

The 100 search phrases used in this experiment

Number of types		Currency levels	
Count of Phrase		Count of Phrase	
Type	Total	Currency	Total
culture/art/history	20	high	29
current events	20	low	40
definition	20	medium	31
high tech	20	Grand Total	100
process	20		
Grand Total	100		

Definitions:

Culture/art/history: Soft subjects, general interest, not current events

Current events: Prominent on at least on major news site during search (local/national)

Definition: largely factual explainers that don't involve some kind of social/history discussion

High tech: Primarily technical or business discussions involving computing/networking

Process: Largely how to do something

Currency

Low: query is relatively timeless and probably low in popularity

Medium: Topic is older news/not particularly newsworthy but may be seasonal in nature

High: Prominent topic on news sites, liable to flash in popularity

Notes:

Current events subject searches to be made in news searchtool, if available

Search phrases entered exactly as listed, within quotes. No additional qualifications or advanced searches done

Search results do not include ancillary search results, i.e., listings for related blogs, rich media, images, news (except for current events searches), etc.

Search engine results taken from first ten listed results of the search and do not include nested/hierarchical results from the same site.

Sites may be listed two or more times if the search engine returns them as separate, non-hierarchical results

#	Type	Currency	Phrase
1	culture/art/history	low	"bernini's architectural commissions"
2	culture/art/history	medium	"best middle eastern restaurants in oregon"
3	culture/art/history	medium	"chinese archeological finds in 2009"
4	culture/art/history	high	"christie's latest auction results for modern art"
5	culture/art/history	medium	"chuck close portrait"
6	culture/art/history	medium	"democratic administrations in the last 100 years"
7	culture/art/history	low	"intellectual property rights for photographers"
8	culture/art/history	low	"krakatoa eruption casualties"
9	culture/art/history	low	"lawsuits over copying another artist's work"
10	culture/art/history	low	"marc chagall's birthday"
11	culture/art/history	low	"native american migration patterns"
12	culture/art/history	low	"origin of the word barf"
13	culture/art/history	medium	"origins of the aids virus"

14	culture/art/history	medium	"pantone 2010 colors"
15	culture/art/history	low	"pate de verre"
16	culture/art/history	low	"portland baroque orchestra and matthew white"
17	culture/art/history	medium	"republican administrations in the last 100 years"
18	culture/art/history	high	"stieg larsson's will"
19	culture/art/history	medium	"stock prices and hemlines"
20	culture/art/history	medium	"tsunamis on the oregon coast"
21	current events	low	"afghanistan presidential election results"
22	current events	medium	"airline baggage rates"
23	current events	medium	"bad plastic surgery"
24	current events	high	"bp oil spill cleanup"
25	current events	high	"causes of toyota accelerator problems"
26	current events	low	"crime rate statistics in seattle"
27	current events	low	"electric cars under \$30,000"
28	current events	low	"freddie mac reorganization plans"
29	current events	low	"google acquisition rate"
30	current events	high	"haitian earthquake survivors"
31	current events	medium	"hugh hefner's marriages"
32	current events	high	"kyron horman sightings"
33	current events	high	"mel gibson"
34	current events	high	"nelson mandela's granddaughters"
35	current events	high	"new laws about bank atm fees"
36	current events	low	"oregon unemployment benefits claims in 2009"
37	current events	high	"oscar winner predictions"
38	current events	high	"sarah palin"
39	current events	medium	"steele faux pas"
40	current events	high	"toyota prius safety records"
41	definition	high	"arizona immigration law text"
42	definition	medium	"average ceo conviction rate"
43	definition	low	"botulism symptoms"
44	definition	low	"cynthia morgan" (egosurf)
45	definition	medium	"ebola strains compared"
46	definition	high	"face transplant"
47	definition	medium	"ftc rules on television volume during commercials"
48	definition	medium	"global crime rate statistics"
49	definition	low	"how big can a raccoon grow"
50	definition	low	"hunt-ramsey syndrome long-term implications"
51	definition	low	"maximum growth rates of catfish"
52	definition	low	"most dangerous pests in the house"
53	definition	low	"northern lights in iceland"
54	definition	medium	"ptsd" (looking for post-traumatic stress disorder)
55	definition	high	"rate of us bank closure 2000-2010"
56	definition	high	"recession vs. depression"
57	definition	low	"roberts rules of order for meetings"
58	definition	low	"specific gravity of leaded crystal"
59	definition	low	"validity of intelligence tests in other cultures"
60	definition	low	"west coast woodpecker identification"
61	high tech	low	"best lcd panels for graphics"
62	high tech	medium	"best mac antivirus programs"
63	high tech	medium	"best network-attached storage for home offices"
64	high tech	low	"best wordpress portfolio themes"
65	high tech	medium	"cloud computing"

66	high tech	low	"drupal and joomla templates for artists"
67	high tech	high	"flash and search engine optimization"
68	high tech	medium	"iPad for senior citizens"
69	high tech	high	"iphone 4 vs. droid x comparison"
70	high tech	medium	"microprocessors in prosthetic devices"
71	high tech	high	"microsoft smart phones"
72	high tech	medium	"microsoft surface"
73	high tech	high	"ntp telenor"
74	high tech	low	"optical music recognition"
75	high tech	high	"patent trolls winning lawsuits"
76	high tech	medium	"roi of erp implementation"
77	high tech	low	"virtualization in mainframe computers"
78	high tech	medium	"windows 7 feature comparison"
79	high tech	high	"windows 8 code name"
80	high tech	high	"wordpress 3.0 reviews"
81	process	medium	"calibrating an lcd display for optimal color"
82	process	low	"card counting methods in blackjack"
83	process	low	"diagnose the cause of engine knock"
84	process	high	"how increase google search engine standings"
85	process	high	"how to apply for a federal tax extension"
86	process	low	"how to build a torsion box"
87	process	low	"how to find the volume of a sphere"
88	process	low	"how to get rid of yellowjackets"
89	process	high	"how to group apps in an iphone folder"
90	process	low	"how to photograph glass"
91	process	high	"how to prevent identity theft"
92	process	medium	"how to price your artwork"
93	process	medium	"how to prune a cherry tree"
94	process	high	"how to unsubscribe from Facebook"
95	process	low	"identifying nudibranchs by appearance"
96	process	high	"new rules for fsa accounts"
97	process	low	"pink grape tomato plants"
98	process	medium	"pressure-washing a stained wooden deck"
99	process	low	"rental application forms and process"
100	process	medium	"when to fertilize blueberry bushes"