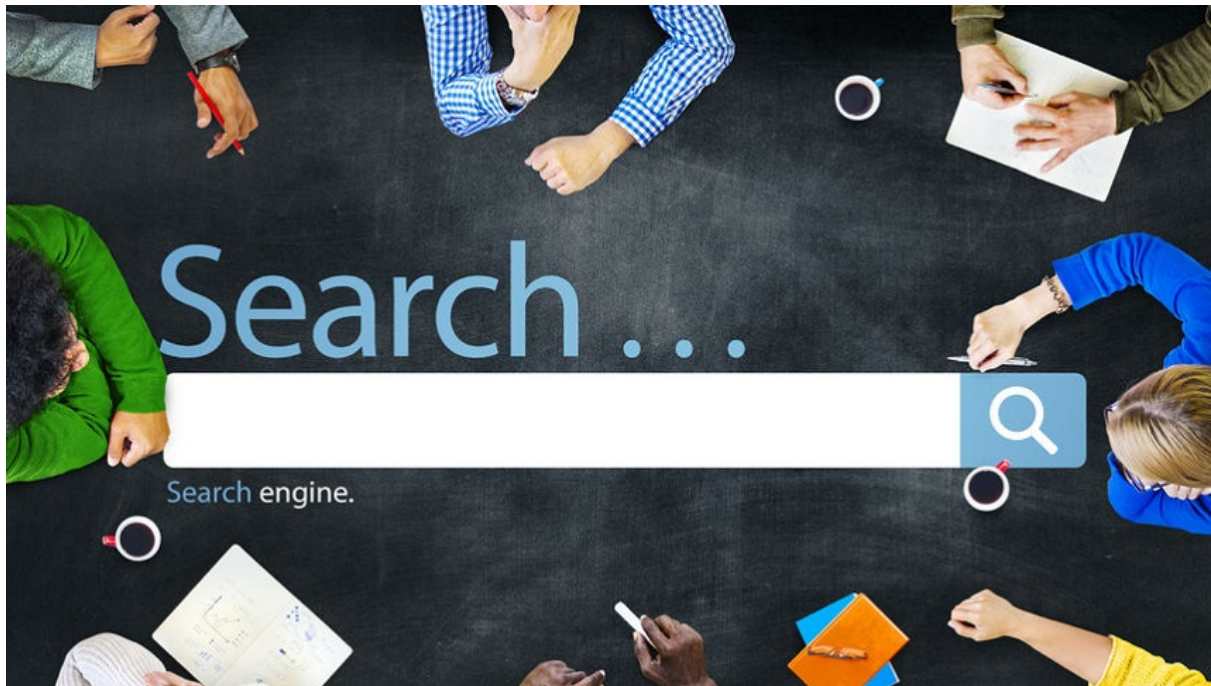


# Search Engine Questionnaire



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# Search Engine Questionnaire

## Q1. What is a Search Engine?

Search engine is a coordinated set of programs that searches for and identifies items in a database that match specified criteria.

Search engines are used to access information on the World Wide Web.

## Q2. How does a search engine work?

Google is the most commonly used search engine. Google search takes place in following three stages:

**Crawling:** Crawling discover what pages exist on the web. A search engine constantly looks for new and updated pages to add to its list of known pages. This is referred to as URL discovery. Once a page is discovered, the crawler examines its content. The search engine uses an algorithm to choose which pages to crawl and how often.

**Indexing:** After a page is crawled, the textual content is processed, analysed and tagged with attributes and

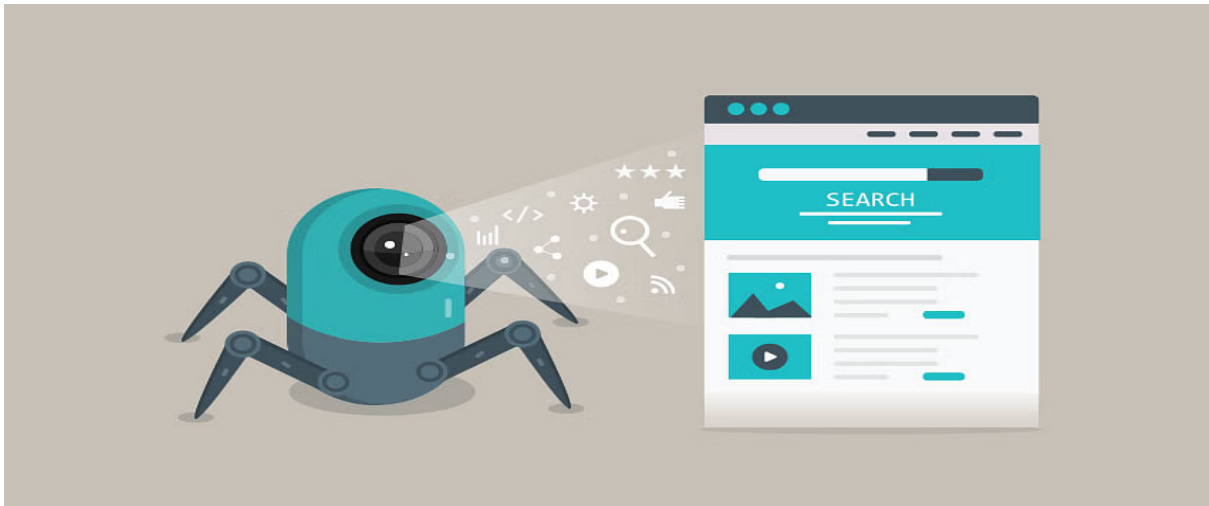
metadata that help the search engine understand what the content is about. This also enables the search engine to weed out duplicate pages and collect signals about the content.

Searching and Ranking: When a user enters a query, the search engine searches the index of matching pages and returns the results that appear the most relevant on the search results pages (SERP). The engine ranks content on a number of factors, such as the authoritativeness of a page, back links to the page and keywords a page contains.

### Q3. Explain web crawling? What's a crawler?

Web crawling is a computer program or automated script that crawls through the World Wide Web in a predefined and methodical manner to collect data.

Crawler: Sometimes also called a “robot” or “spider” is a generic term for any program that is used to automatically discover and scan websites by following links from one web page to another. It pulls together details about each page: titles, images, keywords, other linked pages etc. It then stores and indexes this data.



#### Q4. What is meant by “cached” while searching?

Cached data is information stored on your computer or device after you visit a website. Developers use cached data to improve your online experience.

The goal of cached data is to speed up site loading. Your device won't have a long chit-chat with a server to load all of the text and images and forms of the site. Some of those bits and bytes will be stored in your device.

But some of that stored data comes with a dark side. Hackers could use it to launch an attack that puts your security at risk.

## Q5. What's an organic result?

In Web search engines, organic search results which are calculated strictly algorithmically, are not affected by advertiser payments.

They are distinguished from various kinds of sponsored results, whether they are explicit pay per click advertisements, shopping results, or other results where the search engine is paid either for showing the result, or for clicks on the results.

## Q6. What's the paid result?

A paid result refers to a type of search engine result that appears at the top or bottom of search results pages (SERPs) and is labelled as an advertisement.

These results are typically displayed prominently and are separate from the organic (non-paid) search results.

## Q7. What is meant by bounce rate?

Bounce Rate is defined as the percentage of visitors that leave a webpage without taking an action, such as clicking on a link, filling out a form, or making a purchase.

It is an internet marketing term used in web Traffic analysis.

Bounce rate(%) = Visits that access only a single page / Total visits.

## Q8. What makes a website appear higher up in the search results?

Here are some ways to make a website appear higher up in the search result:

1. Develop a Mastery of Long-Tail Keywords
2. Create Next-Level Content
3. Explore different Content formats and update yours.
4. Target Google SERP Experience.
5. Focus heavily on User Experience.
6. Make your site fast and responsive.
7. Optimise for mobile.
8. Stay on top of your key metrics.

## Q 10. Are there any search engines that don't track your activity?

There are some search engines that don't keep track of your activity, nor do they store your data.

1. Surfshark Search
2. StartPage
3. DuckDuckGo
4. Tor Browser

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