

# Learn Brave Search, a formidable competitor of Google

Brave, the maker of the popular ad-blocking browser, has released its privacy-focused search engine Brave Search in beta for everyone.

This marked the first turning point in creating a product that could compete with the giant Google. Brave Search will become the default search engine in the Brave browser later this year.

Unlike other new search engines, which often refresh results from Google and Microsoft's Bing, Brave is building an independent index of the web. Brave Search will rely on Bing in some areas, such as images, where Brave's own results are still not good enough. For regular searches, Brave can combine Google results for people who have the feature enabled.

Initially, Brave Search won't show ads - the main way Google makes money from its search results. It will then offer free, ad-supported search and an ad-free paid option.



According to analytics firm StatCounter, more than 92% of all searches are through Google. Bing is second with less than 3%. However, an opportunity may have opened up as Google comes under increasing pressure to protect consumer privacy and as governments around the world step up antitrust scrutiny. Public opinion, legal action, and legislation can help smaller companies take on Big Tech.

CEO Brendan Eich, who led Mozilla and Firefox before co-founding Brave, said getting more people to use Brave Search was key. According to Mr. Eich, users play an important role in improving Brave Search's search, directing Brave's servers towards high-quality websites that Brave Search will scan and include in its results.

Brave isn't the only company targeting Google's core business. DuckDuckGo, a privacy-focused search engine and mobile browser, said this month its annual revenue surpassed \$100 million and plans to launch a browser for desktop.

DuckDuckGo, like Yahoo, Ecosia, StartPage, Qwant and other smaller search engines, renews search results from Microsoft Bing and Google through partnerships with larger search companies.

Google has not yet commented on this. However, the search giant has worked hard to provide accurate search results and cut down on misinformation, especially COVID-19 information, in recent blog posts.

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