

Chapter 10: **Search Engines with Most Traffic by Country**

Google dominates search in most countries. However, there are significant exceptions:

- China: Baidu is dominant, but Google still has significant traffic
- Russia: Yandex is dominant, but Google has significant traffic
- South Korea: Naver is dominant, Google has much less traffic
- Japan: Yahoo and Google are about even as of this writing. Yahoo is powered by Google
- Check Republic. Seznam is the most widely used search engine here.

Organic search optimizations as well as PPC campaigns usually need to include these search engines when targeting the above countries. In Japan, both the Google and Yahoo interfaces have English options.

For the other search engines, you will probably need the help of a native language speaker to navigate the PPC interface.

You can use Chrome to have the pages translated on the fly, however there are two problems:

- The translation is not always helpful
- There is text that are rendered as images and therefore cannot be translated by machines

If you have a limited budget in China for example, then consider using only Google PPC. The interface can be in your language, it will be easier to use and since you have a small budget you won't use up Google's inventory.