*DEPARTMENT OF INFORMATION TECHNOLOGY* Experiment No. 1

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| Semester | T.E. Semester VI – Information Technology |
| Subject | Advanced Internet Technology |
| Subject Professor In-charge | Prof. Harshali Rambade |
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| Experiment Number | 1 |
| Experiment Title | Case Study On Various Search Engine and Its Advance Search Tools. |
| Theory | **Google**  The search engine is known for solid search result in addition to it’s social integration, especially with the use of Google+. Google is owned by Google Corporation which also offers online advertising technologies, cloud computing and other software services such as Gmail, office suite, instant messaging, and more. The company was incorporated in 1998 by Sergey Brin and Larry page with the aim of organizing information in the world and making it both accessible and useful.  Google has a clean modern design layout that makes it easy to navigate, read and find all the information that you need.  • Google has a larger index size, as it keeps identifying and indexing fresh content.  • It ranks high quality search results as compared to other search engines. This is because it uses advanced filtering, so smart that it can can find a new page that was published the past day.    **Yahoo**  Yahoo is one of the oldest search engines in the world. Yahoo has many features that helps it compete with Google, although it is not as big as Google. Yahoo is owned by yahoo Inc which was incorporated in 1995 by David Filo and Jerry Yang.Other than the search engine, yahoo inc also offers services such as the web portal, yahoo directory, yahoo news, yahoo answers, yahoo mail, fantasy sports, yahoo groups, yahoo finance and yahoo video sharing among other services.  • Its organic results are more comprehensive than other search engines.  • The shopping search has more options than many other search engines.  • Yahoo answers is a useful feature that is popular with many people.    **Bing**  Bing search engine is owned and operated by Microsoft Corporation. It is much smaller than Google because it is much younger. Bing was established and launched in 2009. The way Bing indexes content is very different from Google and it has better videos, images and news searches. Bing is characterized by a number of features such as interface features that include video home page, images page, side navigation panes and sublinks on page searches.  • Easy to take note of related searches as they are permanently fixed on the left or right hand side of the page.  • Has a recent search history that lets you easily jump back to one of the recent searches. |
| Conclusion | In this experiment we studied about what is search engine,various types of search engine ,its working and advance search tools. |