Web search is now entering its second decade. We identify and discuss several distinct phases of its evolution. Early attempts at organizing the web (such as the Yahoo Directory) relied on human editorial to classify web sites. The next phase introduced massive automation and applied standard information retrieval techniques. The next breakthrough was the realization that the topology and link structure of the web itself was crucial to improving relevancy. This takes us to the modern era of web search, and while there are many dimensions which can be improved (comprehensiveness, relevancy, freshness, user-experience, etc.) we will discuss what Yahoo believes to be the next important phase in the state of the art: social search. The concept and attendant technical challenges of social search will be discussed and presented, as well as disclosing Yahoo’s progress and strategy in this area.