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The head of Google's search engine, Amit Singhai, claims that Google does 100 billion searches a month. [1] The next biggest competitor, Microsoft's Bing, only performed 35 billion searches, or about one third of Google's. [2]

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Google's Strengths. King of the Online Search: Google is the undisputed king of the online search engine department. Statista reports that in July 2020, Google has a market share of 86.86% in desktop searches worldwide.; Unbeatable: Till now, no competitor has come close to challenging its position let alone reaching its market shares in search engine. . Next close competitors of Google are ...

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