# **HEY GOOGLE, SEARCH THIS FOR ME**

**How do you work?**

Google is involved in more parts of your life than you probably like to admit - but how does the engine that has driven it from the start function? This trademarked algorithm, with its internals hidden to the public, is known as **PageRank**, and has made its creator Larry Page one of the richest men in the world. It has also created its own industry of consultants in the field of *search engine optimisation*, attempting to get their clients pages to the top of the search results.

Each page is given a relevancy score, which is dependent on a number of factors, which for the moment we can only assume. The frequency and location of keywords within a web page, with small hit numbers generating a lower score. The history of a webpage is also taken into account, with older websites receiving a higher score. However, the most important factor upon the score is the number of times that the webpage in question is linked to by other sites. It is assumed that a website heavily referenced is likely to contain relevant information.

These scores are generated by an army of web crawlers parsing over the billions of websites hosted across the internet, and indexing each page they assess (this allows you to access Google’s cached version of the site if a page is not currently available). Although Google is storing hundreds of terabytes of data, it is assumed that they only index around 5% of webpages on the internet, due to the presence of the deep web.

* Google processes around 2 trillion searches a year.
* The latest Google trends can be viewed here: <https://trends.google.com/trends/yis/2019/US/>
* RankBrain
* <https://en.wikipedia.org/wiki/Google_Hummingbird>