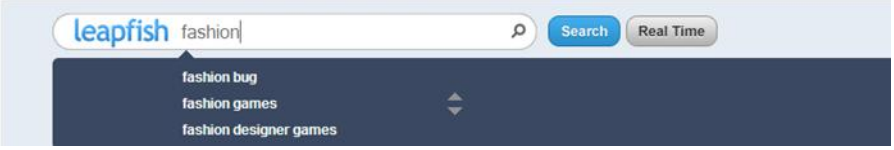
LeapFish - The New Social Search Engine

Fri, Nov 20, 2009 | Posted by adouglas

LeapFish gives real time updates on news, shopping, images and video. While searching, it also gives you suggestions underneath the search bar.



The benefit of having a search engine like this is that it gives all your results on one very easy to read page. You can also tailor the homepage to suit your needs by adding widgets with applications like Facebook and Twitter. For those people who like to see everything on one page.

This search engine is great because you can add as much or as little as you like in the way of feeds and applications. You can move the homepage around and drag your widgets around the page to suit your needs.

The Facebook Widget streams live updates from your homepage, so you can keep up to date on everything while you search. The same applies to your Twitter Widget you can interact as you would on your normal Twitter account. LeapFish also has a social sharing feature, which allows you to share a link on Facebook , Twitter and Delicious!

The search results show the following:

? News Results

? Web Results

? Wikipedia Results

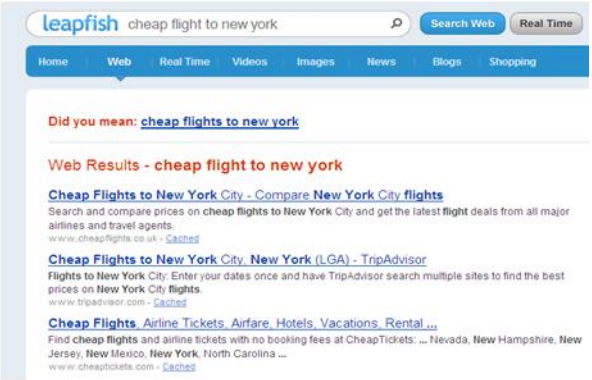
? Video Results

? Twitter Results

? Blog Results

? Image Results

The web search results page does not seem to be fully geographically targeted to my location, so although I am searching from the UK it seems to come back with .com results. However it doesn?t rule out .uk just brings back results mostly from .com pages. As the example below shows:



The other great thing about this search engine is that it brings back results from not only Google but you can change your settings, which are clearly visible on the right hand side of the serps to pull from Yahoo and Bing.

If this new search engine takes off as well as expected this could be another avenue of exposure for Bing if it is bringing more relevant search results back than Google or Yahoo to the end user.

The video results section is so quick to load up and you only have to roll over the video for it to play in full. The one thing that makes LeapFish that extra bit special is their Make A Wish foundation, which grants the wish of children with life threatening medical conditions to enrich the human experience with hope, strength and joy. All they ask is that you tweet the following statement and they will grant a donation for each Tweet.

?We believe our new web experience benefits everyone online. Existing portals and services benefit from a new found search integration that offers them more user engagement. Consumers benefit with access to more of the information the new web has to offer, that was previously tucked away. But most of all, it benefits you, those living the web by searching and sharing the freshest, most relevant and most interesting content available anywhere.? LeapFish

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