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## The buzz

# Yahoo to charge businesses for additional listings

By Compiled from staff and wire reports  
Published March 8, 2004

Internet giant Yahoo Inc. is adopting a new system for indexing Web pages that will charge businesses to include more material not being listed in its online search engine, marking the first volley in a duel with its former ally Google Inc.

Yahoo is touting the approach as a practical way to assure its search engine captures more of the so-called "Deep Web" - the billions of pages that aren't found during periodic crawls of the Internet.

The method, often called "paid inclusion," also will help Yahoo's search engine keep better tabs on the most current material on a Web page, company officials said.

More than 99 percent of Yahoo's search index will consist of Web links that don't pay fees, said Tim Cadogan, the company's vice president of search.

Search engine analysts generally applauded Yahoo's move, saying it could open a rich new vein of content that's lacking from Internet search engines.

But the fees required to participate in the program are likely to raise worries about Yahoo creating an online caste system dividing the haves and have-nots of the Internet.

To ease those concerns, Yahoo isn't charging nonprofit Web sites to add unlisted links to its search engine. The nonprofit sites initially participating in the new indexing system include National Public Radio and the Library of Congress.

While Yahoo's index will continue to include Web sites that don't pay the fees, there's no guarantee on how frequently those destinations will be visited or how extensively the content will be analyzed, Cadogan said.

The fees won't buy Web sites a higher ranking in Yahoo's noncommercial search results, Cadogan said.

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Nielsen/NetRatings, an Internet audience measurement company, collaborated on the report with DoubleClick, a New York company that provides online advertising technology to publishers and marketers.

### StealthSurfer keeps Web activity private

A new thumb-size USB drive from a company called StealthSurfer aims to guard your privacy by keeping the records of your Web activity close to the vest. When you plug in the StealthSurfer and use its customized version of the Netscape browser, the device stores the cookies, URL history, cache files and other traces of your Web browsing that ordinarily would accumulate on your computer's hard drive. When you're done surfing, you unplug the drive and take the records of your travels with you.

StealthSurfer's name is a bit of an overstatement. It does keep your Web-hopping and file-sharing activities away from prying eyes after the fact. But since it uses your computer's Internet connection, the Web sites you visit still can track your Internet protocol address as you move around online.

The StealthSurfer comes in four capacities, ranging from 64 megabytes \$70 to 512 megabytes (\$299). You may experience a slight reduction in performance when you use the device because its flash memory writes data at slower speeds than a hard drive does. On the other hand, installation is a breeze. Computers running Windows Me, 2000 and XP recognize the StealthSurfer as a drive when it is plugged in. (If you're running Windows 98, you must download a driver from [www.stealthsurfer.biz](http://www.stealthsurfer.biz).) For an additional layer of privacy, Windows users can select a password to protect the drive's files.

### Talkback to Personal Tech

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