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

attached.

On Fri, Jun 5, 2009 at 10:49 AM, Johanna Wright Redacted <u>@google.com</u>> 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 <u>@google.com</u>> 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?

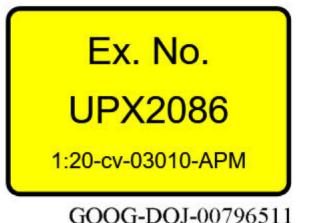
Do you guys have any material that would be useful for this? We need to pull together a deck for Tuesday.

Marissa

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Bing Response

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Threats

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

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.

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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 •
- THIS SUMMER: Launch modes. All search 2. properties use a single front end and have a seamless look and feel. Determine if a left nav should be open by default.



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

Out innovate Bing cont'd

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

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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.



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.

Bing is focused on Travel, **Product, Local and Health** <u>THIS WEEK: Assign PM and Eng leads in</u> each of these areas in search.

- THIS MONTH: Review plans
- THIS SUMMER: Launch first set of features

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Bing is spending \$80MM on TV Ads

I don't know our response

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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.

