**Ex. 4**

1. Lead – a team (c)
2. Collect – information (f)
3. Come up – with results (a)
4. Update – algorithms (b)
5. Rank – web pages (d)
6. Narrow down – one’s search (e)

**Ex. 5**

1. dive in, request, scanning
2. cross, search index
3. based on, title, next to each other
4. count, given
5. evolving, competitor

**Ex. 6**

1. versatile tool
2. pretty handy
3. internal features
4. catch up
5. Was founded
6. similar to
7. censored
8. per day
9. downside
10. Renewable energy
11. Towards
12. On average
13. Holds
14. User-friendly
15. Was adopted
16. Went public

**Ex. 7**

**Ex. 8**

1. for
2. to
3. for
4. of
5. 5.down
6. of
7. with
8. in
9. on

**Ex. 9**

1. Most business owners try to optimize their websites for Google as it's the most popular search engine.
2. Different search engines use varios algorithms to collect and processing information posted on the network.
3. A metasearch engine is a search tool that sends a user request in several search engines and directories at the same time.
4. After collecting the results, the metasearch engine removes links that are duplicated and ranks the search results according to the applied algorithm.
5. Some people prefer to use search engines that provide maximum privacy.
6. Search engines perform day-to-day routine search work, storing and sorting information.
7. Search engine algorithms are constantly changing and improving.
8. Search robots (spiders) are programs that automatically visit websites and collect information.
9. Indexing is the process of adding information to a search engine database.
10. By entering the same query into the search boxes of different search engines, you can get different answers.