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18/1/17

**Keyword:** A set of characters that are searched for throughout the web servers index. If the characters are found in a document stored in the index the program will recognize that the searched keyword appears in the document and rank it.

**Index:** Stored data that can be accessed through command code.

**Spider:** Program that uses keywords to scan documents and the links in the documents to gather pages for the system to rank.

Different search results are due to the different indexes used by different companies and the algorithms and spiders used to select them.

Where the keyword is positioned, how many times the keyword is mentioned, and if there is synonyms to the keyword appearing on the document.

The search engine I prefer is Google, perhaps because of my familiarity with the formatting but also due to the unbiasedness of the information and I find that the searches are generally quicker and more conclusive.