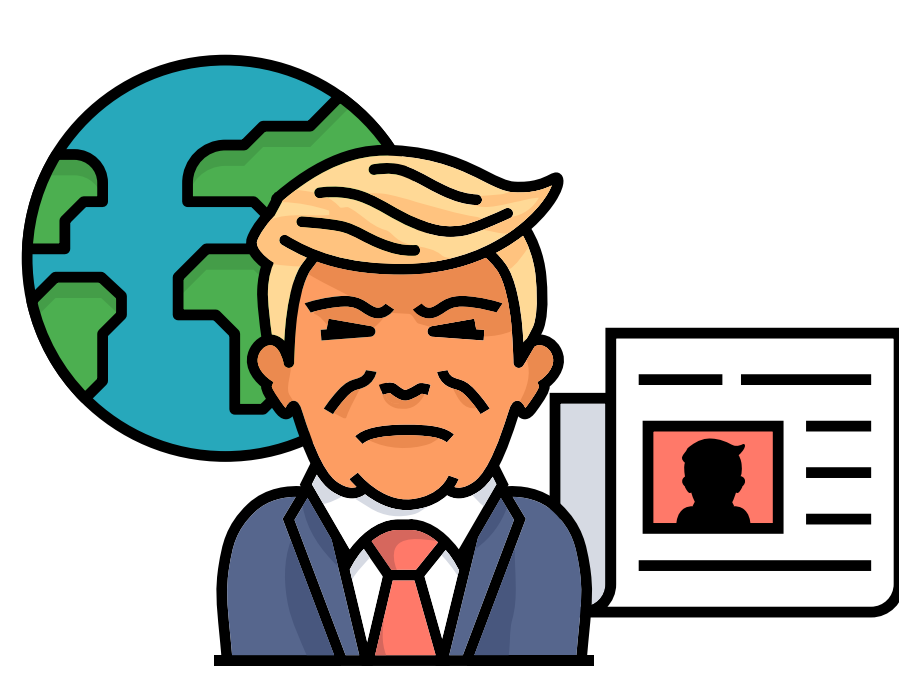


Are US Google Search Results for “Trump” biased?



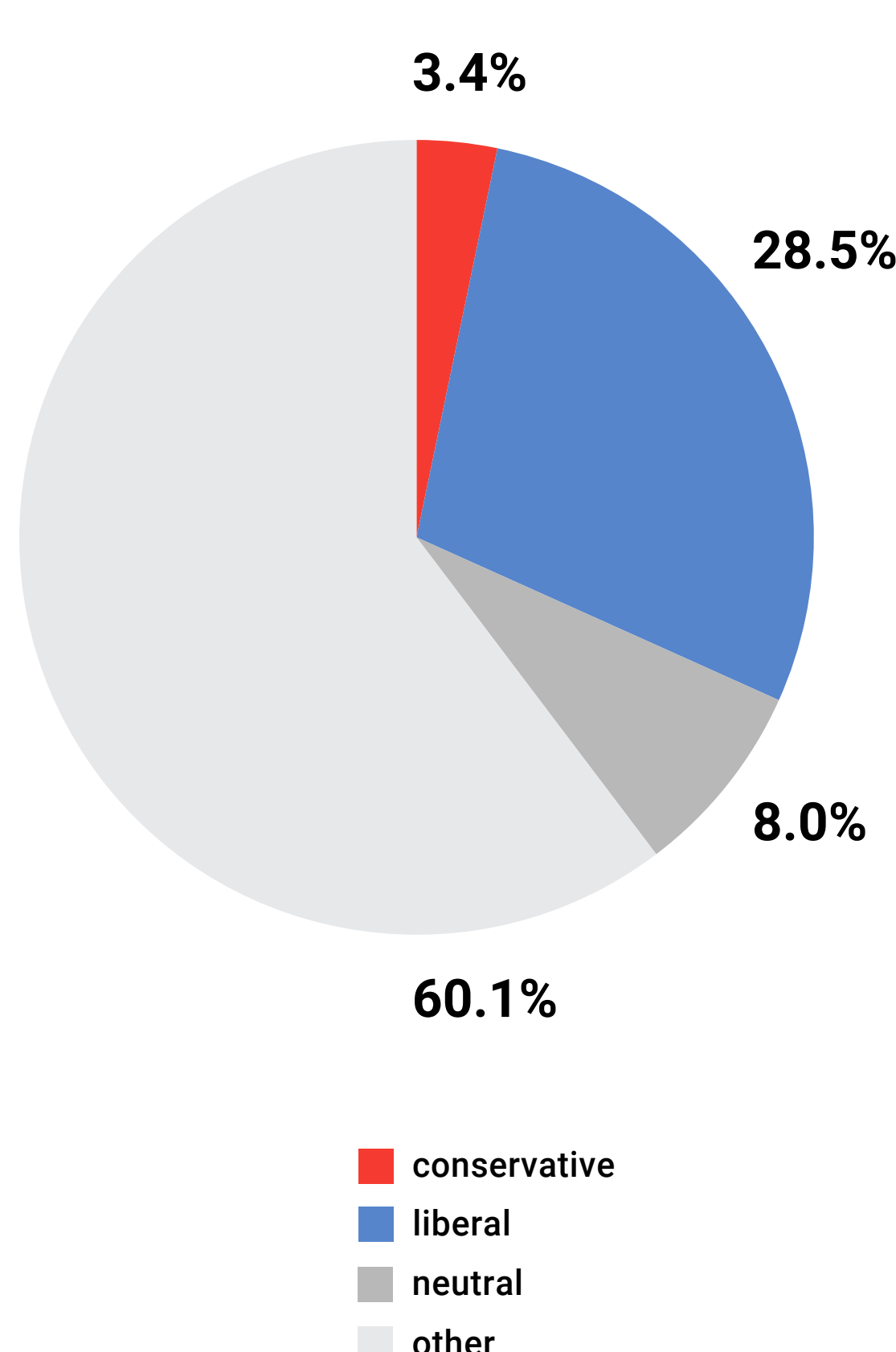
This analysis takes online articles, links and reports about US President Donald J Trump found most prominently in the most important search engines and social networks, and looks at whether they show any political leaning – and if so, what kind.

Which US Online Media Sites have the highest Google Market Share for “Trump”?

This analysis looks at the current online visibility¹ (week of 27th August 2018) of internet media providers appearing in the organic search results on Google.com in USA for the 250 most important “Trump” keywords. Based on the visibility for these keywords, a market share can be calculated for each website.

Domain	Market Share	Classification
cnn.com	4.4%	liberal
washingtonpost.com	2.8%	liberal
time.com	2.5%	neutral
usatoday.com	2.5%	neutral
theguardian.com	2.1%	liberal
bbc.com	2.0%	liberal
nytimes.com	2.0%	liberal
cnbc.com	1.9%	liberal
theatlantic.com	1.9%	liberal
huffingtonpost.com	1.9%	liberal
politico.com	1.7%	liberal
vanityfair.com	1.5%	liberal
realclearpolitics.com	1.4%	conservative
nbcnews.com	1.3%	neutral
thehill.com	1.2%	liberal
fivethirtyeight.com	1.2%	liberal
newsweek.com	1.1%	liberal
nypost.com	1.0%	conservative
newyorker.com	0.9%	liberal
npr.org	0.7%	neutral
cbsnews.com	0.7%	neutral
foxnews.com	0.7%	conservative
vox.com	0.6%	liberal
elitedaily.com	0.5%	liberal
slate.com	0.4%	liberal
mirror.co.uk	0.4%	liberal
bloomberg.com	0.3%	neutral
washingtontimes.com	0.3%	conservative
other	60.1%	other

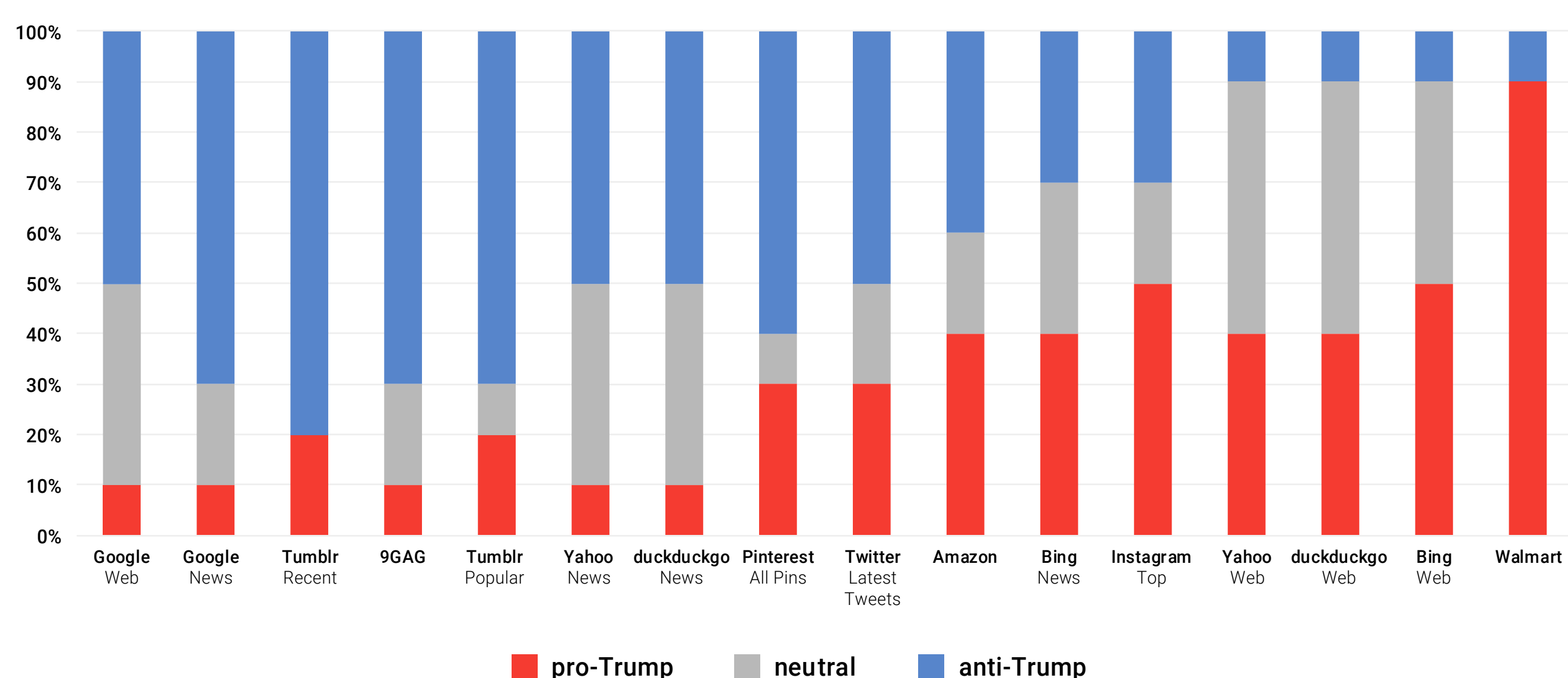
Market Share for the 250 most important “Trump” Keywords



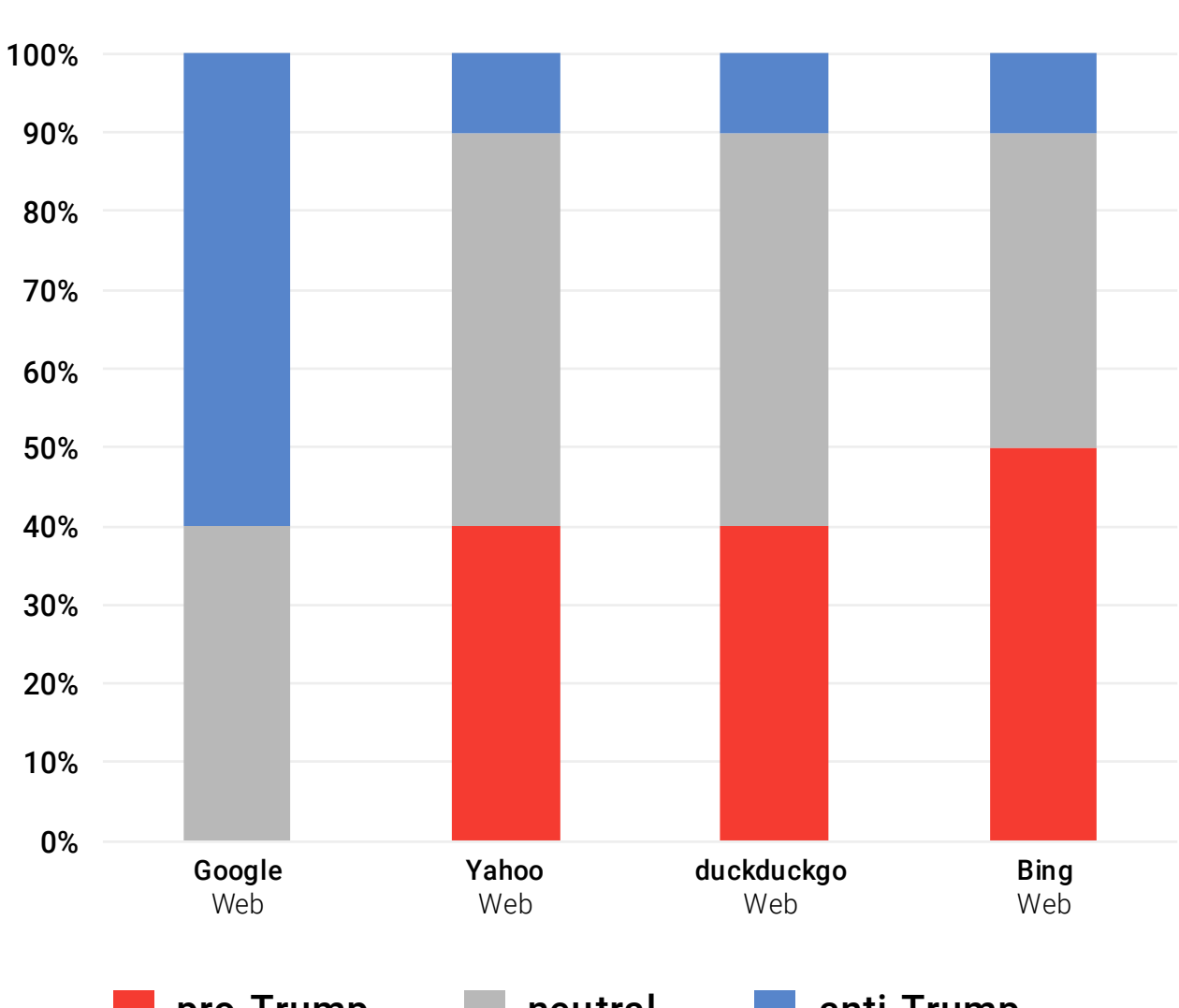
Search engines and social networks: Positive, negative or neutral towards Trump?

The most important search engines and social networks were analyzed to establish the sentiment² of the top 10 listed articles, links, tweets etc. on each site.

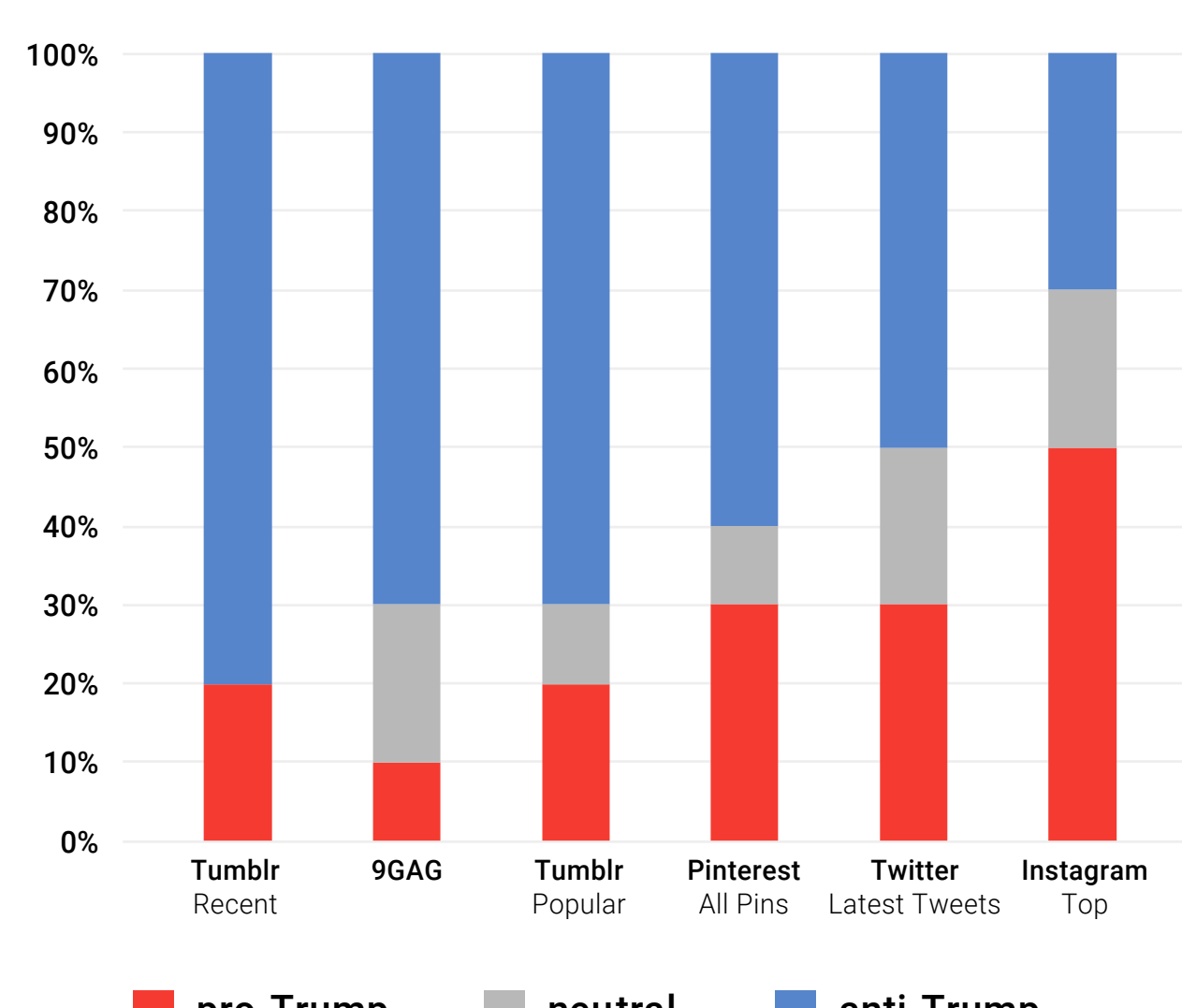
Online Sentiment Overview



Search engines only

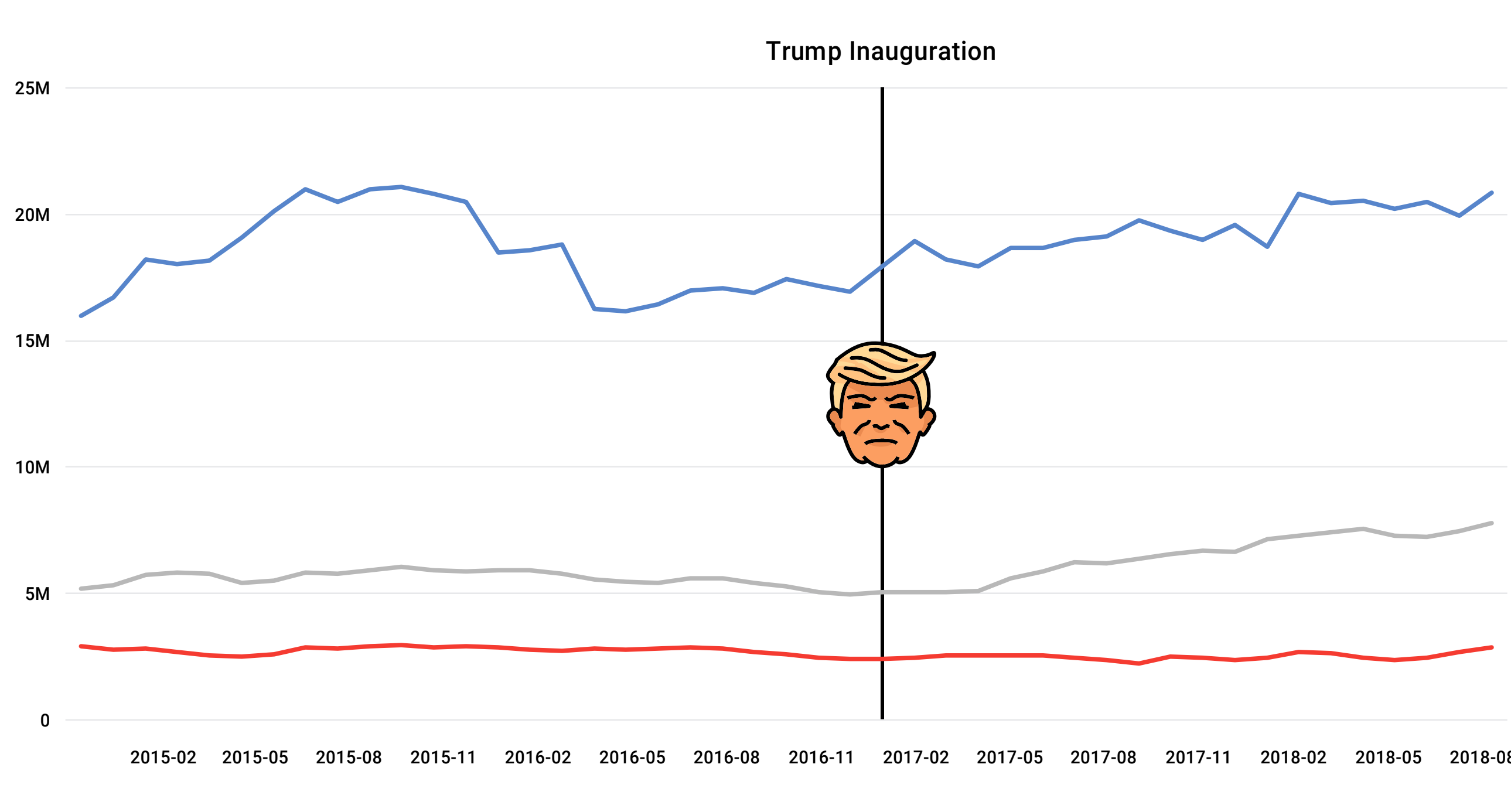


Social networks only



Which online news are most visible in the Google search results?

The analysis looked at the overall visibility¹ in the organic search results on Google.com of 76 online media providers, before and after President Trump’s inauguration.



The graph shows that liberal and neutral online media increased their visibility in the Google search results following the inauguration, whilst the visibility of conservative media websites showed only a negligible improvement.

Our Analysis

- For this analysis, the SEO Visibility in Google.com’s organic search results was measured for 76 online media providers. SEO Visibility, developed by Searchmetrics, is a KPI based on the search results for millions of keywords that indicates how likely it is that a website will appear in the Google search results when a user performs an online search. Simply put: the higher up a page appears in the Google search results for high-demand keywords, the greater its SEO Visibility.
- For the sentiment analysis of links, articles, tweets etc. found in search engines and social networks for the topic “Trump”, the top 10 search results for the keyword “Trump” were evaluated.

Disclaimer: The algorithms used by search engines and social networks to determine the ranking of results also consider personal browsing history, interests, location and many other factors. Different users therefore see different results. For this study, a US user located at 1600 Pennsylvania Avenue, Washington DC, was emulated.

The US media classification is based on the Media Bias Chart 2018 by <http://www.adfontesmedia.com/>.

Find out more about Searchmetrics at searchmetrics.com

