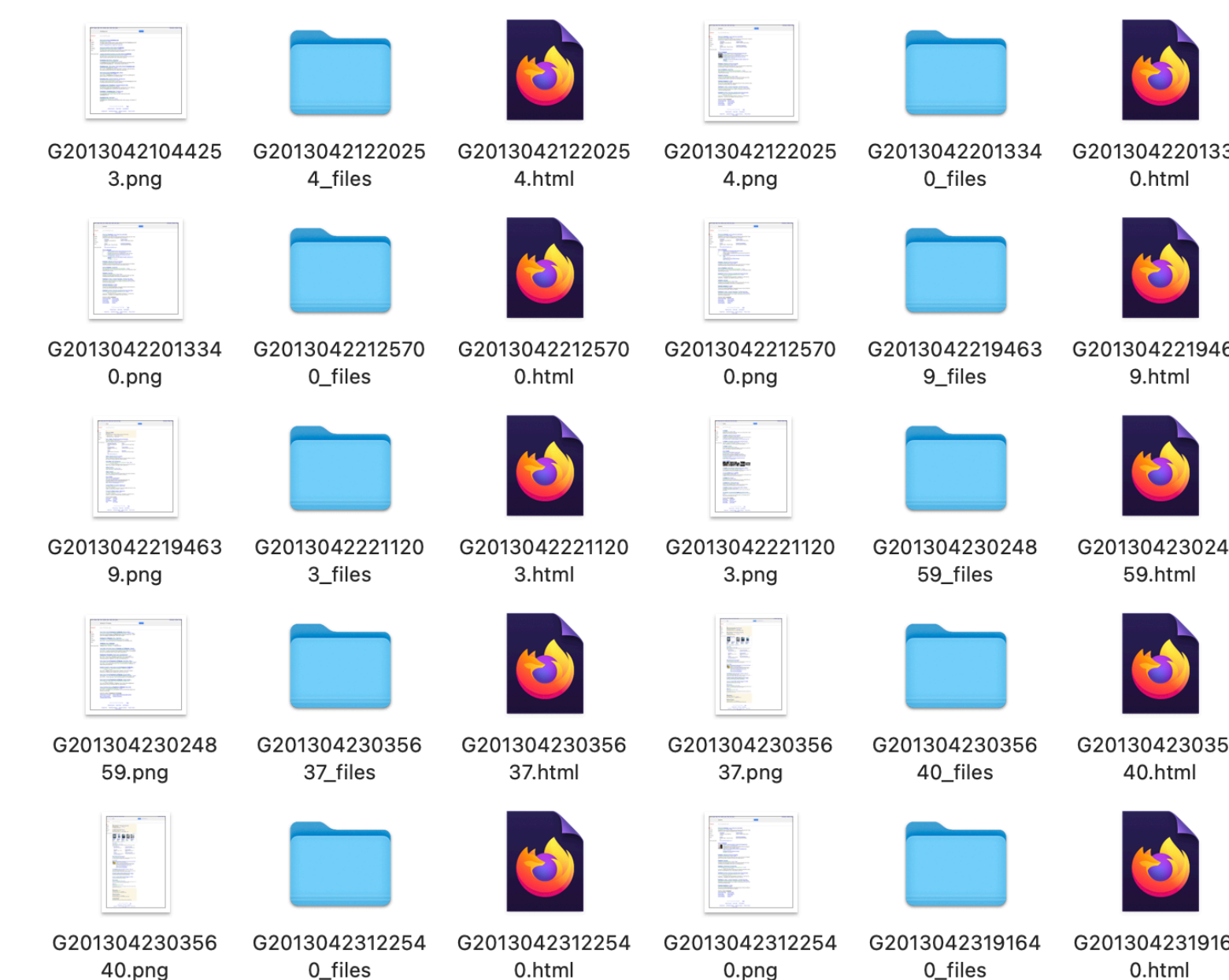
An automated browser saved the HTML Files and generated full height screenshots.



Analysis of the Temporal Evolution of SERP Features

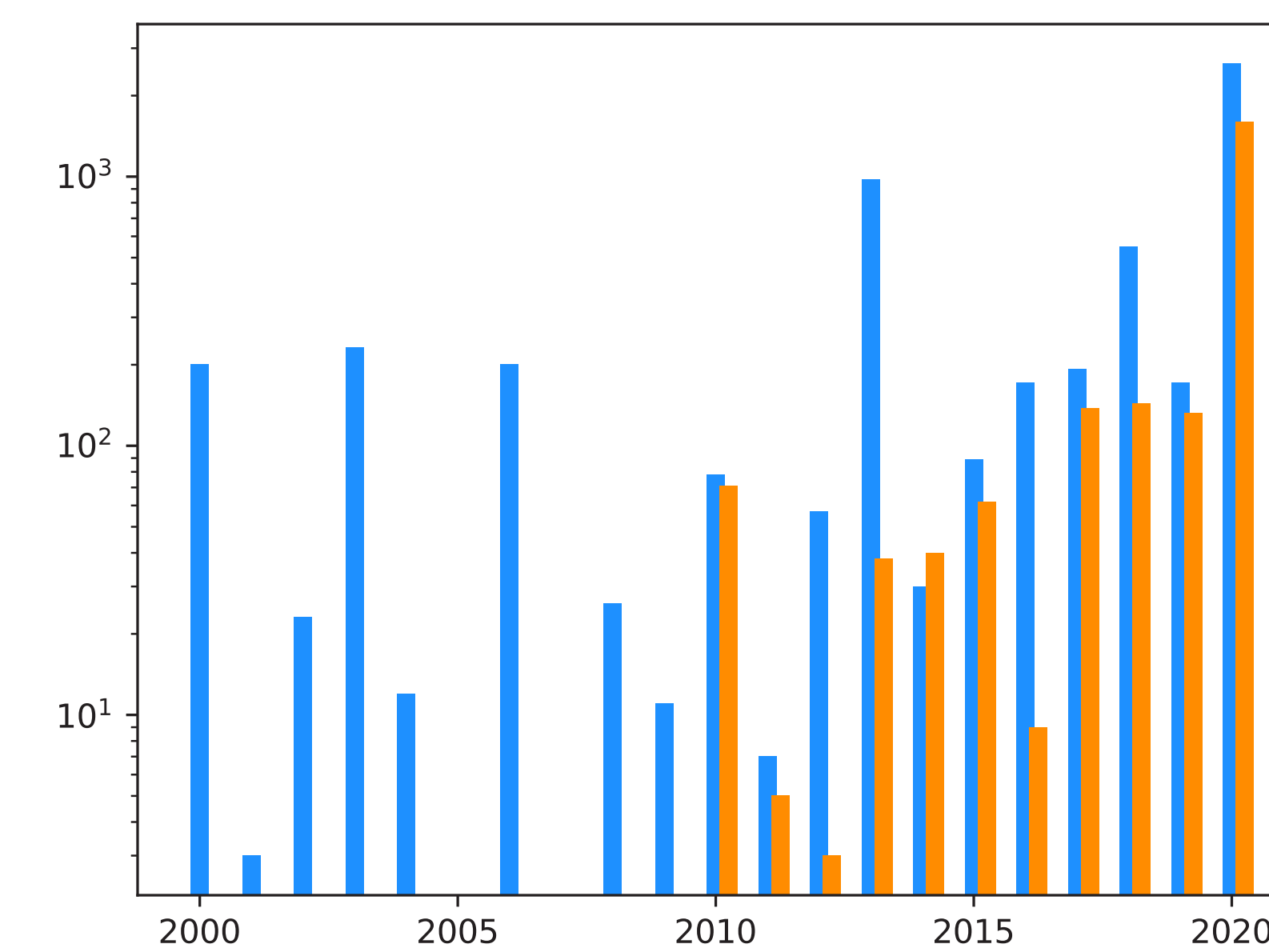
7000+ interfaces analysed

during 20 years



5.653 Google

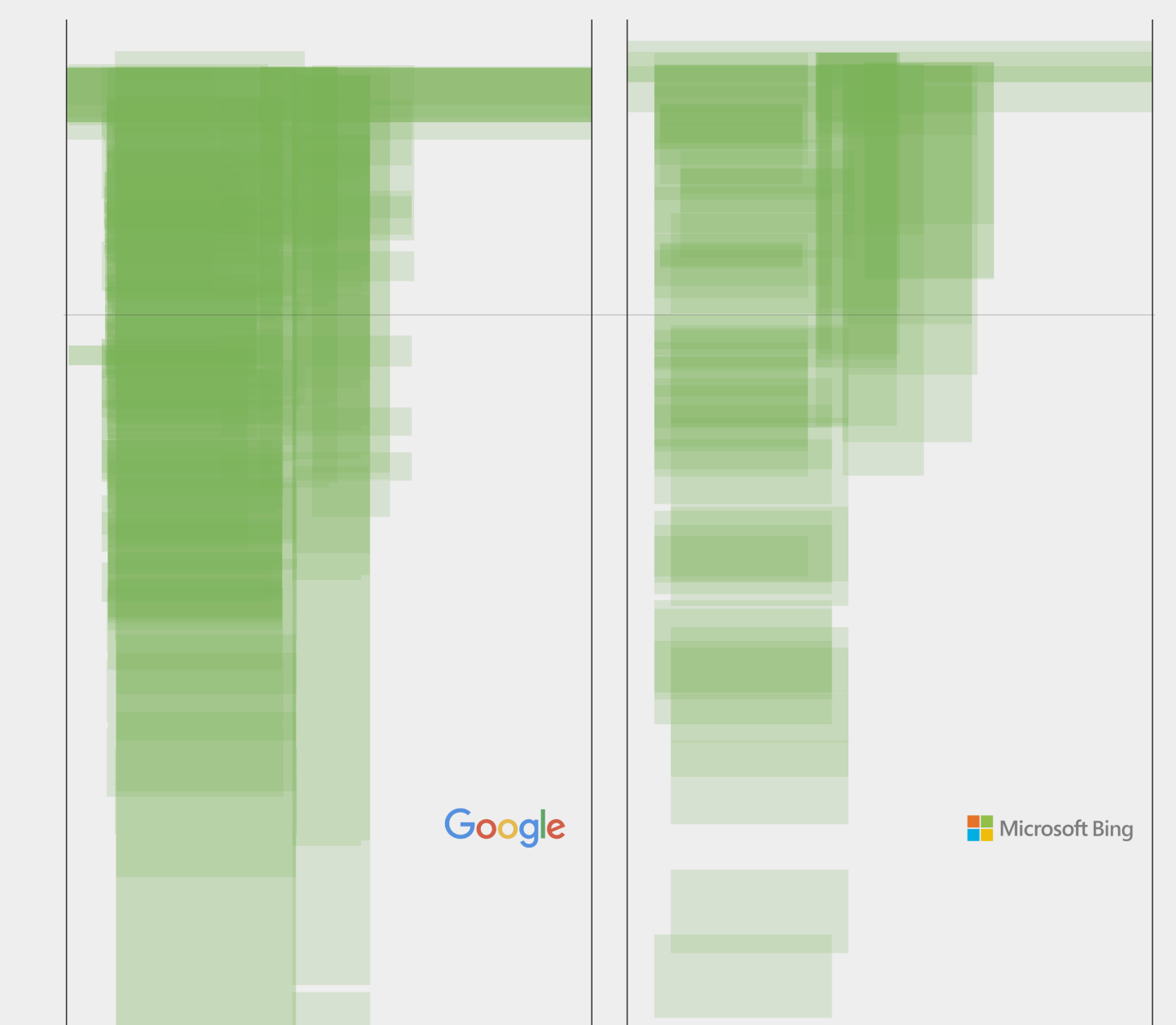
2.267 Bing



Analyzing SERP

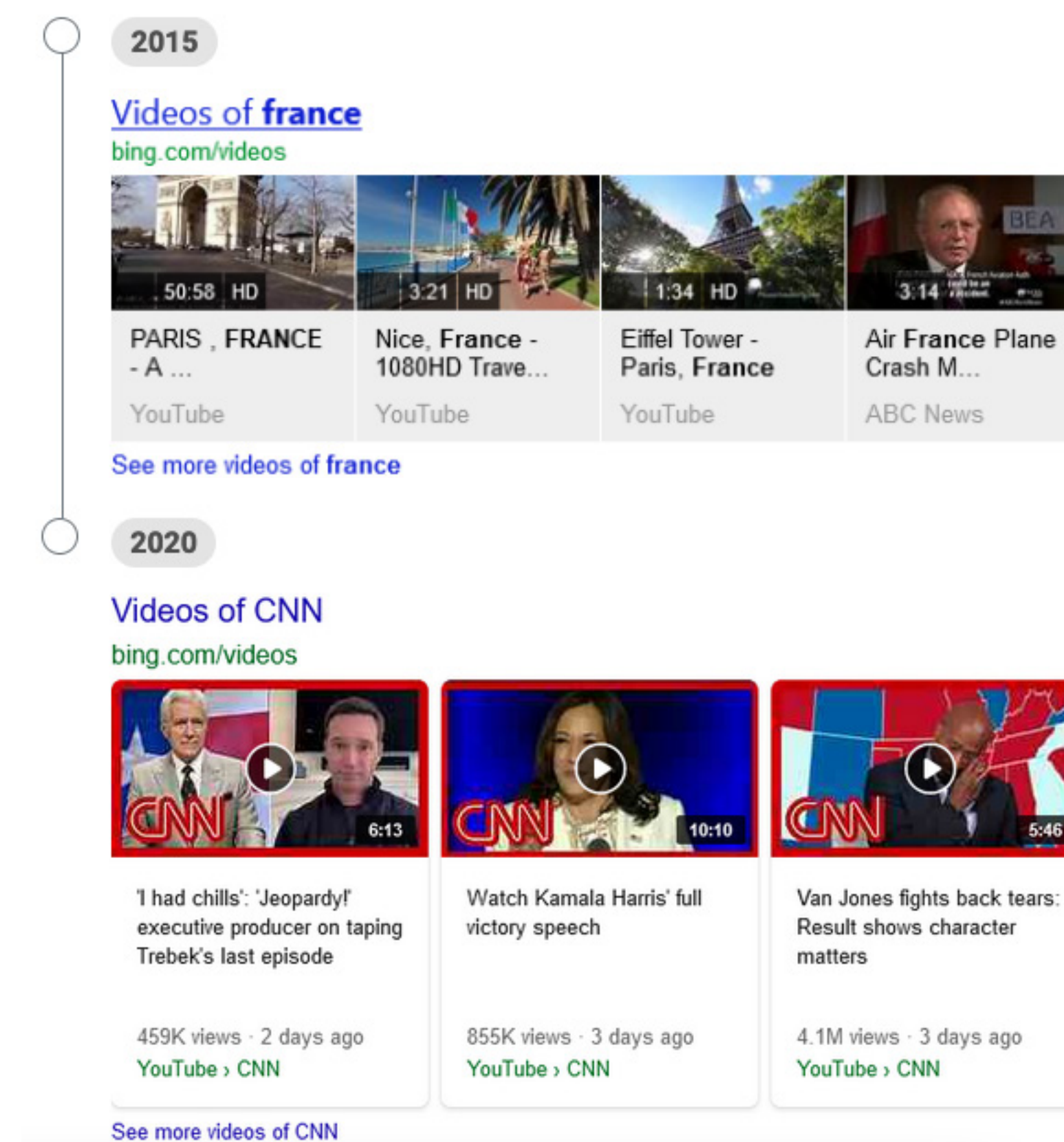
We automated the detection of SERP features over time.

This allowed us to track the appearance, area and positioning of these elements, while also generating images of their state over time.



Transparency-colored overlaying results for SERP Features

Bing Video Pack over time



Google Top Stories over time



Conclusions



Significant increase in the diversity of SERP elements over time



SERP are now aggregating content from multiple verticals



Google and Bing have similar layout and number of SERP features



Google usually precedes Bing when in the launch of common features

and 16 more!

Bruno Oliveira
FEUP
Carla Teixeira Lopes
FEUP / INESC TEC

U. PORTO
FEUP FACULDADE DE ENGENHARIA
UNIVERSIDADE DO PORTO



Study Website