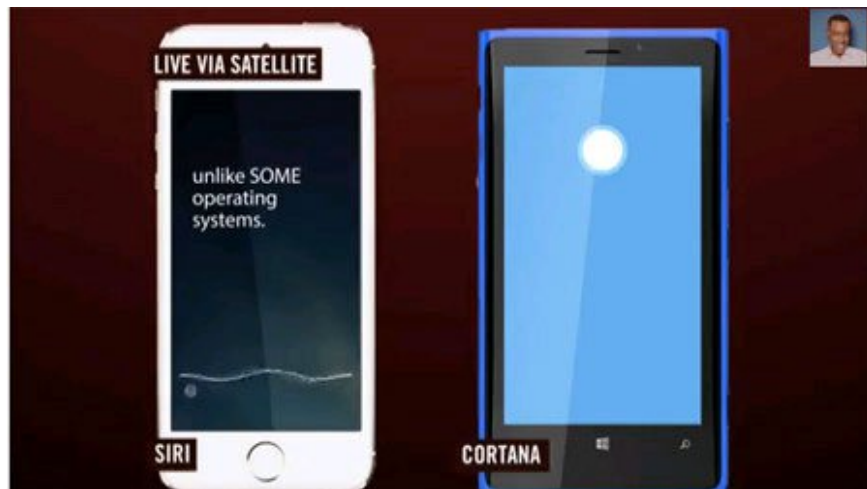


Apple developed its own search engine for the iPhone

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A few recent articles suggest that Yahoo! operating behind the scenes to become the main search provider on iOS. Currently, this task is still undertaken by Google. Not only that, the search giant also had time to provide digital mapping service for iOS, before being "knocked out" by Apple with a homegrown map service.

The decision that Apple decided to remove Google Maps stems from the fast acceleration of the Android platform in the market, expanding its market share rapidly, pushing Apple to "defend" itself. It is for this reason that when Apple added search functionality to Siri virtual assistant software, the company chose Bing of Microsoft's old rival as background technology rather than using Google Now. It should also be emphasized that Siri himself is also a way for Apple to deal with Google's glorious search brand.

According to analysts, deciding to choose Apple's Bing is like between two enemies, Apple must try to filter out "less scary" enemies. Apple can choose a second-class search engine because searching is only a minor feature in Siri, but the browser is completely different. Users require search engines in the web browser to be the most optimal, most relevant. The appeal of Yahoo! is that the company does not compete with Apple in terms of hardware, but the ability of Yahoo! In competing with Google's search engine - or Bing, people are skeptical.

Bing's recent development history provides relatively clear evidence of why Apple wants to jump into the search game now. Rumored to be sold off under former CEO *Steve Ballmer* , Bing now attracted the attention of new captain *Satya Nadella* . This tool is recognized by Satya as a " *strategic component of Windows Phone - the foundation for features such as local search or newly released virtual assistant software Cortana* ".

Therefore, if Apple develops a search engine itself, it will be able to standardize the tool on both the Web and Siri environment, just like Microsoft did with Bing and Cortana.

Recently, Apple has been more active in the search field, but the **Spotlight** feature in iOS has been quite limited, almost impossible to find the folder or application name inside the App Store counter. For data centers that Apple has built up over the past few years, the infrastructure may have been enough for the company to jump into the web search arena, but an Apple issue to think about is a balanced balance. motivation with revenue.

Hundreds of millions of iPhone and iPad users searching for web and content information are an invaluable reward for Apple. But to achieve that sweet goal, Apple will have to go through the same stages as Microsoft today: a very strong investment in Bing but has not achieved much progress compared to Google.

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