

1. Explain the following terms, in relation to the Online Searching:

- **Keywords:** A word or phrase that describes the content of the web page.
- **Index:** A search engine index is a database that correlates keywords and websites so that the search engine can display websites that match a user's search query.
- **Spider (web crawler):** A spider is a program that visits Web sites and reads their pages and other information in order to create entries for a search engine index.

2. Try out several Searches using at least three different Engines: Google, Bing, Yahoo, etc. You will probably not always get the same results in different browser. Why is this?

They might have a different algorithm for their search engines which might differ the results.

3. What kind of factors/decisions go into determining how to rank (what order to return) your search results?

The kind of factors that determine the ranking of web pages in your search include. but are not limited to: keyword usage, site structure, site speed, time spent on site, number of inbound links, and quality of inbound links.

4. After trying several different search engines, decide which search engine you prefer and explain why?

I prefer to use Google because the interface is very basic and user friendly and the page is not cluttered with advertisements. Also, it was the default search engine for many of my devices and I do not see any reason to switch to another search engine since they are relatively the same in function.