

2010: The Year Facebook Dethroned Google as King of the Web [STATS] [Ben Parr 51](#)



[Facebook](#) was not only the most searched item of the year, but it passed [Google](#) as America's most-visited website in 2010, according to a new report from Experian Hitwise.

For the second year in a row, "facebook" was the top search term among U.S. Internet users. The search term accounted for 2.11% of all searches, [according to Hitwise](#). Even more impressive is the fact that three other variations of Facebook made it into the top 10: "facebook login" at #2, "facebook.com" at #6 and "www.facebook.com" at #9. Combined, they accounted for 3.48% of all searches, a 207% increase from Facebook's position last year.

Rounding out the list of top search terms were [YouTube](#), Craigslist, [MySpace](#), eBay, [Yahoo](#) and Mapquest. Other companies that made big moves in terms of searches include Hulu, Netflix, Verizon and ESPN. The search term "games" also made its first appearance in the list of Hitwise's top 50 search terms.

More interesting though is Facebook's ascension to number one on Hitwise's list of most-visited websites. The social network accounted for 8.93% of all U.S. visits in 2010 (January-November), beating Google (7.19%), Yahoo Mail (3.52%), Yahoo (3.30%) and YouTube (2.65%). However, Facebook didn't beat the traffic garnered by all of Google's properties combined (9.85%).

It's only a matter of time until Facebook topples the entire Google empire, though. We've seen the trend develop for months: [Facebook is getting bigger than Google](#). According to comScore, [Facebook's U.S. traffic grew by 55% in the last year](#) and has shown no sign of slowing down.