
From: Johanna Wright Redacted@google.com> on behalf of Johanna Wright
Sent: Friday, June 05, 2009 6:50 PM
To: Marissa Mayer
Subject: Re: OCQ

attached.

On Fri, Jun 5, 2009 at 10:49 AM, Johanna Wright Redacted@google.com> wrote:
This deck, same as we discussed earlier in the day, could be a starting point for the expected bing section.

I will work on this "How are we leveraging this experience and learnings on current Search quality initiatives to help O&O Ads be successful?" Today.

On Fri, Jun 5, 2009 at 10:31 AM, Marissa Mayer Redacted@google.com> wrote:
Hi Guys -

With all the hub-bub, this has fallen off the radar a bit, but these are the two points that I agreed with Patrick we would discuss in OCQ.

- How are we tracking against our property-level OKRs? What progress has been made in redefining the strategies for News and for Finance? What is our plan for Image Search monetization? Others?
- What is the innovative material from the latest round of "mock-o-thons"? How are we leveraging this experience and learnings on current Search quality initiatives to help O&O Ads be successful?

Do you guys have any material that would be useful for this? We need to pull together a deck for Tuesday.

Marissa

--
Johanna Wright | Google
Redacted@google.com | Direct: [Redacted](mailto:Redacted@google.com)

--
Johanna Wright | Google
Redacted@google.com | Direct: [Redacted](mailto:Redacted@google.com)

Produced in Native

Redacted

GOOG-DOJ-00796512

REDACTED FOR PUBLIC FILING

Bing Response

GOOG-DOJ-00796512.001

REDACTED FOR PUBLIC FILING

Threats

- UX
- Search Quality
- Execution
- Verticals
- Marketing
- Morale

GOOG-DOJ-00796512.002

Bing made a clean UI that organizes the features we developed in the past 2 years

Our UX Response

1. THIS WEEK: Quick visual clean up.
Remove size, rename similar pages, fix margin, smaller log, searchwiki on one line
2. THIS MONTH: Warroom focused on visual design.

GOOG-DOJ-00796512.003

Our UX Response Continued

1. THIS MONTH: launch fixes to result page clutter on popular queries:
 - Nav Queries [wells fargo]
 - Multiple forms of rich media needs [tom hanks], [india], [bengie molina]
 - Touch up our strategic oneboxes
2. THIS SUMMER: Launch modes. All search properties use a single front end and have a seamless look and feel. Determine if a left nav should be open by default.

GOOG-DOJ-00796512.004

Bing is innovating. The top component of the left nav is a feature we do not have.

- We need to out innovate Bing
- We have many more innovations sitting in the search quality area waiting to get out. Get them out.
- Create an effort to build a new version of search. Kick off effort with a day in Tunis with each quality engineer showing a demo or describing a technology they think they could build that excites them.
- Have a small team of engineers and PM build a demo of these features working nicely together.
- **Deliver demo of new search by END OF SUMMER**

GOOG-DOJ-00796512.005

Out innovate Bing cont'd

- Bing is not as strong on fresh queries.
- THIS SUMMER: launch real time on Google.com

GOOG-DOJ-00796512.006

Bing's search quality has now caught up with yahoo!

Our Search Quality Response to Bing

1. Search Quality plan goes here
2. THIS SUMMER – Make large improvements to suggest. Launch localized suggest and mid-string refinements on results page.

GOOG-DOJ-00796512.007

Bing got to market relatively quickly

- THIS WEEK: Do something fast to remember what it feels like.
 1. Launch pre-fetching of pages
 2. Launch a set of visual clean up components
- THIS WEEK: Catalog features engineers believe they can get done quickly. THIS MONTH: Remove any blocking issues to launch all important ones.

GOOG-DOJ-00796512.008

Bing is focused on Travel, Product, Local and Health

- THIS WEEK: Assign PM and Eng leads in each of these areas in search.
- THIS MONTH: Review plans
- THIS SUMMER: Launch first set of features

GOOG-DOJ-00796512.009

Bing is spending \$80MM on TV Ads

- I don't know our response

GOOG-DOJ-00796512.010

We need people to remain excited to work in search

- Search leadership needs to provide continued open communication as to what we are doing
- Search leadership needs to remove any blockades preventing execution. Engineers and PMs who are launching features are typically happy.

GOOG-DOJ-00796512.011