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ALTERNATIVE SEARCH ENGINE REMOVES THE MOST POPULAR SITES

 WORK & LIFESTYLE

Million Short is an alternative search engine, which enables users to remove up to the first 1,000,000 most popular results.

Google has had the monopoly on search engines for the past decade. The service works in such a way that already popular sites always come up on top, while small companies remain undiscovered on page 10 or even 100, unless they can afford to hire SEO specialists and pander to Google's algorithms. Now, **Million Short** is an alternative search engine, which enables users to remove up to the first 1,000,000 Google results, in order to make browsing the web more surprising and give the underdog a fighting chance.

To begin, users can install Million Short as their default search engine on their browser. Then, they simply select how many of the top results — anything from 100 to 1,000,000 — they want to discount, and search as usual. They can also filter by location and select to include or exclude sites with ads, live chat or e-commerce features. The search results will then be displayed, along with details about which sites have been excluded — if the user spots a link they want to see, they can still access it.

We recently saw another alternative search engine — **BrowseU** — which helps student users pay off their college loans by giving them a cut of the ad revenue. How else could the search model be adapted to produce fairer, more interesting results?

3rd February 2016

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