


Google 

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google **search recommendation algorithm** [Remove](#)

google **search recommendation** [Remove](#)

google

google **translate**

google **drive**

google **maps**

google **docs**

google **classroom**

google **flights**

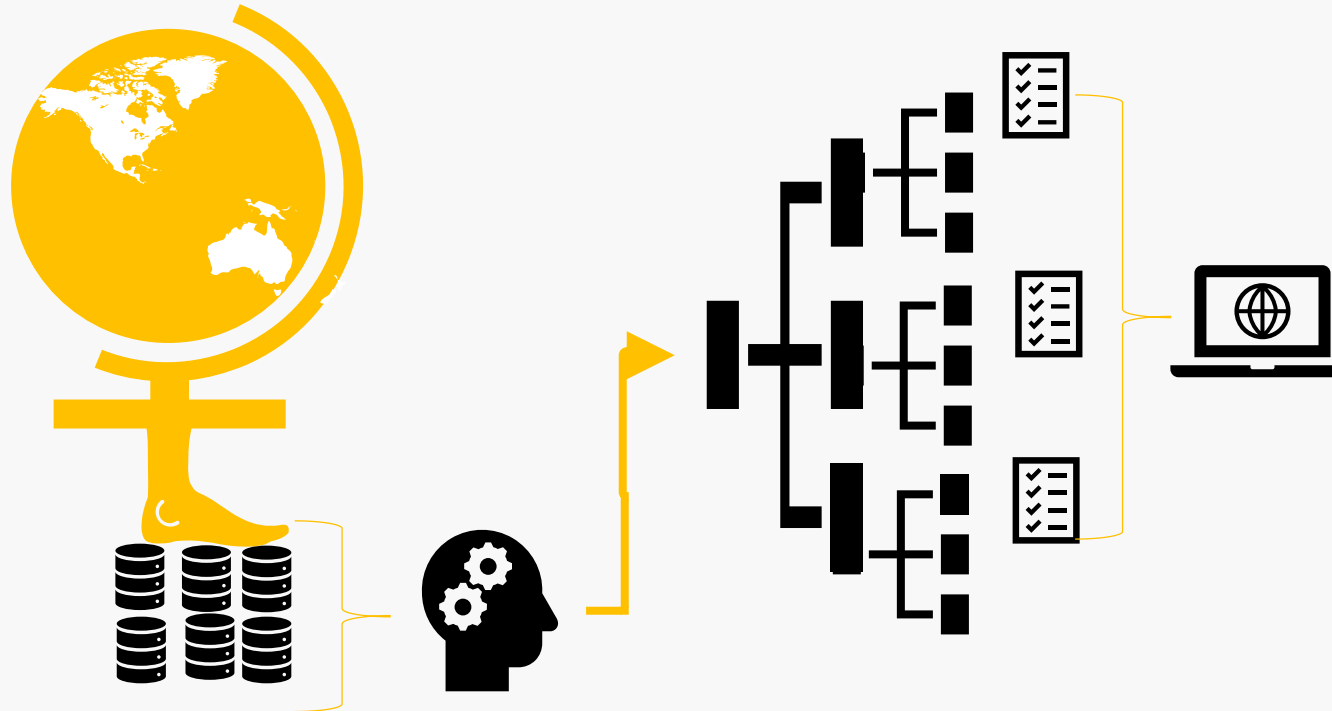
google **calendar**

[Google Search](#) [I'm Feeling Lucky](#)

[Report inappropriate predictions](#)

# GOOGLE SEARCH RECOMMENDATION

# GOOGLE SEARCH RECOMMENDATION



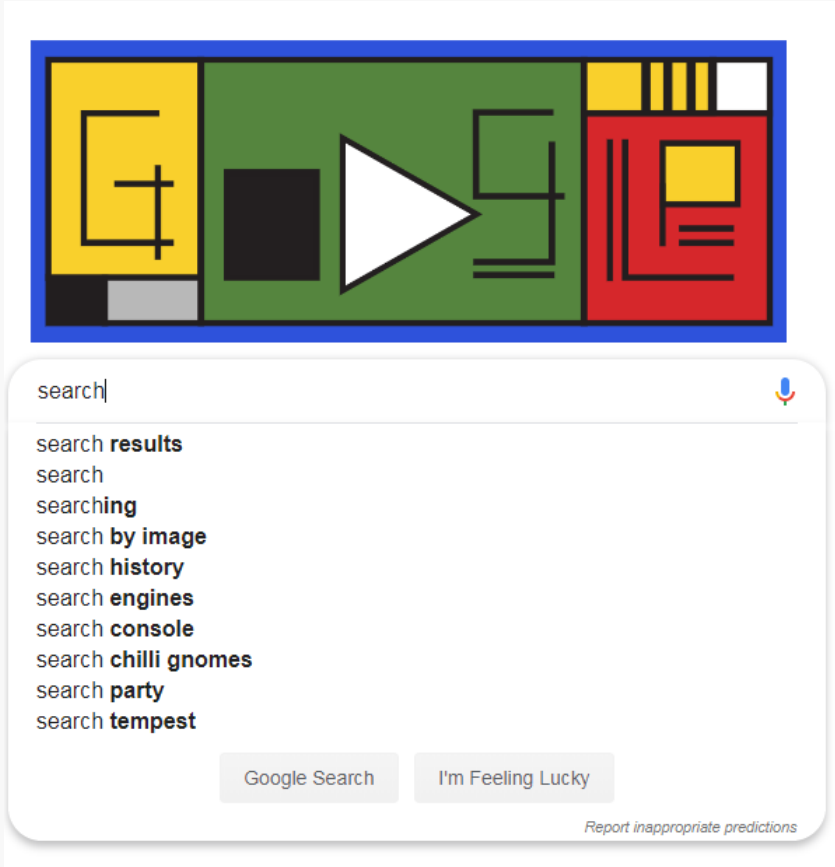
We give lots of info to google while we use any of the services offered by Google.

Google is learning the info and tailoring the info as per best of our interest or use.

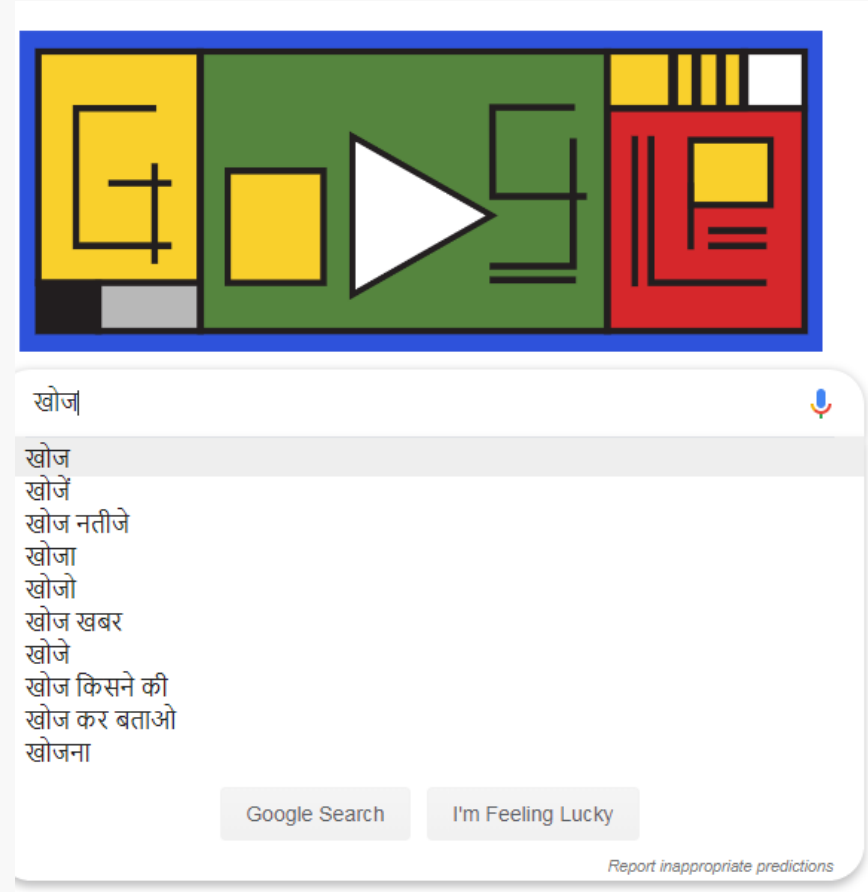
There is hybrid approach behind this where google is able to respond to our query.

# SEARCH PREDICATION BY LANGUAGE

English

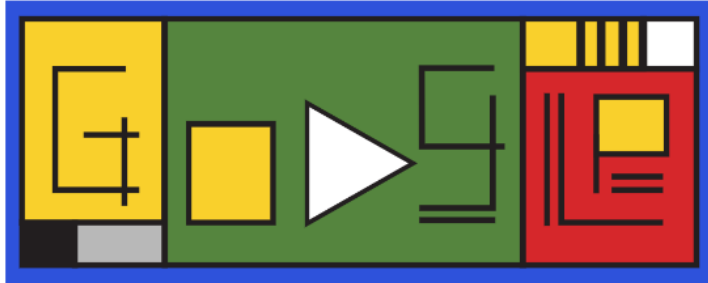


Hindi



Based on keyed text's language Google is able to decide on the search predication language.

# GIVING YOU FRESHER, MORE RECENT SEARCH RESULTS



nba sc|

nba **scores**  
nba **s**chedule  
nba **s**chedule playoffs  
nba **s**coring leaders  
nba **s**coring list  
nba **s**chedule tv  
nba **s**cores playoffs 2019  
nba **s**chedule grid  
nba sc  
nba **s**cores cbs

Google Search

I'm Feeling Lucky

Report inappropriate predictions

Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh. Even if you don't specify it in your search, you probably want search results that are relevant and recent.

Based on keyed text's language Google is able to decide on the search predication language.

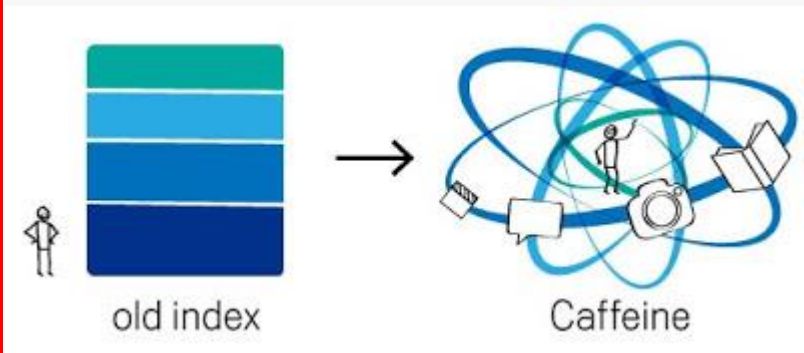
# GIVING YOU FRESHER, MORE RECENT SEARCH RESULTS

## Old index < 2010

- Several layers
- Very few were refreshed at a faster rate than others
- The main layer would update every couple of weeks.
- To refresh a layer of the old index, Google would analyze the entire web, which meant there was a significant delay between when Content was created vs when google found it.

## With Caffeine and Panda After 2010

- Google has categorized data for search result :
  - Regularly recurring events:
  - Frequent updates:
  - Recent events or hot topics:



Caffeine lets Google index web pages on an enormous scale. In fact, every second Caffeine processes hundreds of thousands of pages in parallel. If this were a pile of paper it would grow three miles taller every second

# SCENARIO DESIGN

- Who are your target customers?
  - Any user who is trying to find some info from web.
  - This include big segment of user base, organization , education , Government and many more.
- What are their key goals?
  - User's searching on Google should get most relevant information.
  - It should be most accurate, as per the trend.
  - User should be able to find most relevant info without scrolling too much.  
That's why we see lots competition for ranking on 1<sup>st</sup> page of google .for
  - Able to propose /predict possible search term in case of ambiguity in first search
- How can Google help their users accomplish those goals?
  - Google is using traditional / Machine Learning both content based and Collaborative to predicts and recommend search terms

# SCENARIO DESIGN : REVERSE ENGINEERING

- With the help of Machine Learning and help of PANDA rollout of google search engine google tries to read some key information from the website as part data collection .

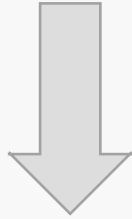
Google Panda targets websites with the following problems:

- Duplicate content
- Low quality and thin pages that provide no real value to users
- Websites with a bad user experience
- External links to bad websites
- Ad placement
- Word Count & On Page Factors
- Advertising & Affiliates
- backlinks profile
- How with other site
- API calls
- Load time
- Sites with too many advertisements
- Content from sites
- Poor grammar and spelling
- Too many broken links
- Comments



# SCENARIO DESIGN : SEARCH TERM

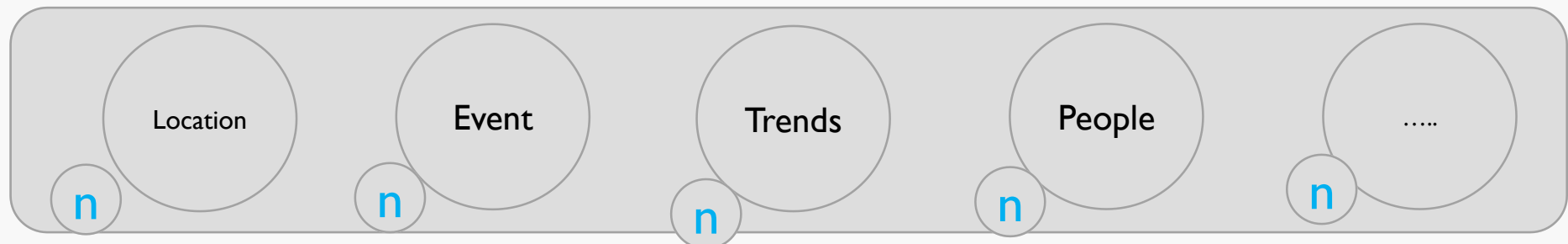
Query <Wait >



**Specific queries.** E.g., “Does Netscape support the JDK 1.1 code-signing API?”

**Broad-topic queries.** E.g., “Find information about the Java programming language.”

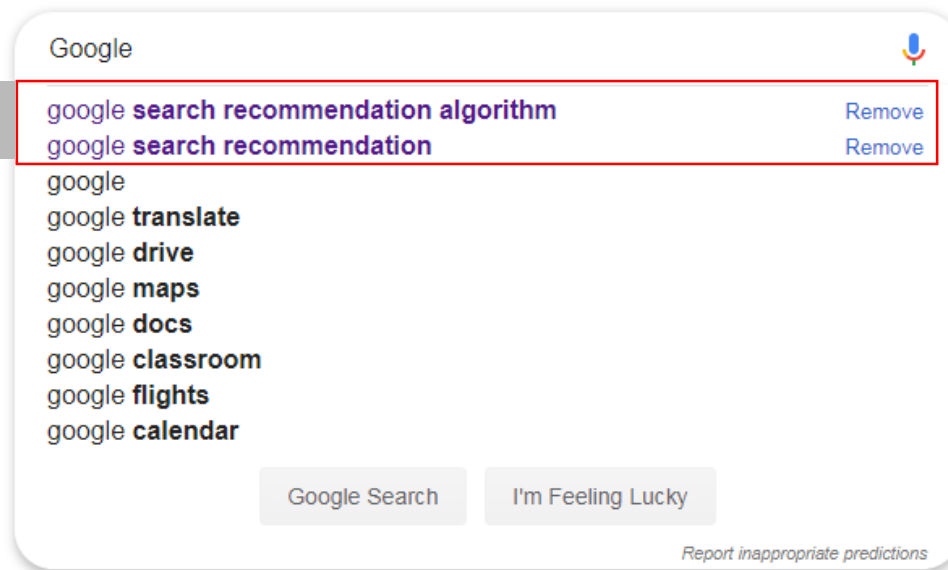
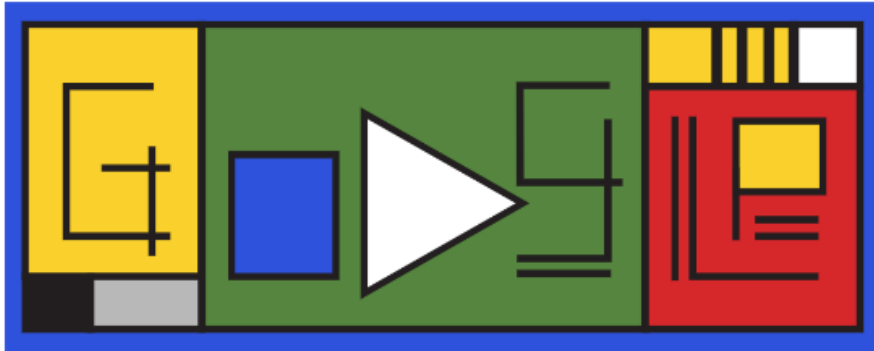
**Similar-page queries.** E.g., “Find pages ‘similar’ to java.sun.com.”



- Getting related terms from the cluster of data, based on users local Search history and Search based on Geolocation, Social Trends, current events, and many more.
- Giving some score to each terms based on the freshness of the data and then listing them users sections as user types .
- Google Search predication also resorve some section for some part of data. (next page)

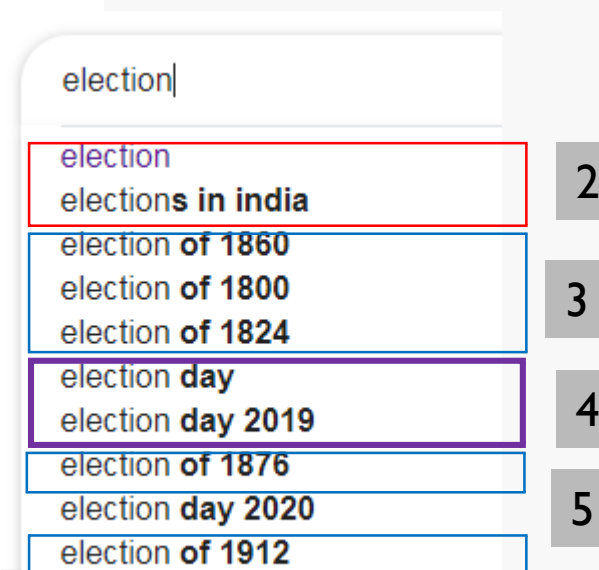


# SEARCH TERMS CATEGORIZATION



1 Data from searched History.

3 Data from Historical Event.



2 Data from Trending Events globally

4 Data from Possible current years events

5 Data from future events.



**Danny Sullivan** ✓

@dannysullivan

Following



This is a look back at a big change in search but which continues to be important: understanding synonyms. How people search is often different from information that people write solutions about.

how to <b>change</b> brightness on a laptop	:adjust
how do I <b>change</b> a pdf into a word document	:convert
does a post office <b>change</b> foreign currency	:exchange
how to <b>change</b> memory in laptop	:install
dynamically <b>change</b> web config settings	:modify
how to <b>change</b> a light bulb	:replace
how to <b>change</b> between monitors	:switch

10:18 AM - 24 Sep 2018

# USING TERMS



**Danny Sullivan** ✓ @dannysullivan · 13h



Last few months, Google has been using neural matching, --AI method to better connect words to concepts. Super synonyms, in a way, and impacting 30% of queries. Don't know what "soap opera effect" is to search for it? We can better figure it out.

Google why does my tv look strange

All News Shopping Videos Images More Settings

About 449,000,000 results (0.55 seconds)

**What is the 'Soap Opera Effect'? - CNET**  
<https://www.cnet.com/news/what-is-the-soap-opera-effect/> +  
Dec 15, 2013 - Do movies look weird on your new TV? Does everything have a hyper-real, ultra-smooth motion to it? Are you sure something is happening ...

**What is Soap Opera Effect In TV and How To Turn It Off | Digital Trends**  
<https://www.digitaltrends.com/theater/what-is-the-soap-opera-effect-in-tvs-and-how-...> +  
Aug 2, 2016 - Something about the movie you're watching looks too real or maybe too ... you need to do is adjust one setting on your TV and the Soap Opera ...

**4k TV looks weird - Page 1 - Home Cinema & Hi-Fi - PistonHeads**  
<https://www.pistonheads.com/gassing/topic.asp?h=0&f=202&t=1700761> +  
Oct 8, 2017 - 20 posts - 11 authors  
It looks a bit weird, like the actors are performing against a ... Not sure what digital clean view does tbh as each make of TV is different but TV ...

TV Look Like a Soap Opera? Turn Off Motion Interpolation

# POSSIBLE EXPECTANCY MATRIX

Search Term	Past Result	Future Result	Present Result
Score			Expected to See the Score of Game in the Resident country
Election		We are in 2019 , We may not be more interested in election of the Past, but more current or Future election.	
Recipe	Valid to include such results , as it won't change much.		Also any trending food's recipe
Event		All possible future events of the country.	Expected to see all possible Event of the geo graphical location or country .
International Day/ Event / Sport		Showing the Future most current date of the event	

olympics

All News Images Videos Books

About 465,000,000 results (1.32 seconds)

2020 Summer Olympics will begin on  
**Friday, July 24**  
and ends on  
**Sunday, August 9**

Yoga day

All News Images Books Videos

About 1,130,000,000 results (0.62 seconds)

**Friday, June 21**  
International Day of Yoga 2019




Recipe

All Images News Books Videos More Settings Tools

About 2,570,000,000 results (0.56 seconds)

**Recipes - Allrecipes.com**  
<https://www.allrecipes.com/recipes/>  
Find and share everyday cooking inspiration on Allrecipes. Discover recipes, cooks, videos, and how-tos based on the food you love and the friends you follow.  
Dinner · Desserts · Chicken · Recipes

Top stories →

I Make This Easy Cod This Chicken Recipe Calypso's barbecue

us election

All News Images Videos Maps More Settings Tools

About 1,040,000,000 results (0.84 seconds)

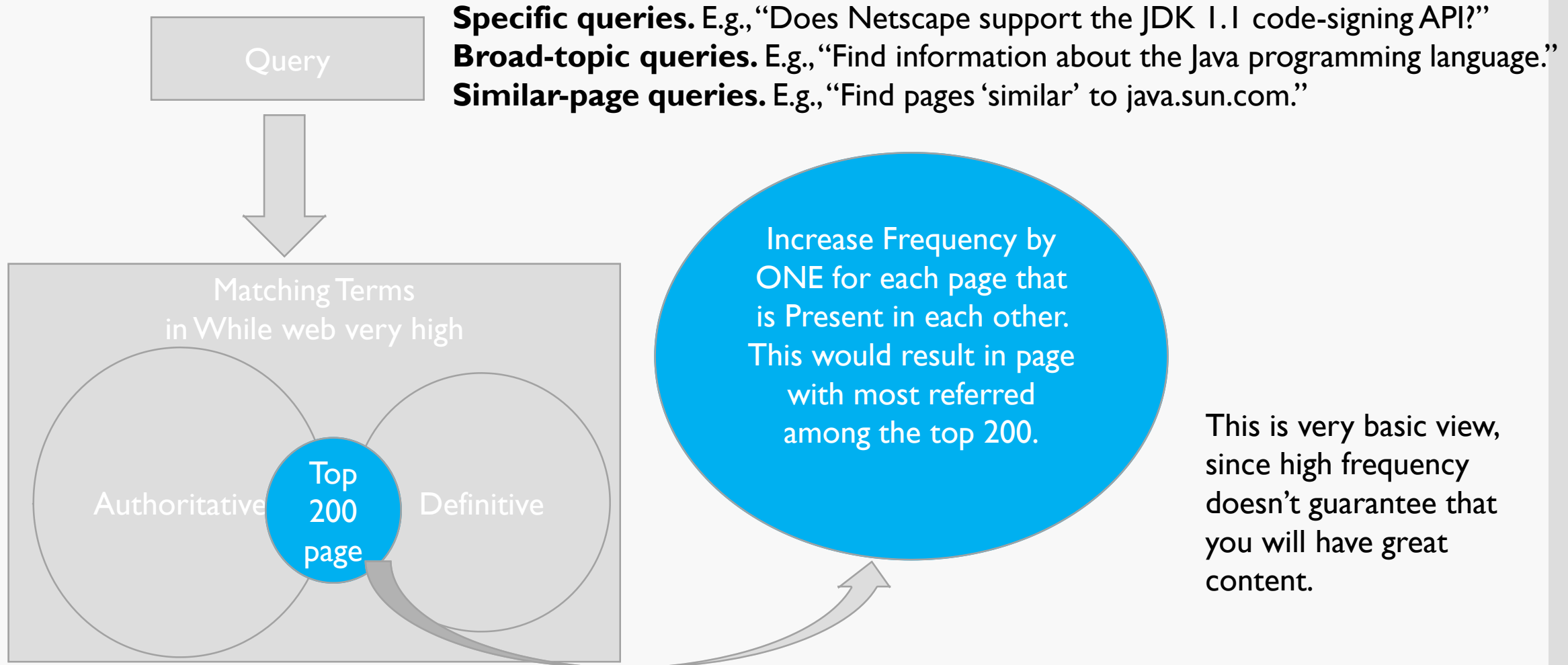
**Presidential election.** The **United States** presidential **election** of 2020 will be the 59th quadrennial **U.S. presidential election**. Incumbent Republican President Donald Trump and incumbent Republican Vice President Mike Pence will both be eligible to run for a second term. Trump has announced he will seek a second term.

**2020 United States elections - Wikipedia**  
[https://en.wikipedia.org/wiki/2020\\_United\\_States\\_elections](https://en.wikipedia.org/wiki/2020_United_States_elections)

popular vote results polls candidates statistics ballot process

About this result Feedback

# SCENARIO DESIGN : SEARCH RESULT



# APPENDIX

<https://arxiv.org/pdf/1711.08611.pdf>

<https://www.cs.cornell.edu/home/kleinber/auth.pdf>

<http://www.bayardo.org/ps/vldb2009.pdf>

<https://blog.monitorbacklinks.com/seo/recover-google-panda-penalty/>

<https://www.forbes.com/sites/lutzfinger/2014/09/02/recommendation-engines-the-reason-why-we-love-big-data/#589fafba1077>

<https://www.google.com/search/howsearchworks/algorithms/>

<https://search.googleblog.com/2011/11/giving-you-fresher-more-recent-search.html>

<https://googleblog.blogspot.com/2011/11/giving-you-fresher-more-recent-search.html>

<https://googleblog.blogspot.com/2010/06/our-new-search-index-caffeine.html>

<https://vannizhang.github.io/wonder/#>

<https://www.youtube.com/embed/ldjJgd6gezM>