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SEARCH ENGINES

► A web search engine is a software system that is designed to search for information on the World Wide Web.

It uses the keywords to search for documents that relate to these key words and then puts the result in order of relevance to the topic that was searched for.

HOW DOES A SEARCH ENGINE WORK

Search Engines

- A search engine is a website, but generally speaking, a search engine wouldn't normally provide answers straight away. Search engines crawl through websites using computers to make an electronic copy of website
- When we enter a search term and it brings up a number of pages from its database which it thinks are applicable to your search terms.

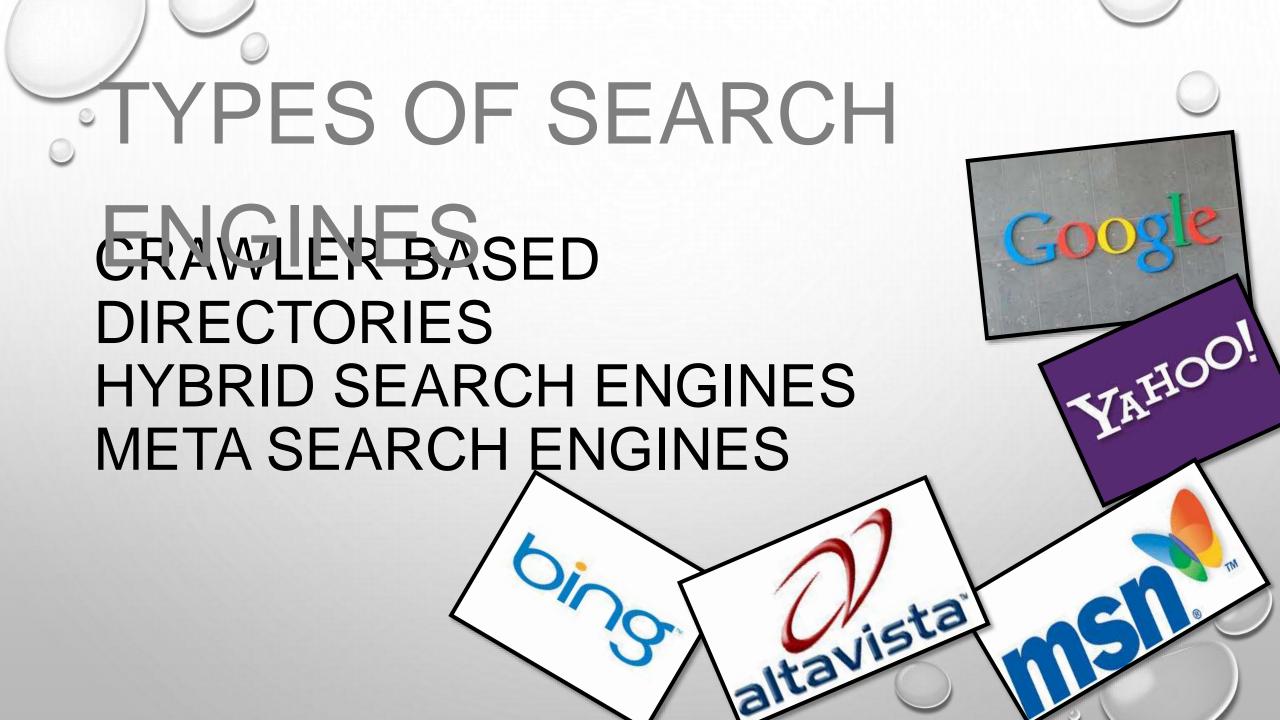
IMPORTANCE OF SEARCH ENGINES

IMPORTANCE

▶ Well, a website is something you already know how to get on and where to go, which is typing the URL into the little space provided. A search engine helps you find an appropriate website for something you are looking for but don't know the URL but still need to find what you are looking for. After you type it into a search engine a bunch of URLs will pop up and you click on the 1 you think is most helpful.

IMPORTANCE

▶ Search engines are important because with over 8 billion web pages available, it would be impossible to search for the information that is specifically needed. This is why search engines are used to filter the information that is on the internet and transform it into results that each individual can easily access and use within the matter of seconds



CRAWLER BASED SEARCH ENGINES

- THIS SEARCH ENGINES USE A "SPIDER" OR A "CRAWLER" TO SEARCH THE INTERNET. THE CRAWLER DIGS THROUGH INDIVIDUAL WEB PAGES, PULLS OUT KEYWORDS AND THEN ADDS THE PAGES TO THE SEARCH ENGINE'S DATABASE. **GOOGLE** AND **YAHOO** ARE EXAMPLES OF CRAWLER SEARCH ENGINES.
- CRAWLER-BASED SEARCH ENGINES ARE GOOD WHEN



GOOGLE



Google was founded by Larry Page and Sergey Brin in 1998.

The homepage of Google has a button labeled as "I'm feeling lucky". When a user types in a search and clicks on the button, the user is directly taken to the first search result.

Google has various "special features" which include weather, unit conversion, currency conversion, time, calculator, maps etc.

Google

Google Search

I'm Feeling Lucky

Make Google your homepage Advertising Programs Business Solutions About
- Go to Google India

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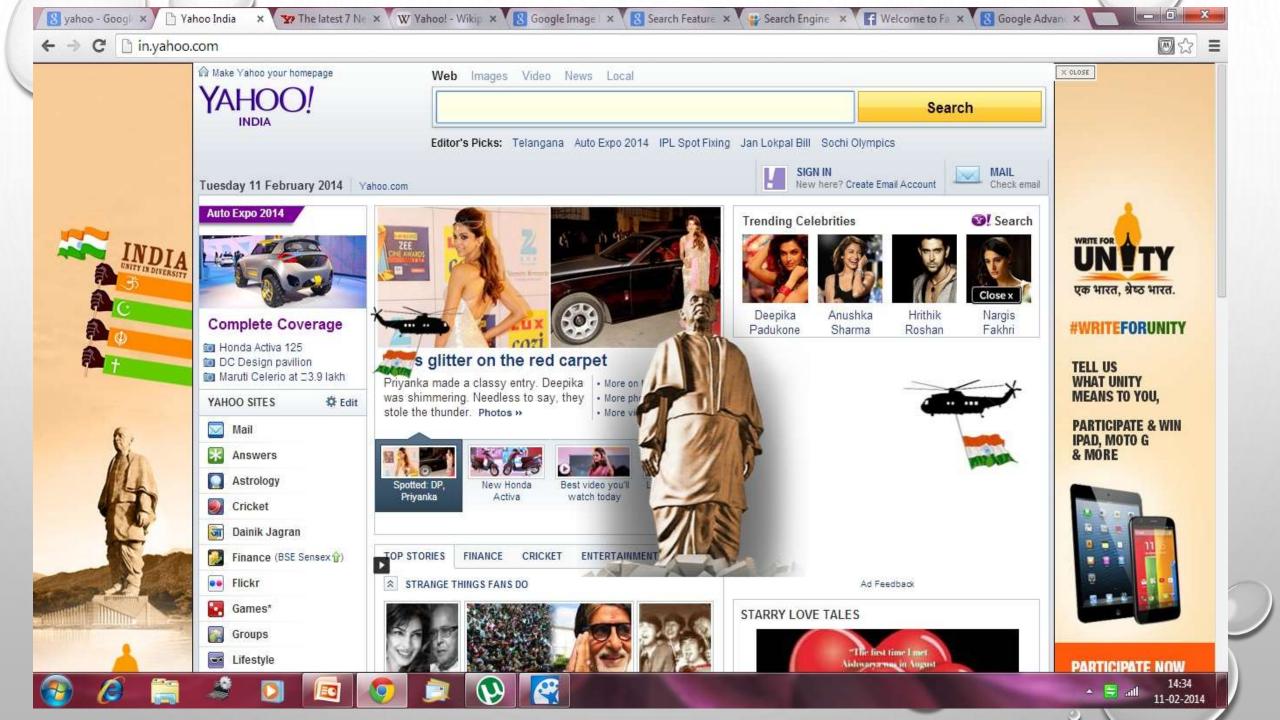
YAHOO



Yahoo was founded by David Filo and Jerry Yang

The first Yahoo company started in 1995

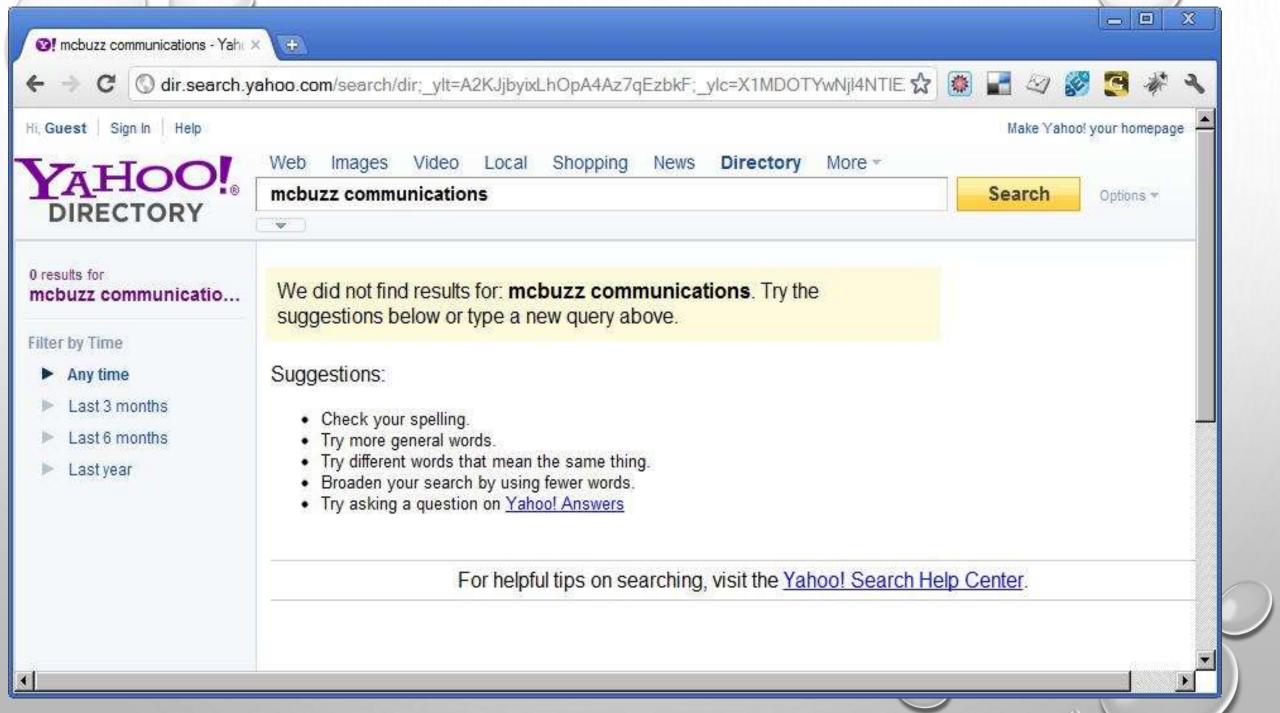
entertainment, and sports information. The portal also gives users access to other Yahoo services like Yahoo Mail, Yahoo Maps, Yahoo Finance, Yahoo Groups and Yahoo Messenger.





• DIRECTORIES DEPEND ON HUMAN EDITORS TO CREATE THEIR LISTINGS OR THE DATABASE. YAHOO DIRECTORY, OPEN DIRECTORY AND LOOK SMART ARE FEW EXAMPLES.

• HUMAN-POWERED DIRECTORIES ARE GOOD WHEN YOU ARE INTERESTED IN A GENERAL TOPIC OF SEARCH



HYBRID SEARCH ENGINES

- HYBRID SEARCH ENGINES ARE SEARCH ENGINES THAT USE BOTH CRAWLER BASED SEARCHES AND DIRECTORY SEARCHES TO OBTAIN THEIR RESULTS.
- EXAMPLE:- YAHOO.COM AND GOOGLE.COM



META SEARCH ENGINES

- THESE TRANSMIT USER-SUPPLIED KEYWORDS
 SIMULTANEOUSLY TO SEVERAL INDIVIDUAL SEARCH ENGINES
 TO ACTUALLY CARRY OUT THE SEARCH.
- SEARCH RESULTS RETURNED FROM ALL THE SEARCH ENGINES CAN BE INTEGRATED, DUPLICATES CAN BE ELIMINATED AND ADDITIONAL FEATURES SUCH AS CLUSTERING BY SUBJECTS WITHIN THE SEARCH RESULTS CAN BE IMPLEMENTED BY META-SEARCH ENGINES.
- EXAMPLE: DOGPILE, METACRAWLER



DOGPILE



Dogpile is a search engine that fetches results from Google, Yahoo! and includes results from several other popular search engines.

Dogpile began operation in November 1996. The site was created and developed by Aaron Flin and later sold to Go2net.

dögpile



Favorite Fetches

Hermit Crab Migration

Candy Corn Oreos

Al Qaeda Number 2

Larry Flint Offer

Teen Space Camera

Big Apple Pizza

Quick Starts

Download Toolbar

Make Dogpile Your Homepage

Daily Deal Fetcher

Bookmark and Share

Horoscope





HOW TO MAKE A BETTER SEARCH

KEEP IT SIMPLE

 THINK HOW THE PAGE YOU ARE LOOKING FOR WILL BE WRITTEN

DESCRIBE WHAT YOU NEED WITH AS FEW TERMS AS POSSIBLE

CHOOSE DESCRIPTIVE WORDS

PRESENTED BY K.NAGARJUNA, 3RD BBM

