



Yandex

For those who seek to navigate in a fast and safe way

By Yandex Apps

5.2/10

android

ios

Review

Oddly enough, there was a time when not everything was Google, Facebook and Amazon; in which there were different websites, social networks and browsers very different from the current ones. And this is not just a temporary cut, even today there are countries where other search engines work that are even more used.

That is the case of **Yandex, a free browser** that uses the Blink rendering engine. Russia is fashionable and we must understand that we are talking about a country of more than 140 million inhabitants where more than 70% have the internet. It is a country as big as China and in Japan, which are the developers of the great great alternatives of other applications and social networks.

Yandex is the fourth most used search engine in the world, it uses its own search algorithm, just like Google does, which is totally aimed at meeting the needs of users. It has everything you could need: news, price comparator, maps, cloud storage, image, video or music search engine, etc.

In Russia Facebook is not the most used social network, its reign is busy vkontakte, and at the level of web browsers the main engine is still **Yandex** with 58% of traffic compared to 32% of google, that is, almost double; and they are not so rare, we can think that they are surely looking for other options, especially what they do is download Yandex.

Things are important that you have to know about **Yandex**. First, the name, despite being a 100% Russian company, comes from English and it was named in 1993 when it was born as a development department of the company, Yet another indexer. With the passage of time, it became independent from the company and was officially founded as a search engine in 1997, long before Google appeared, to locate us in time, it is at the same time as Yahoo. May our beloved Yahoo be in glory! It is true that although Yahoo has been a bit stagnant, Yandex has managed to evolve, not as much as the American company, but it defends itself and still prevails.

Yandex has 5,600 employees and has not stopped making profits since 2003. It is considered the leading internet company in Russia and in the entire Soviet environment. If we want to access countries like Belarus, Ukraine, Kazakhstan and even Turkey; Yandex can help you and not only finding what you are looking for, since like others it has its news section, its email and its analytics that serve to understand the behavior of users.

How do we have to do if we want to access the Russian market? We have to take into account especially if we want to enter the great Russian premium trick our website, if we have it well for the most used search engine in the world, in general, it will be fine for **Yandex**.

What does have to be taken into account are certain things. When we talk about Google we say that you have to register in the Google Search Console, since there is also the **Yandex** webmaster to register your project. It must be assumed that it does not go so fast, the improvements you make will take longer to become visible since the algorithm is different. Likewise, we cannot assume that it will work the same and that the search results vary depending on where you are, if you are in Moscow or Saint Petersburg, what appears may be very different.

The link building that was fundamental before has now given way to the performance of the web, which now matters much more. The speed and index in **Yandex** still weighs heavily, also the time spent on the page and the number of pages visited. They are like the base metrics to get that like google pagerank, which you will remember from 0 to 10, in Yandex it goes from 0 to 10 thousand. It is an invisible metric that the more notes you have, the more relevance you will have in the search engine.

Yandex guarantees the security of its technology, analyzing files and websites for traces of a virus that may affect the user. If you find any, it blocks web pages, protects sensitive data and keeps online payments safe.

We invite you to get to know **Yandex** and the whole universe of possibilities that it presents to us.

✓ Pros

- Yandex is an alternative search engine
- Have many applications and things about it
- Good services too
- You can find different results than other search engines.

✗ Cons

- It is popular in Russian-speaking countries.
- It is not translated in many languages
- A lot to improve in the future
- The Russian government may be in contact

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