



*January 2012*

### **Happy 2012!**

Happy New Year from Coastal Web Services! Wow! Did 2011 fly by or what? Just like every year lately, 2011 saw some major improvements/changes in technology.

- The new iPhone 4S launched as well as other very cool smart phones.
- Verizon just announced its own version of Netflix, so we'll see how that service competes.
- Facebook's founder had his code hacked and leaked all his personal pictures to the public. OOPS! By the way, Facebook is going public for those of you interested in the stock market. I could kick myself for not investing in Google a few years back. Did you know that employers are now using Facebook to research employees before hiring them? Perhaps you've done it. In addition, Facebook now has a new competitor in the social networking arena, from none other than Google. It is called Google+. Time will tell how popular that site will be, but I can only estimate that it will grow by huge numbers each year since it has the backing of such an incredible company.
- Yahoo's global search market dropped last year from 16.3% of the market to 15.5%, so they are still the 2nd largest search engine. Bing is now listed at 14.7% so they are growing. If they keep growing, or if Yahoo keeps dropping, Bing may be the 2nd largest search engine in 2012.
- LinkedIn has purchased a start-up search engine company called IndexTank.
- Online advertising peaked at 15 Billion dollars for the first 6 months of 2011. WOW! Online video ad spending jumped 42% and email ad spending dropped 34%.

Coastal Web Services looks forward to working with you in 2012 to keep your business web site up to date and competitive.

Mike Parr  
President

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