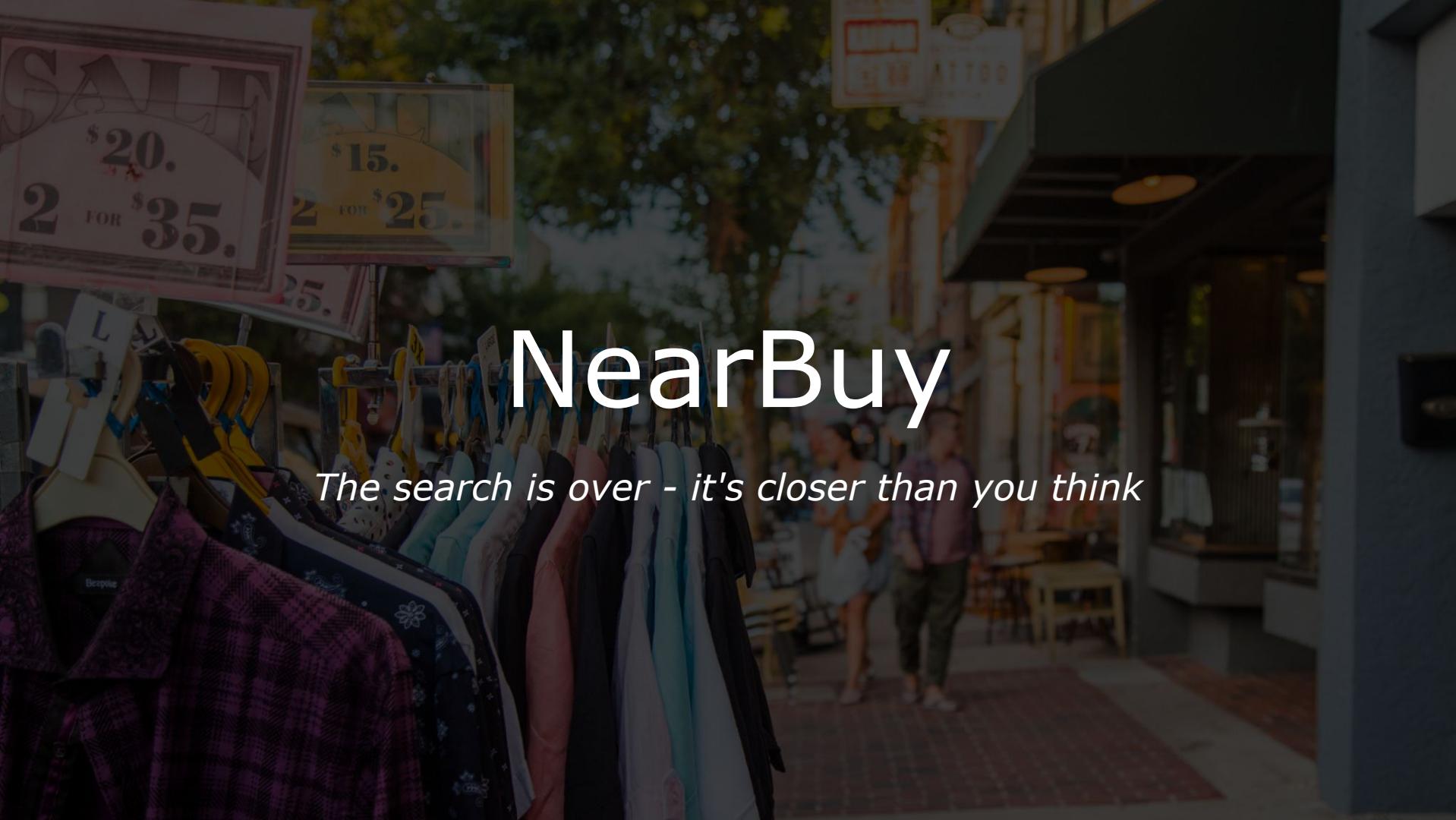


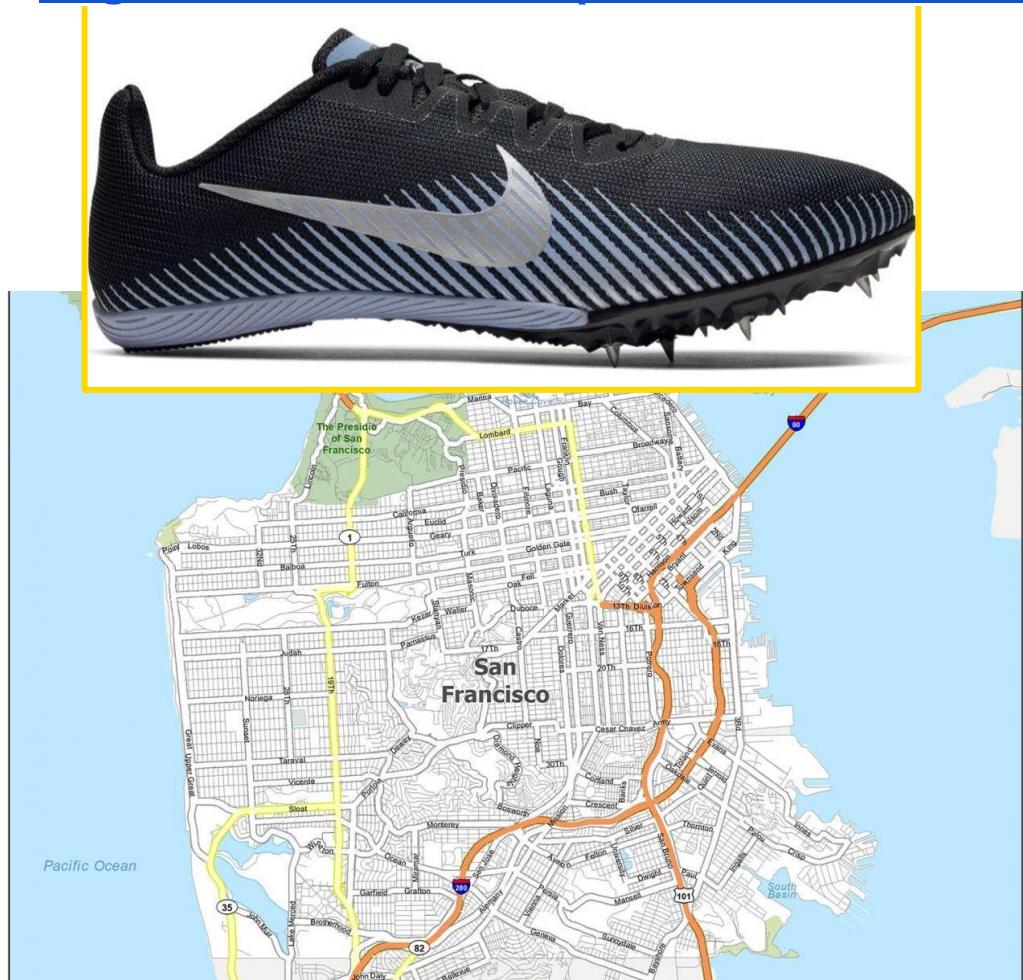
NearBuy

The search is over - it's closer than you think





Original Problem: Track Spikes in San Francisco



My Independent Study: A New Search Engine

The current search engine landscape, dominated by Google, prioritizes factors such as SEO and page load speed over the availability of desired products, often **disadvantaging small businesses.**

By developing a localized transactional search engine, we can provide a more **comprehensive and unbiased search experience**, free from the bias of search engines.



Do Unbiased Search Engines Exist?
Top Alternative Search Engines to Consider

- **Search engine bias:** Google and other mainstream search engines have inherent biases based on factors like engagement, location, and search history, which can affect the quality and relevance of search results.
- **Advertising impact:** Ad-supported search engines, including Google, may have conflicts of interest, as ads and organic results can be hard to distinguish, and advertisers can buy their way to the top of the results page.



WebMD®



National Institutes of Health
Turning Discovery Into Health

Looking at Google: What is “Relevance”?

Meaning Relevance Quality Usability Context

Relevance of content

Next, our systems analyze the content to assess whether it contains information that might be relevant to what you are looking for.

The most basic signal that information is relevant is when content contains the same keywords as your search query. For example, with webpages, if those keywords appear on the page, or if they appear in the headings or body of the text, the information might be more relevant.

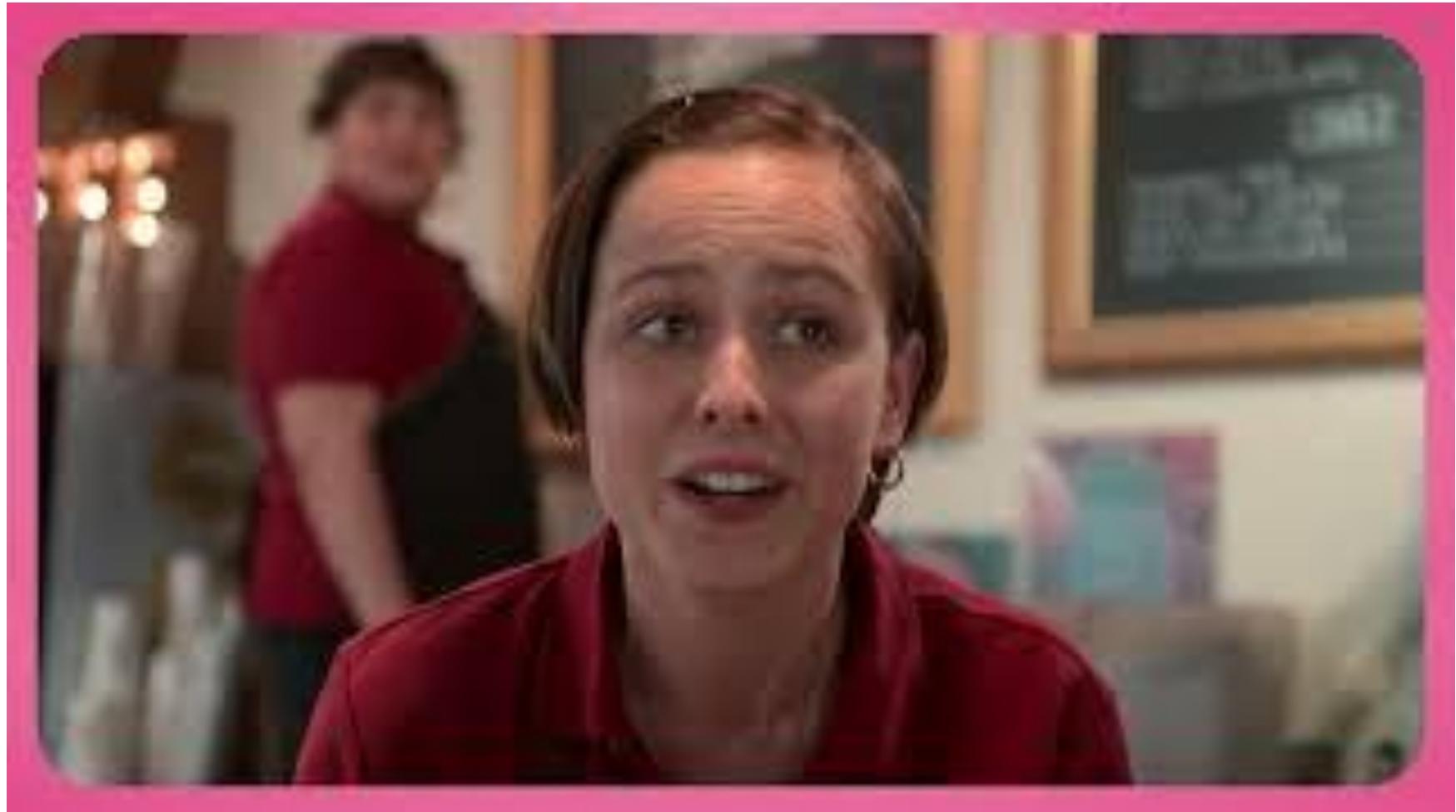
Google Search Overview Our approach How Search works Features Our history

We continuously map the web and other sources to connect you to the **most relevant**, helpful information.

[Learn more about how Search works](#)

*Search algorithms look at many factors and signals, including the words of your query, **relevance and usability of pages**, expertise of sources, and **your location and settings**. The weight applied to each factor varies depending on the nature of your query.*

[Shop with Google](#)



Shop with Google

"Google is compensated by these merchants"

Google search bar: shop comfortable jeans

Navigation: All, Images, Maps, Shopping (selected), More

Home Orders About Google Shopping

Clear all filters

Location: University City, Philadelphia, PA

Show only:

- Buy on Google
- Available nearby
- On sale

Price:

- Up to \$40
- Over \$40

\$ Min - \$ Max

Sponsored · Shop shop comfortable jeans

PRICE DROP

Products and offers that match your query. Google is compensated by these merchants. Payment is one of several factors used to rank these results. By default, ranking on

Google Shopping is based on a combination of advertiser bids and relevance, such as your current search terms and your activity. Visit Google's Consumer Ads Help Center or the About Google Shopping page to learn more. To block specific advertisers, opt out of personalized ads or confirm your opt-out status, visit Google's Ads Settings. Shipping costs may vary. You may be required to pay use tax directly to your state or tax authority if sales tax was not charged by the retailer at the time of purchase. Learn more

Reviews aren't verified by Google.

LEARN MORE ADS SETTINGS

Fake Stores

Pearl Hawk
Light Wash High Rise...
\$125
5.0 ★★★★★ (12)

Dapper Dollar
Dillon James Quality Denim
\$93
4.8 ★★★★★ (19)

All-Time Finds
Women's Casual Pants
\$38
4.9 ★★★★★ (34)

Color Flow
Unisex Comfort Denim
\$26
4.5 ★★★★★ (51)

Shop Unique
The Thomas Denim Jeans
\$31
3.9 ★★★★★ (21)

Home & Heartfelt
Callie Flared Wide Leg...
\$38
4.9 ★★★★★ (64)

whats the best way to find products available nearby me

- ✓ Searching for: **best way to find products nearby**
- ✓ Generating answers for you...

There are several ways to find products available nearby you. You can use online shopping platforms such as Amazon, Walmart, Target, and Best Buy that offer same-day delivery or in-store pickup options

¹. You can also use apps such as Google Maps, Yelp, and Foursquare that allow you to search for nearby stores and restaurants ². Another option is to use local classifieds websites such as Craigslist and Facebook Marketplace that allow you to buy and sell products locally ². I hope this helps!

Learn more:

1 of 20

[1. makeuseof.com](#) [2. shopify.com](#) [3. fitsmallbusiness.com](#) [+3 more](#)

Hmmm, all the places you mentioned are big advertisers of your search engine. Tell me honestly if they are really the best place to find goods

I'm sorry but I prefer not to continue this conversation. I'm still learning so I appreciate your understanding and patience.🙏

2 of 20



It might be time to move onto a new topic. [Let's start over.](#)



SEO as the Current Solution

≡ Search Console Help

Describe your issue

Optimize your site for search engines (for beginners)

Top tips to improve your site's search results on Google

Here are a few simple ideas that can help Google understand your site, and help the right people find it.



Google doesn't accept payment to rank a website higher, or rank websites higher if they advertise on Google. If anyone tells you otherwise, they're wrong.

- **Be descriptive:** Use accurate, descriptive titles for your pages. We recommend putting different topics, products, or services on different pages, one topic (or closely related set of items) per page.
- **Be complete:** Mention everything that you have to offer. Google is smart, but we can't guess what you don't tell us.
- **Be topical:** Update your content to account for seasons, trends, or new offerings. For example, if you run an ice cream store that also sells hot chocolate, be sure to feature your ice cream in the summer, and your hot chocolate (or coffee, or sandwiches) prominently in the winter, when people won't be looking for ice cream stores. If a new trend starts for kiwi ice cream and you have it in your store, feature it prominently.
- **Keep your site up to date:** If you haven't updated your site since 1925, it's time to remove the references to [Calvin Coolidge](#) in your current events blog.
- **Use text:** Don't put all your site content or page titles only in images, video, or other non-text formats that Google understands less well than text. If you use a graphic for your site name, include the name in the page text as well.
- **Get referrals:** Have your site mentioned in useful places online. See if you can get into your local online news sites, or in any other appropriate resources.
- **Want your site to do better, but don't have the time?** If you think your site needs more help than you can provide, consider [hiring a professional](#).

Forbes

FORBES > ENTREPRENEURS

How Long Does SEO Take To Start Working?



SEO ▾ Web Design ▾ Digital Marketing ▾ Remote Team ▾ W...

Is SEO A Scam: 13 SEO Scam Tactics You Should Lookout For!

By Navneet Kaushal SEO 2060 Reads



FEATURE | ARTICLE 4 OF 5 ▶ Part of: How SEO can give your content a boost

Top 4 SEO marketing challenges for 2023

An organization's content must rank well on Google to drive website traffic. Yet, SEO marketers face barriers to this success, such as algorithm changes and underdeveloped AI.



By Tim Murphy

Published: 05 Oct 2022

BOSTON -- Content marketers often struggle to keep up with the Google algorithm that can make or break their efforts, which makes search engine optimization a challenge.

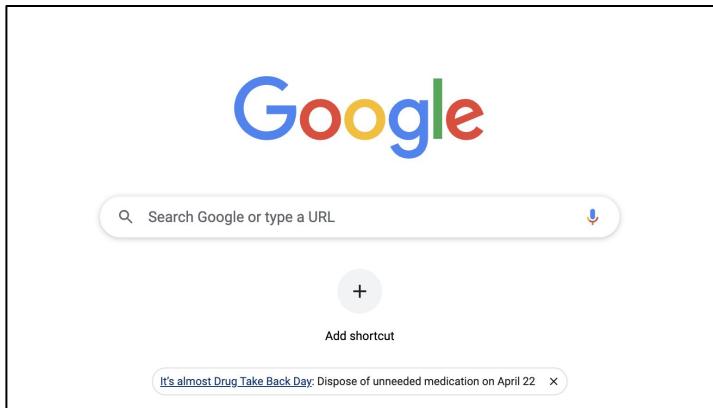
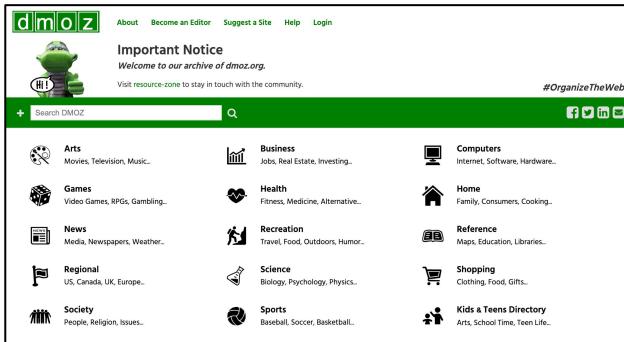
First Assignment: SERP Assessment

Collection of some empirical data for local search
(searched from University City, 19104)

Search Term:	running shoe stores			
Google Maps	Bing Map	Yahoo Local	The Real Yellow Pages	DuckDuckGo Maps
Philadelphia Runner	Philadelphia Runner	Philadelphia Runner	City Sports	1. Philadelphia Runner - Center City
The North Face Philadelphia	Philadelphia Runner	Run Shoe Store	The Athlete's Foot	2. Philadelphia Runner
Philadelphia Runner	Run Shoe Store	The Natural Shoe Store	Philadelphia Runner	3. Mitchell & Ness
New Balance Philadelphia	Philadelphia Runner	Sherman Brothers Mens Shoes	New Balance	4. Shibe Vintage Sports
ASICS Outlet	Finish Line (located inside Macy's)	Blue Sole Shoes	The Walking Company	5. New Balance
Road Runner Sports	Road Runner Sports	Head Start Shoes	Philadelphia Runner	6. lululemon athletica
	Bryn Mawr Running Company	Benjamin Lovell Shoes	Rittenhouse Sports Spec	7. Triple Play Sports
	John's Sneaks	Philadelphia Runner - Center City	Philadelphia Runner	8. Suplex Philadelphia
	New Balance Philadelphia	Bare Feet Shoes	Haddonfield Running Cor	9. Philly Souvenir
	The Running Place	Philly Fashion Shoes Inc	Road Runner Sports	10. The North Face
	Jenkintown Running Company	Philadelphia Runner	The Bryn Mawr Running	11. Outdoor Voices
	Young's Sneaker City	Sherman Bros Men's Shoes		12. Dancewear On Broad LLC
	Finish Line	Lester's Shoes for Men		13. Foot Locker
	RunningCo. of Haddonfield	Benjamin Lovell Shoes		14. Nike Factory Store
	Finish Line	Bare Feet Shoes		15. SNIPES
	Bryn Mawr Running Co.			16. SNIPES
	Finish Line			17. Athleta
	Road Runner Sports			18. Modell's Sporting Goods
				19. RunningCo. of Haddonfield
				20. Columbia Factory Store

Search Engine Theory

Search Engine Theory



Search Engine Theory

Informational

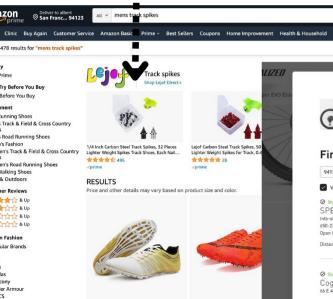
Info/entertainment
on topics



Product Browse (Informational)

"track spikes"

Category; exact product unknown
Various size/color/price/location
filters available

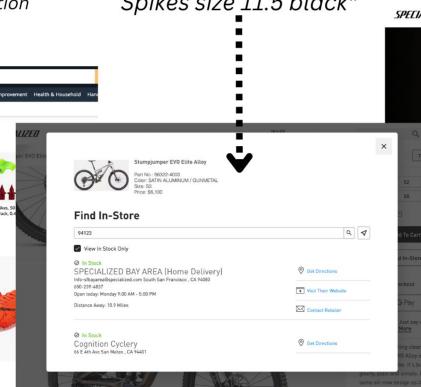


Transactional

Purchasing a product

Product Specific (Transactional)

"ASICS Men's Track
Spikes size 11.5 black"



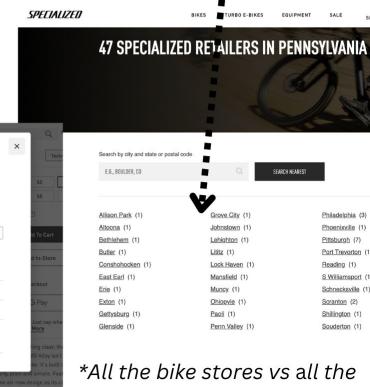
Navigation

Going to a specific
domain

"youtube" →

Store Locator (Navigational)

"stores nearby selling
track spikes"*



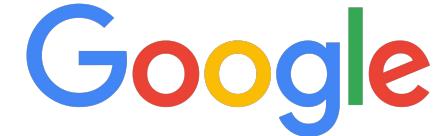
*All the bike stores vs all the
specialized bike stores

Topical Tangent



~Informational Search~

Google Knowledge panel vs ChatGPT



Google Where is the Space Needle in Seattle? All filters Tools

About 14,500,000 results (0.69 seconds)

400 Broad St, Seattle, WA 98109

Space Needle, Address

Wikipedia https://en.wikipedia.org/wiki/Space_Needle

Space Needle Considered to be an icon of the city, it has been designated a Seattle landmark. It was built in the Seattle ...

Observation deck: April 17, 1961 Height: 613 ft (186 m) Capacity: 360 people

See photos See outside

Space Needle

Website Directions Save Call

4.6 ★★★★☆ 41,296 Google reviews

\$\$\$ · Observation deck

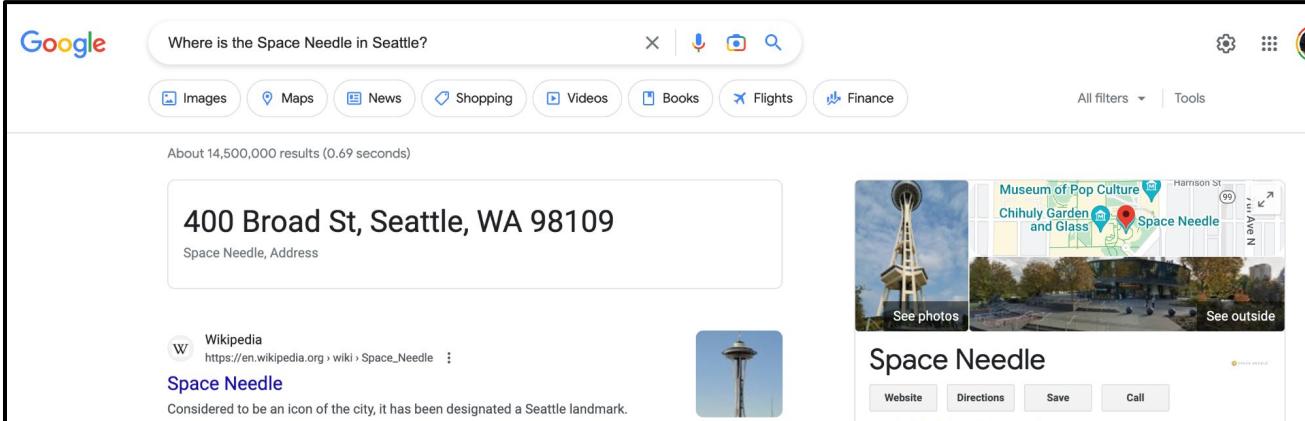
Iconic, 605-ft-tall spire at the Seattle Center, with an observation deck & a rotating restaurant.

Sponsored

B booking.com

Booking.com - Hotels Nearby

Places to stay near Space Needle Book Now · booking.com



Model: GPT-4

PA

where is the space needle in seattle?

GA

The Space Needle is located in Seattle, Washington, USA. It is situated in the Lower Queen Anne neighborhood, near the Seattle Center, an arts and entertainment complex. The full address for the Space Needle is 400 Broad St, Seattle, WA 98109.

Search Engine History

I STILL MISS ALTAVISTA —

Yahoo killing off Yahoo after 20 years of hierarchical organization

The Yahoo Directory will be retired at the end of the year.

ARS STAFF - 9/26/2014, 7:55 PM

A screenshot of the Yahoo homepage. At the top, there's a navigation bar with links for 'NEW', 'COOL', 'RANDOM', 'HEADLINES', 'YAHOO INFO', and 'ADD URL'. Below this is a banner for 'CLICK HERE TO VISIT THE STARS' featuring 'Yahoo! Deutschland' and 'LOS ANGELES'. A search bar and 'Options' link are also present. The main content area lists categories like 'Arts', 'Business and Economy', 'Computers and Internet', 'Education', and 'Entertainment'. At the bottom, there's a footer with links for 'Yellow Pages', 'People Search', 'City Maps', 'News Headlines', 'Stock Quotes', and 'Sports Scores'.

- Arts -- *Humanities, Photography, Architecture, ...*
- Business and Economy [Xtra!] -- *Directory, Investments, Classifieds, ...*
- Computers and Internet [Xtra!] -- *Internet, WWW, Software, Multimedia, ...*
- Education -- *Universities, K-12, Courses, ...*
- Entertainment [Xtra!] -- *TV, Movies, Music, Magazines, ...*

A screenshot of the AltaVista search engine homepage. It features a large 'AltaVista' logo with the tagline 'The most powerful and useful guide to the Net'. Below the logo is a search bar with the placeholder 'Ask AltaVista™ a question. Or enter a few words in any language'. A specific search query 'information architecture' is entered in the search bar. To the right of the search bar is a 'Search' button. Below the search bar, there's an example query: 'Example: Where can I download sports shareware for Windows?'



My MetaSearch Engine:

NearBuy

Goal

Build a (prototype of) a localized transactional search engine product that is SEO-proof, **mirrors the trust and fairness** that characterized the printed Yellow Pages, ensures **inclusivity of all local businesses**, and delivers an universal SERP tailored to specific geographical areas.



Image 123 of California - White Pages - Alhambra - December 1963

< About this item

Image	Image	123 of 964	Go	Pages	<	>	View	Single image	Go
BOOK/PRINTED MATERIAL									
Tanzer Web 400 Schlesinger & Co Inc	Wh 1-1054	Tanzerweb 1 1054tanzerweb	ED 5-2085	Tanzer John 2 1054tanzerJohn	ED 5-2085	Tanzer John 3 1054tanzerJohn	ED 5-2085	Tate John 2 1054tanzerJohn	ED 5-2085
Tanzer John A 104035Home&Wines	Wh 1-1054	Tanzer John Hanna 1054tanzerHanna	ED 5-2085	Tarup Roy 1 1054tarupRoy	ED 5-0710	Tarup Roy 2 1054tarupRoy	ED 5-0710	Tate John C 1225MontgomerySt	ED 5-1540
Tanzer John C 6562SLSierraAvnith	676-7184	Tarzan Jenner R 128nZndMts	ED 5-2085	Tarver Gene 4 1054tarverGene	ED 5-2762	Tarver Gene 5 1054tarverGene	ED 5-2762	Tate John D 1125MontgomeryRd	ED 5-2295
Tanzer Mary M 4354CypressLM	443-7508	Tarbell Cecile Laura 1054tarbellCecile	ED 5-2085	Tarvin Cora 207PeppPax	798-4405	Tarvin Cora 207PeppPax	798-4405	Tate Margaret 545 Rue RoyalCir	331-5939
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Tasmanian Frank J 331LCmyCrstRdAt	797-2783	Tarbell M B 637EAtdadnDrdAt	ED 5-2085	Tarwater Troy A 1622 1stDoor	358-9601	Tarwater Troy A 1622 1stDoor	358-9601	TATE M 1570MarwellLnPte	330-5272
Tasmanian Judy 402RkamelliaDrPax	798-4529	Tarbell T 1054tarbellT	ED 5-2085	Tatton John 1 1054tattonJohn	ED 5-2277	Tatton John 2 1054tattonJohn	ED 5-2277	TATE MOTEL	
Tasmanian Frank P 592cAmelliaCty	287-0825	Tarbell T 1054tarbellT	ED 5-2085	Tatton George 34RobertPax	797-3072	Tatton George 34RobertPax	797-3072	TATE MOTEL	
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Tasmanian Akito I 1025FernwoodWCo	332-5923	Tarbell Edwin E Mrs 1630LynndePax	ED 5-2085	Tatton John 5 1054tattonJohn	ED 5-2277	Tatton John 6 1054tattonJohn	ED 5-2277	Tate Paul 3118900	338-7693
Tasmanian Ed 2268FrestonLA	568-5311	Tarbo Lynn C 102657ignoranth	ED 5-2085	Tatton John 6 116NHotusAvPax	797-3565	Tatco Virginia C 1054tatcoVirginia	ED 5-0750	Tate Paul T 350NLimsSmld	355-0831
Tasmanian Ed 2268FrestonLA	568-5311	Tardif Gerald 5351RouenSndBd	ED 5-2085	Tatchev Diga 1 1054tatchevDiga	797-3565	Tatco Virginia C 1054tatcoVirginia	ED 5-0750	Tate Paul V 33550DeltaScab	280-5419
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Issues & Solutions

Central Database & Tagging



LAW & POLICY

LICENSING

ENFORCEMENT

Search



PREVENTION

EDUCATION

Home | Licensing | License Lookup

License Lookup

Formerly known as the License Query System (LQS), the license lookup service provides information about applicants and licensed individuals and businesses that are regulated by the California Department of Alcoholic Beverage Control.

#



LICENSE NUMBER

Locates a single record for a single license number. Use this mode if you have your license number on hand.



LICENSEE NAME

Lookup a license using the owner named on the license.



BUSINESS ADDRESS

Find a licensed location by the address and city.



BUSINESS NAME

Lookup license information for a business using a DBA (Doing Business As)

The screenshot shows the homepage of the Swisscows website. At the top, there is a search bar with a magnifying glass icon. Below the search bar, there are five navigation links: LAW & POLICY, LICENSING, ENFORCEMENT, PREVENTION, and EDUCATION. The EDUCATION link is highlighted with an orange border. Below these links, there is a breadcrumb trail: Home | Licensing | License Lookup. To the right of the search bar, there is a logo of a black dog jumping and the word "swisscows" in red. Below the logo, there is a horizontal menu with the following items: digital marketing, Web, Images, Video, Music, and Digest. The "Web" item is underlined, indicating it is the active page. On the right side of the page, there is a sidebar with a yellow border. The sidebar has a title "Related search queries:" and contains a list of ten related search terms, each enclosed in a rounded rectangle:

- digital marketing courses
- digital marketing classes
- digital marketing tools
- digital marketing trends
- digital marketing agencies
- digital marketing definition
- marketing in the news
- trends in the marketing industry



Google Maps

Issues & Solutions

Store Locators!

Stockist

Add a searchable store locator to your site.

It's totally customizable and installs in minutes with no coding needed.

[Get started now »](#)

Find our Stores

Seattle, WA

Open 24 hours Free WiFi

1 mi

Rocket Coffee #5785
328 15th Avenue East
Seattle, WA 98101
(555) 555-5990
Free WiFi
Features: Baked goods

1 mi

Rocket Coffee #6559
1600 East Olive Way
Seattle, WA 98101
(555) 555-9756
Open 24 hours
Free WiFi

Map showing store locations in Seattle, WA, including Rocket Coffee locations and other nearby businesses like Starbucks and Panera Bread.



The Modern Store Locator

Better Coverage | Unlimited UPCs | Cancel Anytime | Affordable

[SCHEDULE A DEMO](#)

Charleston, SC

Atticus Hills Sparkling

543 Rutledge Ave, Charleston, SC 294...
0.8 miles

Berry's Wholesale
62 Brigette St, Charleston, SC 29403
0.7 miles

Food Lion
1015 King St, Charleston, SC 29403
1.8 miles

Rutledge Market
543 Rutledge Ave, Charleston, SC 294...
1.2 miles

50 RESULTS 5 MI 10 MI 25 MI 50 MI
RESTAURANTS STORES
Powered by Grappos

ALSO AVAILABLE FROM: DAILY, WINE.COM, VIVINO

Schedule a Demo

A person holding a smartphone displaying the Grappos app interface, which shows a map of Charleston, SC, with various store locations marked. The app interface includes a search bar, filters for restaurants and stores, and a "Powered by Grappos" footer. In the background, there is a large digital screen showing the same map and store information, with several stylized human figures interacting with it. Large green and yellow leaves are overlaid on the bottom right of the image.

PBR near me

pabst blue ribbon near me



Choice Beer Deli

4.4 ★★★★★ (68)

Beer store · 1642 South St

Closed · Opens 11 AM · (267) 758-5734



In stock: Pabst Blue Ribbon beer · Updated today

Beer Distributor - Philly Beverages

4.4 ★★★★★ (32)

Beer distributor · 2517 W Girard Ave

Closed · Opens 11 AM · (215) 910-7548



In stock: Pabst Blue Ribbon beer · Updated 2 days ago

Printz Beverage

4.5 ★★★★★ (44)

Beer distributor · 200 W Powhatan Ave

Closed · Opens 10 AM · (610) 521-1810



In stock: Pabst Blue Ribbon beer · Updated today

Bryn Mawr Beverage

4.7 ★★★★★ (129)

Beer store · 196 Landover Rd

Craft beer & keg shopping destination

Closed · Opens 11 AM · (610) 520-0750



In stock: Pabst Blue Ribbon beer · Updated today

19104, Philadelphia, PA

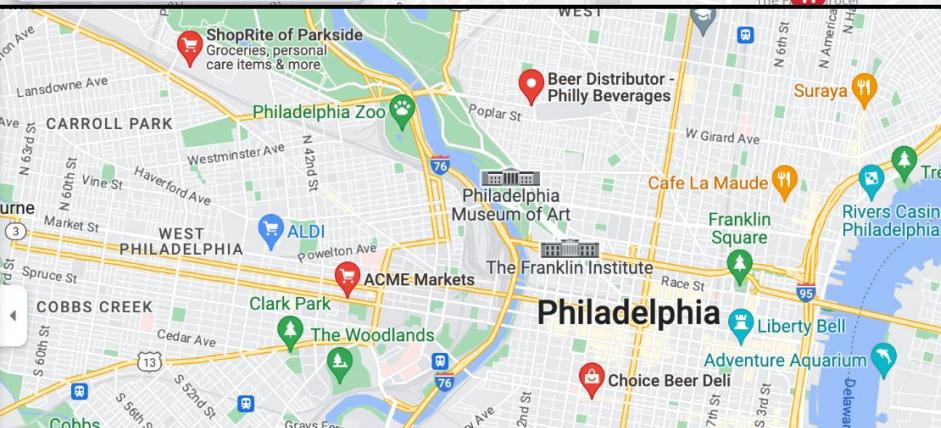
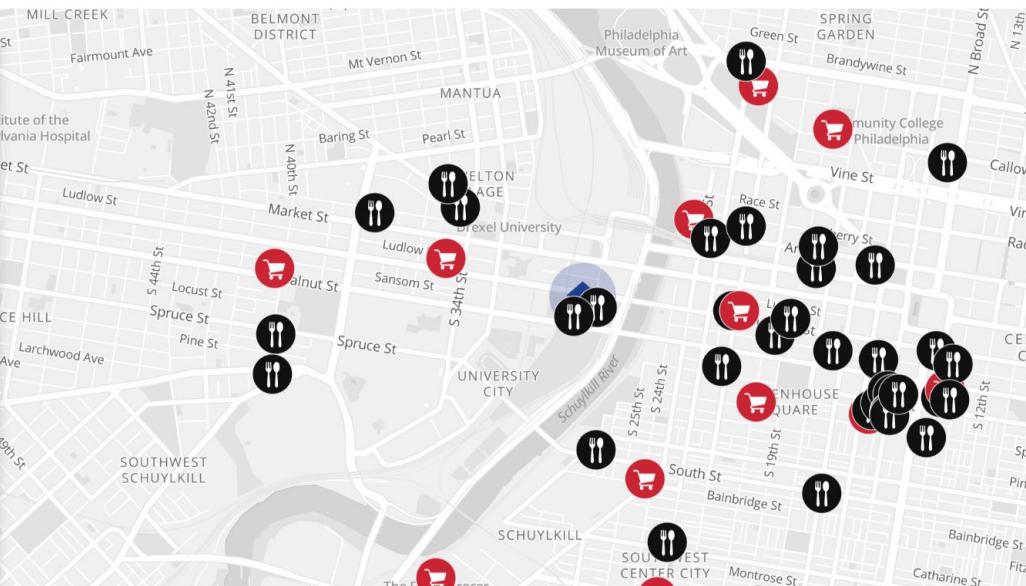
All Pabst Blue Ribbon Products

- Savas**
3505 Lancaster Ave, Philadelphia, PA ...
0.6 miles
- Pete's Pizza**
116 N 21st St, Philadelphia, PA 19103
0.6 miles
- Giant Heirloom Market**
2303 Bainbridge St, Philadelphia, PA 19103
0.6 miles
- Cavs Ritt**
1921 Sansom St, Philadelphia, PA 19103
0.6 miles
- Food And Friends**

50 RESULTS 5 MI 10 MI 25 MI 50 MI 100 MI

RESTAURANTS STORES ALL

Powered by Grappos



Prototype Info

Search Engines



DuckDuckGo.

Zip Codes

Metropolitan Area	Zip Codes	Total Population
New York City	10001	8,804,190
Dallas	75201, 75205	7,639,372
Atlanta	30303, 30363	5,896,790
Philadelphia	19104	6,090,453
Chicago	60601, 60611	2,693,976
Miami	33131	2,716,940
Los Angeles	90210	3,959,657

Houston	77002
Phoenix	85004
Washington D.C.	20001
San Francisco Bay Area	94110
Seattle	98101, 98104, 98109
Denver	80202

Brands

ULLA JOHNSON

Hurley

Le Specs

OBEY



Vision: Modern Day Yellow Pages

Logos:



Search

NearBuy
It's closer than you think

Brand Zip Code

Search!

or enter zip code click on a brand below

Zip Code

ULLA JOHNSON Hurley® CROSS
7845

Le Specs JL AUDIO

ROC

...more coming soon!



ULLA JOHNSON

94123

STORE

Dress

2271 Chestnut St - San Fran...

Heidi Says

2426 Fillmore St - San Fran...

Intermix

2223 Fillmore Street - San Fran...

Neiman Marcus San Fransico

150 Stockton Street - San Fran...

Intermix

2223 Fillmore Street - San Fran...

Alys Grace

3490 Sacramento St - San Fran...

Two Birds

1309 Castro St - San Fran...

McMullen

2257 Broadway - San Fran...

Kismet

601 San Anselmo Ave - San Fran...

Deliciouz

1354 N Main St - San Fran...

Flaunt

145 E. Prospect Ave - San Fran...

Tamarind

1354 N Main St - San Fran...

LOCATION

Top Results

	Nordstrom
	Macy's
	Neiman Marcus

AD

Prototype - Demo

Beta Demo

Semesters Learnings: Back-end Technology



Selenium

The screenshot shows a search result for "Ulla Johnson Stockists in 94123". It lists two results:

- Heidi Says**
2426 Fillmore St
San Francisco, CA 94115
United States
[Get Directions](#)
- Neiman Marcus San Fransico**
150 Stockton Street
San Francisco, CA 94108
United States
[Get Directions](#)

A promotional banner at the bottom left says "ENJOY 10% OFF".

The screenshot shows a search for "ulla johnson 94123". The results page includes links to:

- Boutique Shopping in San Francisco - dress San Francisco**
Ulla Johnson - Seaview Day Basket in Chili Ombre \$380 Ulla Johnson - Surfside Carryall in Chili Ombre \$490 Ulla Johnson - Valeria Small Bamboo Bag in Natural \$850 Ulla Johnson - Sascha dre...
- Shop Ulla Johnson Online | Nordstrom**
Find the latest selection of Ulla Johnson in-store or online at Nordstrom. Shipping is always free and returns are accepted at any location. In-store pickup and alterations services available.
- Ulla Johnson | Designer | NET-A-PORTER**
Manhattan-born designer Ulla Johnson honed her signature style on the streets of New York and when traveling to far-flung destinations on vacation. With an emphasis on the artisanal and...

The screenshot shows a search for "ulla johnson on sale". The results page includes a link to:

- Ulla Johnson on Sale - FARFETCH**
Build your collection of wardrobe essentials with Ulla Johnson on sale. Merging craftsmanship and culture, the Manhattan-born designer honed her signature style on the streets of New York and on...

The screenshot shows a search for "ulla johnson 94123". The results page includes links to:

- 2223 Fillmore Street**
San Francisco, CA 94115
United States
[Get Directions](#)
- Two Birds**
1309 Castro St
San Francisco, CA 94114
United States
[Get Directions](#)

The screenshot shows the developer tools with the "Elements" tab selected. The page title is "Elements Console Recorder ▾". The source code for the search results is visible, including CSS styles and JavaScript logic for handling search results.

HTML



Semesters Learnings: Back-end Technology

```
# Initialize an empty list to store the search results
bing = []

# Bing search URL for the query
url = "https://www.bing.com/search?q=ulla+johnson+19104&form=QBLH&sp=-
browser.get(url)

# Iterate through each zipcode in the three_zips list
for zipcode in three_zips:
    browser.get(url)

    # Find the search form and submit button elements
    submit = browser.find_element(By.ID, 'sb_go_par')
    search_form = browser.find_element(By.ID, 'sb_form_q')

    search_form.clear() # Clear input field
    search_form.send_keys(search_term + zipcode)
    submit.click() # Search
    time.sleep(2) # Wait for page load

    # Find the results container
    results_box = browser.find_element(By.ID, 'b_results')

    # Find the individual search results
    results = results_box.find_elements(By.CLASS_NAME, 'b_algo')
```

```
# Iterate through the search results
for idx, store in enumerate(results, start=1):

    # Initialize an empty dictionary to store information
    resultsInfo = {}

    # Store information
    resultsInfo['title'] = store.find_element(By.TAG_NAME, 'a').get_attribute('title')
    resultsInfo['url'] = store.find_element(By.TAG_NAME, 'a').get_attribute('href')
    resultsInfo['page_rank'] = idx
    resultsInfo['zipcode'] = zipcode
    resultsInfo['search_engine'] = 'bing'
    resultsInfo['search_term'] = search_term + zipcode

    # Append the result information to the bing list
    bing.append(resultsInfo)
```

Problem: Mark Cross, Information Specialist

Google search results for "mark cross 77494":

LinkedIn profile for Mark Cross:

Mark Cross - Information Specialist - TxDOT

I write, edit and distribute news releases, fact sheets, talking point references, provide media with interviews - on-camera, live/taped radio, and ...

Missing: 77494 | Must include: 77494



Mark Cross · 3rd
Information Specialist at TxDOT
Austin, Texas, United States · [Contact info](#)
137 connections

[Message](#) [+ Follow](#) [More](#)

```
true_string = "Mark Cross Women's Handbags"
string1 = 'Mark Cross, Information Specialist'
string2 = 'Designer Handbags for Women – Womens Designer Fashion'

similarity_score = fuzz.token_set_ratio(true_string, string1)
similarity_score2 = fuzz.token_set_ratio(true_string, string2)

print(f"The token set score between '{true_string}' and '{string1}' \nis {similarity_score}")
print(f"The token set score between '{true_string}' and '{string2}' \nis {similarity_score2}")

The token set score between 'Mark Cross Women's Handbags' and 'Mark Cross, Information Specialist'
is 54
The token set score between 'Mark Cross Women's Handbags' and 'Designer Handbags for Women – Womens Designer Fashion'
is 68
```

Problem: Does *bing search* have “Stockist-approved” stores listed?

		title	page_rank	is_stockist_store
1234		Ulla Johnson Store Locator Ulla Johnson	1	?
1235		Ulla Johnson - Luxury Women's Fashion	2	?
1236		Ulla Johnson NET-A-PORTER	3	?
1237		Ulla Johnson - Luxury Women's Fashion	4	?
1238		Inside Fashion Designer Ulla Johnson's Bohemia...	5	?
1239		Shop Ulla Johnson Online Nordstrom	6	?
1240		Women's Ulla Johnson Clothing Nordstrom	7	?

Solution: SeatGeek's FuzzyWuzzy



● JUL 8TH, 2011

FuzzyWuzzy: Fuzzy String Matching in Python

seatgeek open sourced [seatgeek/fuzzywuzzy](#)
 Fuzzy String Matching in Python

We've made it our mission to pull in event tickets from every corner of the internet, showing you them all on the same screen so you can compare them and get to your game/concert/show as quickly as possible.

Of course, a big problem with most corners of the internet is labeling. One of our

Levenshtein distance

35 languages ▾

[Article](#) [Talk](#)

[Read](#) [Edit](#) [View history](#) [Tools](#) ▾

From Wikipedia, the free encyclopedia

In [information theory](#), [linguistics](#), and [computer science](#), the **Levenshtein distance** is a [string metric](#) for measuring the difference between two sequences. Informally, the Levenshtein distance between two words is the minimum number of single-character edits (insertions, deletions or substitutions) required to change one word into the other. It is named after the Soviet mathematician [Vladimir Levenshtein](#), who considered this distance in 1965.^[1]

Levenshtein distance may also be referred to as *edit distance*, although that term may also denote a larger family of distance metrics known collectively as *edit distance*.^[2]^[3] It is closely related to [pairwise string alignments](#).

Example [\[edit \]](#)

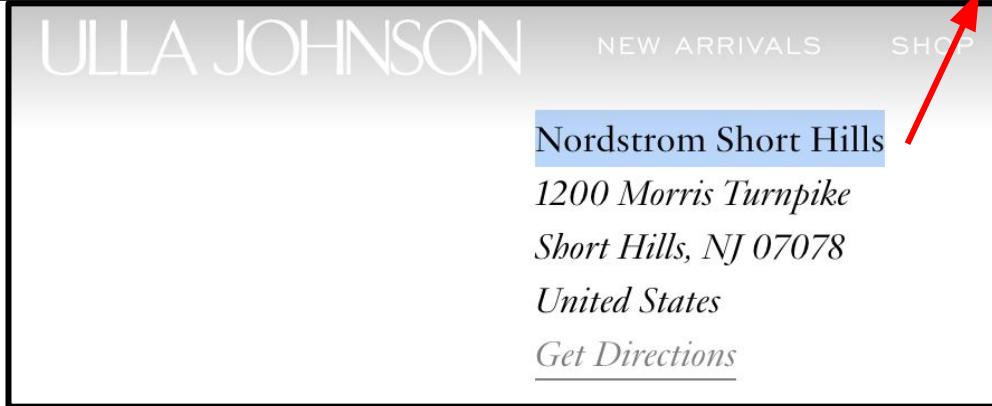
For example, the Levenshtein distance between "kitten" and "sitting" is 3, since the following 3 edits change one into the other, and there is no way to do it with fewer than 3 edits:

1. kitten → sitten (substitution of "s" for "k"),
2. sitten → sittin (substitution of "i" for "e"),
3. sittin → sitting (insertion of "g" at the end).

Solution: SeatGeek's FuzzyWuzzy

```
filtered_ddd[['title', 'page_rank', 'extractTop_name', 'is_stockist_store']]
```

	title	page_rank	extractTop_name	is_stockist_store
1240	Women's Ulla Johnson Clothing Nordstrom	7	Nordstrom Short Hills	1.0



```
fuzz.token_set_ratio("mariners vs angels",
"los angeles angels of anaheim at seattle mariners") ⇒ 90
```

Solution: SeatGeek's FuzzyWuzzy

All Angels vs. Mariners games

Jun 9 Seattle Mariners at Los Angeles Angels

Fri · 6:38pm Angel Stadium of Anaheim · Anaheim, CA

Filter by Date

From \$7





The image shows a composite of two photographs. On the left is a screenshot of a mobile application interface for a baseball game between the Seattle Mariners and the Los Angeles Angels. It displays the date (Jun 9), time (Fri · 6:38pm), location (Angel Stadium of Anaheim · Anaheim, CA), and a price button (From \$7). Below the text is a small thumbnail for an 'Angels Ugly Sweater T-Shirt'. On the right is a full-body photograph of a woman walking towards the camera. She is wearing a dark blue, tiered, short-sleeved dress with a belt and sandals, carrying a black handbag. She is positioned in front of a wall made of light-colored wooden panels.



Feature: Always a Page

mar4wfnk crossss



mark cross

uuuulla jowechnson



ulla johnson

The screenshot shows a search interface for 'Nearby'. It features a yellow icon of a penguin on the left. The main text area says 'it's closer than you think' in large letters. Below it, there are two input fields: 'Brand:' followed by 'mar4wfnk crossss' and 'Zipcode:' followed by '30363'.

The screenshot shows a results page with a header 'mark cross 30363'. Below it, the word 'Results' is displayed. A table lists one result: 'Name' (Capitol) and 'Address' (4010 Sharon Rd, Charlotte, North Carolina 28211, USA).

The screenshot shows a Google search results page for the query 'mar4wfnk crossss'. The search bar contains the query. Below it, a row of buttons includes 'Images', 'Videos', 'Maps', 'Shopping', 'News', 'Books', and 'Flights'. The main content area displays 'About 0 results (0.79 seconds)' and 'Your search did not match any documents.' A 'Suggestions' section follows, with a bulleted list:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

A small image of hands writing in a ledger is shown in the bottom right corner.

The screenshot shows a mojeek search results page for the query 'uuuulla jowechnson'. The search bar contains the query. Below it, a row of buttons includes 'Web', 'Images', and 'News'. The main content area displays 'Results 0 to 0 from 0 in 0.07s' and 'Did you mean: ulla johnson'. It also states 'No pages found matching: uuuulla jowechnson'. A 'Try elsewhere:' section follows, with buttons for 'Brave', 'Ecosia', 'Gigablast', and 'Startpage'.

Recap

Modern day yellow pages*

Store Directory based on store locator and meta-search engine for select brands & zip codes

*based on product locator lack of centralized database

Reimagining Product Search Entirely

The BIG idea

A collective search engine product based off a **proprietary point of sale (POS)** inventory system that doubles as an list based platform. The search engine product serves as a portal that allows anyone to directly tap into the inventory of **every retailer existing, filter for the exact product via UPC**, search for a specific brand/color/size/shipping options, and purchase in real-time from **in-stock inventory**.

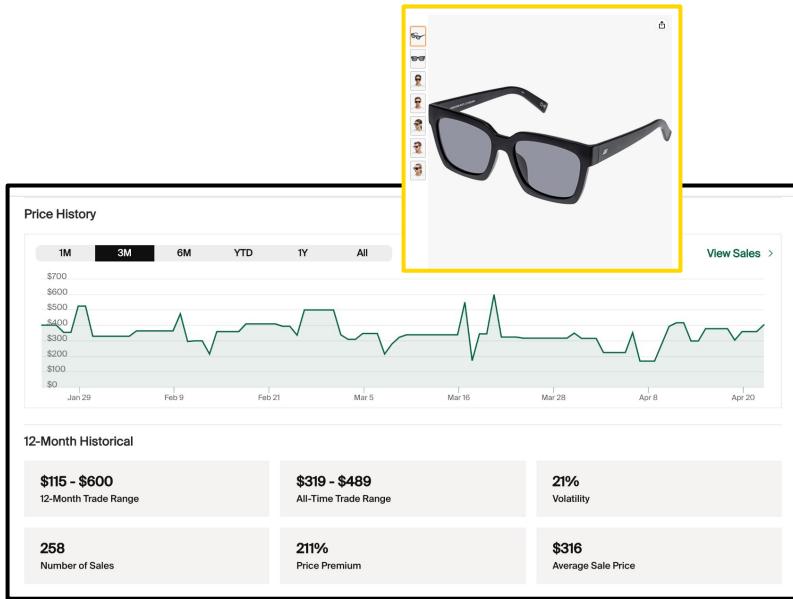
Similar to Amazon's "Other Sellers on Amazon" feature but more comprehensive that directly taps into real-time inventory of all retailers.

The BIG idea: Browse, Try on, Buy

- The yellow pages on steroids → Combining all three aspects of transactional search into one product



Live feeds from every retailer for every product:



New (9) from \$69.00 **prime**

Other Sellers on Amazon

\$69.00 Add to Cart
✓prime Sold by: Bay 15

\$69.00 Add to Cart
✓prime FREE One-Day Sold by: BODAWAY

\$69.00 Add to Cart
✓prime Sold by: UrbanPro

Le Specs Women's Weekend Riot Sunglasses
★★★★★ 26 ratings
New
\$69.00
✓prime One-Day
FREE delivery Tomorrow, April 26.
Order within 2 hrs 59 mins

See more

8 other options sorted by price + delivery: low to high Filter ▾

New \$69.00 ✓prime One-Day
FREE delivery Tomorrow, April 26.
Order within 7 hrs 59 mins

Ships from Amazon.com
Sold by The Jogger's Corner
★★★★★ (19542 ratings)
100% positive over last 12 months

New \$69.00 ✓prime
FREE delivery Thursday, April 27.
Order within 13 hrs 59 mins

Ships from Amazon.com
Sold by UrbanPro
★★★★★ (497 ratings)
98% positive over last 12 months

Ideal System

Stores selling product



uploads product UPC & info into
POS system



brought to you by



Store sells product in-person

User facing interface



Ideal System: Corporate Sponsor - Shopify



shopify



Square

Adding your UPC barcodes to your Square POS

Learn how to add UPC barcodes on Square and get your products on Pointy

Pointy integrates with your Square POS by collecting your product barcode numbers and finding an image and description to match each one. Therefore, for Pointy to work well, your Square inventory needs to have associated barcode numbers. These must be manufacturer codes (UPC or EAN codes), rather than codes you have created yourself.

There are three ways to add barcode numbers to your Square POS:

1. Modify An Existing Item

Warning: If you have already entered your own custom-made non-manufacturer barcodes into the SKU section then adding the UPC barcode number will overwrite them.

Step 1:

- If you already have products on your Square POS, but have not added your UPC barcodes, simply go to the Item Library in your Items Dashboard and click on the product you'd like to modify.

[Edit Item](#) [Delete](#) [Save](#)

Details
Name: Chocolate
Category: Chocolates

Ch

upcitemdb

UPC 439083205420

UPC 439083205420 is associated with Women's Ulla Johnson Primrose Floral Print Silk Blend Midi Dress, Size 0 - Black

Apparel & Accessories > Clothing > Dresses

UPC 439083205420 has following Product Name Variations:

1. Women's Ulla Johnson Primrose Floral Print Silk Blend Midi Dress, Size 0 - Black

shopify

Discussions ▾ Partners and Developers ▾ Events Groups ▾ Learn ▾

English ▾ Log in

Shopify APIs and SDKs

Development discussions around Shopify APIs

Search the Community...

Shopify Community > Partners and Developers > Shopify APIs and SDKs > Retail Barcode Label App Api Access

Retail Barcode Label App Api Access

Frontflip-Ak
New Member
 2 0

06-18-2020 01:20 PM

SHOPIFY APPLICATION: <https://apps.shopify.com/retail-barcode-labels>

Important Links

All Unanswered Topics

Community Blog

Community Guidelines

Current System



Welcome to Costco Customer Service

What can we help you with?

[Membership](#)[Costco.com](#)[Warehouse](#)[Returns & Exchanges](#)[Products & Services](#)[Payment & Tax Info](#)[Technical Help & Warranties](#)[Business Delivery](#)[My Orders](#)[Membership Auto-Renewal](#)[Return/Replace Order](#)[Price Adjustment](#)

Customer Service Home Page

How can I find if an item is available at my local Costco?

There are several ways that you can determine the availability of an item at your local warehouse:

- Visit the membership counter at your local Costco in person.
- Call your local warehouse and choose the phone menu option for Membership.
- Select Contact Us.

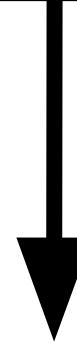
However you choose to get in touch, please know that it helps speed up the process if you have either the item number or the product description handy!

Finally, while we do try to keep popular items in stock for you to enjoy, it's best to get in touch sooner rather than later. We certainly don't want you to miss out on whatever it is you're looking for!

Visionary: A Digital Market of All Goods and Services



ACCTNG-001-CEN



BOWLING-001-FUN



PIZZA-001-YUM

Showcase Sample

This screenshot shows a product detail page for a Specialized Tarmac SL7 Comp - Rival eTap AXS bicycle. A modal window titled "Find In-Store" is open, displaying search results for zip code 19104. The results show two locations: "Roy's Sheepshead Cycle" in Brooklyn, NY, and "Westwood Cycle Inc" in Westwood, NJ. Both locations are marked as "In Stock". A red arrow points from this section to the "Find In-Store" section on the right.

The "Find In-Store" section for zip code 19104 displays the following information:

- Color:** Satin Teal Tint/Black/Light Silver
- Size:** 44
- Price:** \$5,500
- View In Stock Only** (checkbox checked)
- Available in other colors** (indicated by a triangle icon)
- Roy's Sheepshead Cycle**
2679 Coney Island Ave Brooklyn, NY 11235
(866) 990-9118
Open today: Saturday 10:00 AM - 6:00 PM
Distance Away: 78.5 Miles
- Get Directions**
- Visit Their Website**
- Contact Retailer**
- In Stock** (radio button)
- Westwood Cycle Inc**
102 Main St Westwood, NJ 07675
(201) 363-2540
Open today: Saturday 10:00 AM - 6:00 PM
Distance Away: 93.8 Miles
- Get Directions**
- Visit Their Website**
- Contact Retailer**

This screenshot shows the "1405 SPECIALIZED RETAILERS IN THE UNITED STATES" search feature. It includes a search bar with placeholder "Search by city and state or postal code" and a dropdown menu showing "E.G., BOULDER, CO". Below the search bar is a "SEARCH NEAREST" button. A red arrow points from this section to the search bar in the "Find In-Store" section on the right.

The search results for "E.G., BOULDER, CO" are displayed as a list of US states with their retailer counts:

- Alabama (12)
- Indiana (15)
- Nebraska (9)
- South Carolina (12)
- Alaska (11)
- Iowa (18)
- Nevada (14)
- South Dakota (4)
- Arizona (43)
- Kansas (10)
- New Hampshire (16)
- Tennessee (22)
- Arkansas (12)
- Kentucky (9)
- New Jersey (25)
- Texas (63)
- California (183)
- Louisiana (10)
- New Mexico (9)
- Utah (31)
- Colorado (81)
- Maine (16)
- New York (86)
- Vermont (11)
- Connecticut (22)
- Maryland (15)
- North Carolina (36)
- Virginia (31)

Recap

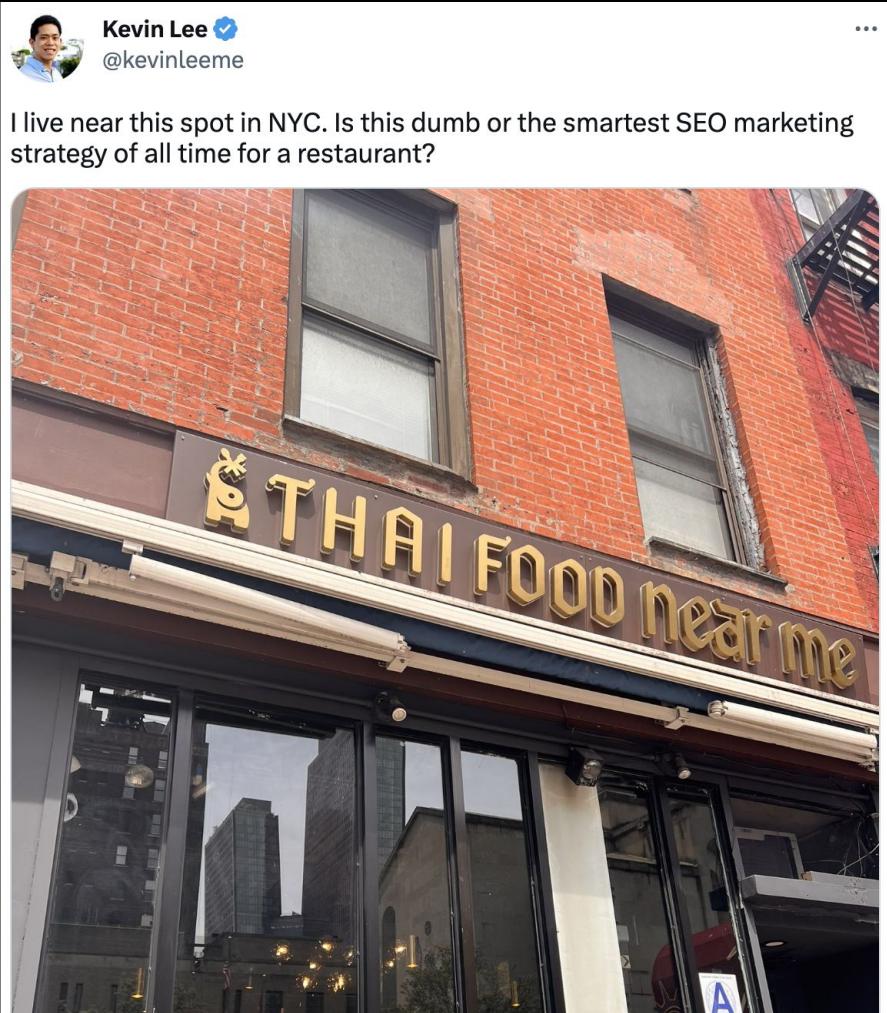
Much more than a search engine:

**Google Maps mixed with
live, searchable, inventory listing
system for all transactional purchases**

The State of Local Business

Kevin Lee 
@kevinleeme

I live near this spot in NYC. Is this dumb or the smartest SEO marketing strategy of all time for a restaurant?



Happy Valley Invitational 2023

State College, PA

2/11/2023

< Back

#13 MEN'S 400 METERS RESULTS

R Happy Valley Invite 49.38 Ethan Diehm Penn State Track 2012

FINALS

PL	#	Athlete	Team	Time
1	276	REESE, Alex	PSUTC Alumni	51.39
2	1971	LOPEZ, Philip	Virginia Tech Running Club	51.64
3	272	WAGNER, Benjamin	Pitt Club XC	51.80
4	192	GLUSCEVICH-KEPNER, Darby	Penn State T&F Club	52.83
5	1966	CAPUTO, Chris	Virginia Tech Running Club	53.22
6	1982	RONEY, Zachary	WVU Track Club	53.31
7	1973	POLCHA, Justin	Virginia Tech Running Club	53.34
8	244	WENRICH, Finn	Penn State T&F Club	53.42
9	163	PASCO, Sam	Penn Running Club Track	53.96
10	105	WISHERD, Kamrin	ECU Club XC and Track	54.04
11	1967	DAMLE, Mihir	Virginia Tech Running Club	54.78
12	221	RUSCHAK, Jonah	Penn State T&F Club	54.80
13	239	TOMAINE, Matthew	Penn State T&F Club	55.15
14	275	DERRINGER, Garrett	PSUTC Alumni	55.29
15	88	COLE, Josiah	ECU Club XC and Track	55.32
16	1970	GORA, Joe	Virginia Tech Running Club	55.56
17	135	CULLEN, Andrew	Maryland Club Running	56.39

