

# Google's New Search Could Be Fatal For Online Business



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**Press Release Summary: The CEO of an online real estate marketing company Nicholas Marr has started a debate regarding the new way Google intends to present search results. He describes the development as a quite revolution that could make search engine ranking obsolete.**

Press Release Body: The CEO of an online real estate marketing company **Nicholas Marr** has started a debate regarding the new way Google intends to present search results. He describes the development as a quite revolution that could make search engine ranking obsolete.

**Nicholas Marr** who heads [Marr International](#) that promotes a network of [international real estate](#) websites explains that Google is changing the way search engines present their results. No longer is it one size fits all, now you will be served a more personalized search result. The results you receive when searching for say "[property in Spain](#)" are very likely to be different to each individual

Nicholas Marr "For those that have worked hard to rank their websites the fear is that ranking may be dead! What is the point of being No.1 for your cherished search term when each user is presented with different search results? However this could be the best thing Google has ever done.

Google which is rolling out the changes from 2009 will group users into different populations who will be presented with results for a query in an order based upon past user behaviour of other members of that population.

The existing Google algorithm which worked out how it would rank a certain website was based on a limited set of variables. Linking is an example, websites that had good one way links ranked better than others. The new system has increased the variables and consequently ranking is now likely to be less important as it is only one of a many new variables

Nicholas Marr article at the **HomesGofast.com** [Real Estate Blog](#) has invited debate concerning the new way Google search engines will operate. The full article can be found at [Google Personalised Search](#).

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