

Mobile Commerce reveals the top UK Mobile Search terms of 2010



21 December 2010: Mobile Commerce, the UK's leading provider of optimised monetised mobile search services, has released the list of the UK's Top 100 Mobile Search Terms of 2010, giving an insight into what users are really searching for on their mobile device and how mobile differs from desktop search.

'Facebook' is the most searched term from the 40 million, and rapidly increasing, mobile searches Mobile Commerce deals with a month. Social network terms also dominate the rest of the Top 10 – 6 out of the 10 – along with email and search provider terms 'Hotmail' 'Google' and 'Yahoo', giving a clear indication of how the mobile internet in the UK is currently being used.

The top 10 mobile search terms of 2010

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|---------------------|-----------------|
| 1. Facebook | 6. Ebay |
| 2. Google | 7. Facebook.com |
| 3. Bebo | 8. Hotmail |
| 4. Youtube | 9. Yahoo |
| 5. www.facebook.com | 10. Ebuddy |

The top 10 is also a reflection of the makeup of the top 100, with a quarter of the top 100 results (25) relating to social networking – including 7 different variations of a Facebook search – and just under another quarter (21) made up of searches for variations of Google, Yahoo and email service providers.

Information services prove popular, with the likes of lottery, news, weather, train times and cinema listings searches counting for a fifth of the list, with lottery searches being especially prominent, 'Lottery' being the 12th most searched term in the top 100.

Dating and flirting seems a popular pastime with mobile users, as related searches come up strongly - accounting for 7 of the top 100. Dating website 'Plenty of Fish' is the 20th most searched term and 'Flirtomatic' comes in at number 15.

The most searched celebrity on mobile is 'Justin Bieber' – the 38th most searched term - with 'Cheryl Cole', 'Lady Gaga' 'JLS' and 'Katie Price' – at number 80 - the other well known names mobile users have been looking for.

Shopping and banking also feature, with 'Ebay' the 6th most searched term, along with 'Argos' and 'Amazon'. The only two banks that make the list are 'Halifax' and 'Barclays', with the latter just making it in at number 96.

Steve Page, Mobile Commerce CEO, said: "Many analysts see mobile search as simply the same as PC but with a smaller screen, but that's just not the case. Our detailed search analysis shows that users search differently on mobile, either using the search box as a shortcut to entering a URL, which is often fiddly on a mobile device, or for 'I need/want it now' searches such as lottery results, train times or weather updates - the kind of things people want to know about when they're on the move.

"Analysing what people are searching is key to understanding both the need to and how best to optimise a website for mobile, and also when considering pay-per-click, especially given the huge growth we've been seeing in mobile search. The 40 million searches Mobile Commerce deals with a month is threefold up on the year and this list of the top 100 terms shows exactly what it is those people are actually searching for.

"Most interesting are the differences between the recent articles from Google and AOL, which show terms searched for on a PC in 2010. The Mobile Commerce list is only made up from searches coming from mobile phone users. The difference is key for advertisers wanting to optimise their search bidding strategies on mobile. On a small screen, where only a limited number of results can be seen at any one time, if you are not at the very top of the advertised or natural search results, you just will not get found by users".

The top 100 mobile search terms of 2010

1. Facebook
2. Google
3. Bebo
4. Youtube
5. www.facebook.com
6. Ebay
7. Facebook.com
8. Hotmail
9. Yahoo
10. Ebuddy
11. Msn
12. Lottery
13. you tube
14. Face book
15. Flirtomatic
16. Yahoo mail
17. Google.com
18. Lotto
19. Twitter
20. Plenty of fish
21. Plentyoffish
22. Bbc
23. Chat
24. Facebook login
25. Free games
26. www.google.co.uk
27. www.google.com
28. bbc weather
29. Gmail
30. Weather
31. Games
32. Zap
33. Google.co.uk
34. Wikipedia
35. hotmail.com
36. www.bebo.com
37. autotrader
38. Justin bieber
39. argos
40. Train times
41. Euro millions
42. Myspace
43. plentyoffish.com
44. Bebo.com
45. Bbc Sport
46. Cheryl cole
47. Football
48. Amazon
49. Babes
50. lottery results
51. Google images
52. Flirtfinder
53. www.facebook.co.uk
54. aol
55. music
56. www.hotmail.com
57. Goggle
58. Bbc news
59. national lottery
60. Google maps
61. Flirt finder
62. www.youtube.com
63. Yell.com
64. Msn messenger
65. Utube
66. national rail
67. youtube.com
68. Sky Sports
69. Facebook.co.uk
70. Zedge
71. Jls
72. Irish lottery
73. Ringtones
74. Lady gaga
75. Waptrick
76. Windows live
77. Yahoo.com
78. Free Music
79. Big brother
80. Katie Price
81. The sun
82. Free ringtones
83. Yahoo.co.uk
84. Halifax
85. Google search
86. Msn hotmail
87. Windows live messenger
88. Free
89. Megan Fox
90. Free downloads
91. Lucy pinder
92. Qeep
93. Jokes
94. www.yahoo.co.uk
95. www.ebay.co.uk
96. Barclays
97. Match.com
98. Rightmove
99. Cineworld
100. Ebay.co.uk



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About Mobile Commerce

Founded in 1999, Mobile Commerce is the UK's most successful provider of search and location solutions for the mobile telecommunications industry.

Mobile Commerce has been operating managed services to Tier One Mobile Operators since February 2002 and is the UK's leading provider of Local Search services on mobile - current customers include Vodafone, O2, T-Mobile, Orange, Microsoft and Sony Ericsson.

A growing element of Mobile Commerce's core business model is the development of monetised search using paid listings. Mobile Commerce now offers a Monetised Mobile Search solution connecting mobile users with advertisers. This generates additional revenue for the network operators through off-portal traffic and gives advertisers distribution.

Mobile Commerce has published White Paper on Mobile Search - to download a summary version go to <http://tinyurl.com/26h8ajm>

Mobile Commerce is now providing content and creative services to the UK mobile network operators and other major brands, over SMS, Mobile Internet, Java & iPhone, and is at the forefront of developing innovative packages that will be instrumental in driving additional revenue streams for network and brand partners.

In October 2008 Mobile Commerce was named in Deloitte's top 50 fastest growing UK tech companies - one of the UK's foremost technology award programmes, ranking the country's 50 fastest-growing technology companies based on percentage growth over five years.

In September 2009 Mobile Commerce was named in the Tech Media Invest Top 100, which showcases the UK's most innovative media and technology companies.

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