* **Working of Google Search Engine**
- Before we search, web crawlers gather info from across hundreds of billions of webpages and organize it in search index.
- The crawling process begins with a list of web address from past crawls and sitemaps provided by website owner. The s/w pays special attention to new sites, changes to existing site and dead links.
- How often and how many pages to fetch from each site.
- The web is like an ever growing library with billions of books and no central filing system.
- We use software known as web crawlers to discover publically available webpages.
- They go from link to link and bring data about those webpages back to Google's servers
- When crawlers find a webpage, our system render the content of the page, just as a browser does, then all the keyword of website is tracked in the search index.
- Index is a back of a book with an entry for every word.
- With amount of information available on the web, finding what you need would be nearly impossible w/o some help sorting.
- Google Ranking system are designed to do just that.
- These ranking system are made up of not one, but a whole algorithms.

- Search algorithms look at many factors, including the words of your query, relevance and usability of pages, expertise of sources, and your location.
- To help ensure Search Algorithms meet high standard of relevance and quality, we have a rigorous process.
- Beyond synonyms, search algorithm also try to understand what category of information you are looking for.
- The web is constantly evolving, with hundreds of new webpages published every second.
- That's reflected in the results you see in Google Search.
- When a user performs a Google search, Google tries to determine the highest quality results. The "best" results have many factors, including things such as the user's location, language, device and previous queries.
- Google doesn't accept payment to rank pages higher, and ranking is done algorithmically.