

Is Apple search inevitable?

Is Apple search inevitable? Isn't it basically already here? Every search that someone does from Spotlight is that much closer to being one less search that Google can see/monetize.

With spotlight search growing even more with the latest versions of the operating systems on both Mac and iOS devices, it can be argued that the true google killer will be the replacement of search.

At present, yes I'd argue many people don't know how to use spotlight search. Let alone understand the deep power it has and the quality of results it provides. All while doing search locally using local indexes. Powered though their latest ML local processing and chips. This makes a compelling case for consumers who have been eaten up by googles search dominance all but to be served ads.

Apples approach is to break the ad model. It's been arguably successful in doing his to Facebook with instant decline in revenues as a result of the iOS 14 introduction of ad tracking prevention.

Next on the list. Google.

With the new spotlight features now only one tap away on your iOS 16 powered devices, the search capability is becoming the next big area of opportunity for Apple.

Every search they help enable for their current customer is one less search google can utilise.

Google search has degraded.

If Apple comes up with a great search engine, then Google would be concerned.

When I think of how Google exerts it's power on the consumer I can think of these things:

- Search
- GMail (the on-ramp to GSuite)
- Chrome
- Android

These are all powerhouses, but they're not unassailable. In fact I think Apple's moat is more defensible than Google's -- lots of companies have tried and failed.

Google is making some great inroads with Chromebooks (and essentially trying to get the next generation), but... Just about everything Google does I'd *rather* trust Apple with, and all that we're waiting for is them to give me the chance.

While this could be argued that this won't be an issue for google because of their dominance overall across the world. Consider this. Well-off people can afford the iPhone SE, which will get updates for 5-6 years. Poorer people get the fancy schmancy latest Android device with 42 front cameras that'll stop getting OS updates in a year or two. After 3-4 years it's completely unsupported by anything and bordering on unusable, at this point even the security updates have stopped.

Most people would probably be much better off buying a 4-5 years old iphone than buying the latest shitty low-end android phone thrown at them by telecom companies that will be slow even as new and will be literally unusable a year later.

Seeing a company *this dominant* is kind of alarming -- you can't do the usual handwave of "oh but their product is bad". The problem is that their product is *actually very good*, and they seem to be the ones that care most about your privacy and align with your goals.

Apple is always mendaciously aware of its own strategic business objectives. Any set of user-positive functionality is underlaid with a far more strategically important business benefit.

Making search easy and soon cross platform is in my view a clear shift by the end of the decade the introduction of a true google search replacement offering. [#search](#)

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