

Search ENGINES



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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

TYPES OF SEARCH

ENGINES

CRAWLER BASED

DIRECTORIES

HYBRID SEARCH ENGINES

META SEARCH ENGINES



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 YOU HAVE A SPECIFIC SEARCH TOPIC

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](#)

YAHOO



Yahoo was founded by David Filo and Jerry Yang

The first Yahoo company started in 1995

Yahoo operates a portal that provides the latest news, 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.

Make Yahoo your homepage



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Search

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Complete Coverage

- Honda Activa 125
- DC Design pavilion
- Maruti Celerio at ₹3.9 lakh

YAHOO SITES

- Mail
- Answers
- Astrology
- Cricket
- Dainik Jagran
- Finance (BSE Sensex)
- Flickr
- Games*
- Groups
- Lifestyle



Stars glitter on the red carpet

Priyanka made a classy entry. Deepika was shimmering. Needless to say, they stole the thunder. [Photos >>](#)

Spotted: DP, Priyanka

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#WRITEFORUNITY

TELL US
WHAT UNITY
MEANS TO YOU,

PARTICIPATE & WIN
IPAD, MOTO G
& MORE



PARTICIPATE NOW

DIRECTORIES

- 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



Hi, Guest | Sign In | Help

Make Yahoo! your homepage

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mcbuzz communications

Search

Options

0 results for
mcbuzz communicatio...

Filter by Time

- Any time
- Last 3 months
- Last 6 months
- Last year

We did not find results for: **mcbuzz communications**. Try the suggestions below or type a new query above.

Suggestions:

- Check your spelling.
- Try more general words.
- Try different words that mean the same thing.
- Broaden your search by using fewer words.
- Try asking a question on [Yahoo! Answers](#)

For helpful tips on searching, visit the [Yahoo! Search Help Center](#).

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 .

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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

Thank You!

