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CH2- Search Engine Basics

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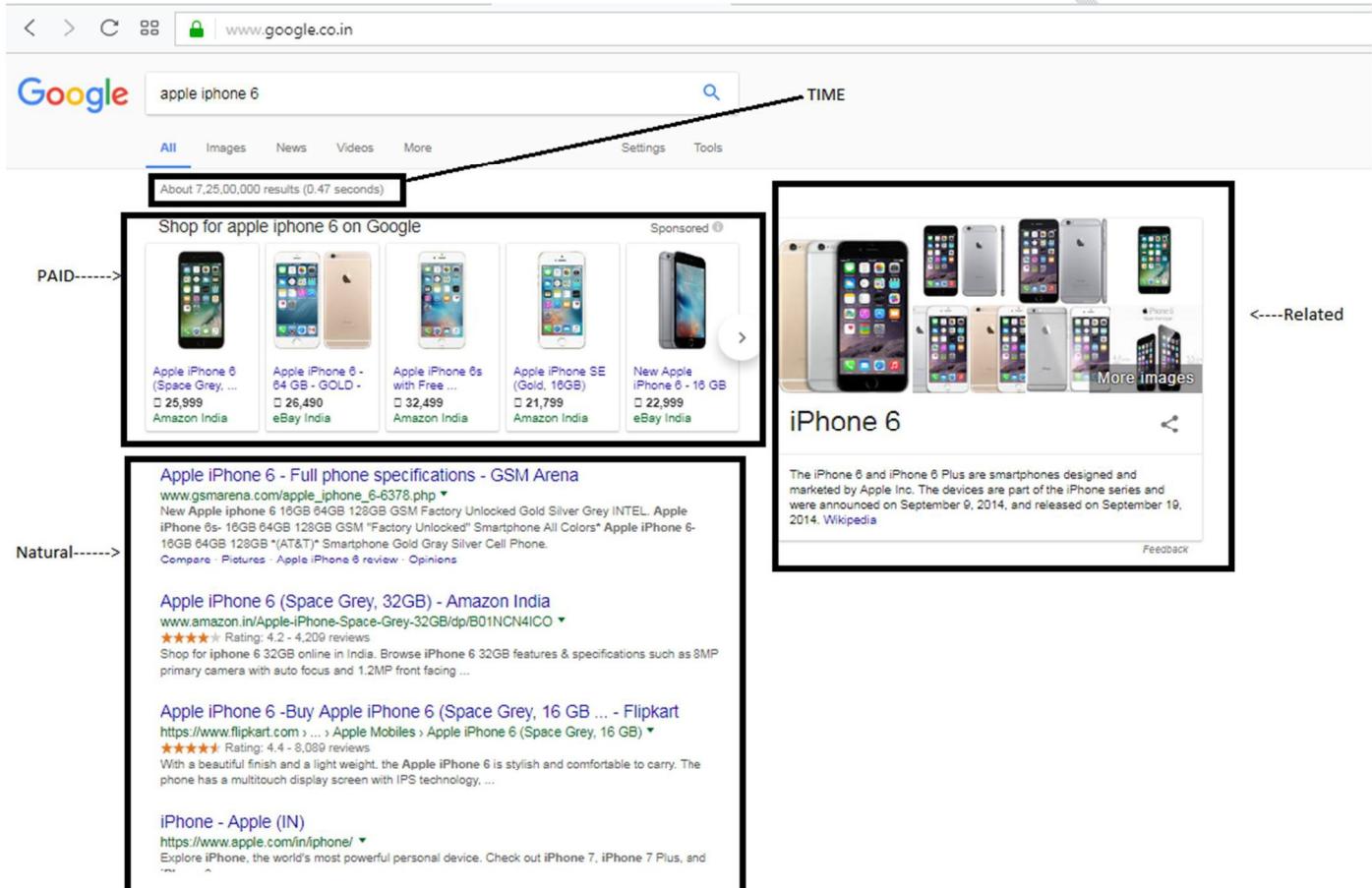
#Introduction:

- Search engine is a crawler or spider which is one software (program) and it visits all web pages on web server.
 - This program is depends on algorithms and work on smart way
 - This engine can work on images and videos too

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#Understanding Search Engine Results:

Google Search Result



Yahoo Search Result

search.yahoo.com/search;_ylc=X3oDMTFin25laTRvBF9TAzlwMjM1MzgwNzUEaXRjAzEEc2VjA3NyY2hfcWEec2xra3NyY2h3ZWI-

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New Apple iPhone 6 - 1... eBay India □ 22,999.00
Apple iPhone SE Rose Gold... Flipkart □ 25,499.00
New Apple iPhone 6 - 1... eBay India □ 30,990.00

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Ratings: Customer Service 3.5/5 · Delivery 3.5/5 · Pri

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35,30,000 RESULTS Date Language Region

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"Most Trusted Online Shopping Brand" - The Economic Times

Tablets Laptops
Cameras & Photography Big Savings - Electronics

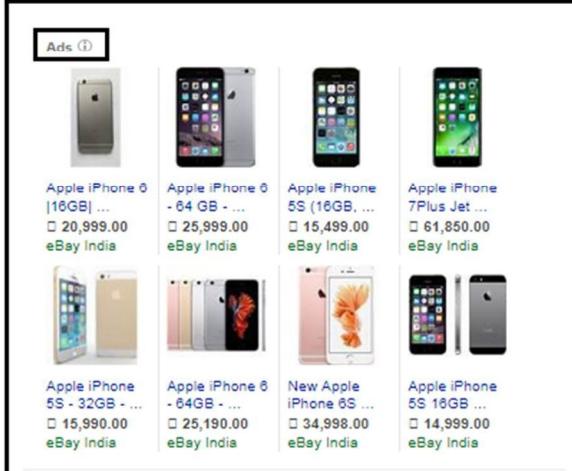
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Browse Finance Browse Vehicles

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Apple iPhone 6 - Full phone specifications - GSM Arena
www.gsmarena.com/apple_iphone_6-8378.php ▾
Apple iPhone 6 smartphone. Announced 2014, September. Features 3G, 4.7" LED-backlit IPS LCD display, 8 MP camera, Wi-Fi, GPS, Bluetooth.
Benchmark Test Results · Compare Phones · Apple · Sony · Asus · Motorola



Ads

Apple iPhone 6 | 16GB | ... eBay India □ 20,999.00
Apple iPhone 6 - 64 GB - ... eBay India □ 25,999.00
Apple iPhone 5S (16GB, ... eBay India □ 15,499.00
Apple iPhone 7Plus Jet ... eBay India □ 61,850.00

Apple iPhone 5S - 32GB - ... eBay India □ 15,990.00
Apple iPhone 6 - 64GB - ... eBay India □ 25,190.00
New Apple iPhone 6S ... eBay India □ 34,998.00
Apple iPhone 5S 16GB ... eBay India □ 14,999.00

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iPhone 6 - Upto 90% Off
Ad · RetailStorm.Media/Save-To-90%
Can You Really Save Up To 90% On Brand New iPhone 6s and Macbooks?

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Get Apple iphone 6 here. Check it now!

➤ **Understanding Points**

(1) Vertical Navigation:

- All search engine has different navigation
- Each search engine offers image, video, news and map filter

(2) Search Query Box:

- All search engine allow to show query, edit query, re-enter query in search box
- Some search engines offers advance search box or filter search box

(3) Result Information:

- Result displays on two parts
 - i. **Paid Result**
 - ii. **Natural Result**
- Each search engines display small data about websites and navigation link
- Each search engine has estimate number of page about query's result

(4) PPC Advertisements:

- Google provides **google AdWords, sponsor links**
 - Yahoo provides **sponsor links, search marketing**
 - Bing provides **adCenter**
- PPC advertising is creating new budget which earns through clicks

(5) Natural/Organic/Algorithmic Results:

- This is primary section of search engine. It depends on SEO
- The results are pulled from the search engines from index and SEO
- If regularly we creates SEO, then web sites rank goes to up. This is regular process.

(6) Query Refinement:

- Query refinements are now offered by all the three most popular search engines
- Google, Yahoo, Bing
- The goal of these links is relevant result and possibly result

Most of search pages fit to page. Suppose, we searches about weather at that time , page will display result on full page.

Enter temperature and city name in google, you will get direct answer without opening any website.

Algorithm- Based Ranking Systems: Crawling, Indexing and Ranking

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- All the parts of search engine are important, but the search algorithm is the cog that makes everything work.
- Algorithm might more accurate than other process
- Basically Algorithm is closely related to way that data is discovered by the user
- We can say that Search Algorithm is a **PSP (Problem Solving Procedure)**
 - i. It takes **problem** (query)
 - ii. It evaluates a number of **possible answers** (database comparison)
 - iii. And return the **solution** of problem (result of query)
- The search algorithm returns those results based on the best quality of the page which create quality score.
- Result can change in different result in different search engine because of all has different search methods (techniques)
- **Algorithms divided in 3 board categories**
 1. **On-page algorithm**
 2. **Whole-site algorithm**
 3. **Off-site algorithm**
-

(1) On-page algorithm

- This algorithms based on user thinking
- This includes how keywords are used in web page concept
- And how other words on the page relate
-
- Suppose , you creates web page on kamani science college
 - i. How many kamani words in web page
 - ii. How many titles as kamani word
 - iii. Similar words
- These words patterns are an indicator that the algorithm results
- Another word, we can say this algorithm is not view on web page, this is working in back side (developing site).
- Visitor cannot see the back side.
-
- **Web page contains keywords for web crawlers. This contains is called METATAGs.**
- When a spider (Crawler) examines your web sites, it looks these tags as definitions for what you search in web site.



(2) Whole-site algorithm

- This algorithm look at the relationship of pages on a site.
- Example: All web sites pages are related content.
- In shorts , All web page has same viewpoints



- This algorithms contains
 - i. Site elements
 - ii. Architecture of pages
 - iii. Use of anchor text

- iv. Pages linked with each other
- v. Covers multiples topics or subjects

(3) Off-site algorithm



- How my web page ranks in SERPs.
- Off-site algorithms use for good incoming link, high page rank etc.
- In short, this algorithm adds how the quality of your page is ranked.

Difference (On-Site VS Off-Site)

Keyword Targeting

Quality & Uniqueness

Crawl/Bot Friendly

Snippet Optimization

UX / Multi-Device

Link Diversity

Anchor Text

Brand Mentions

3rd Party Reviews

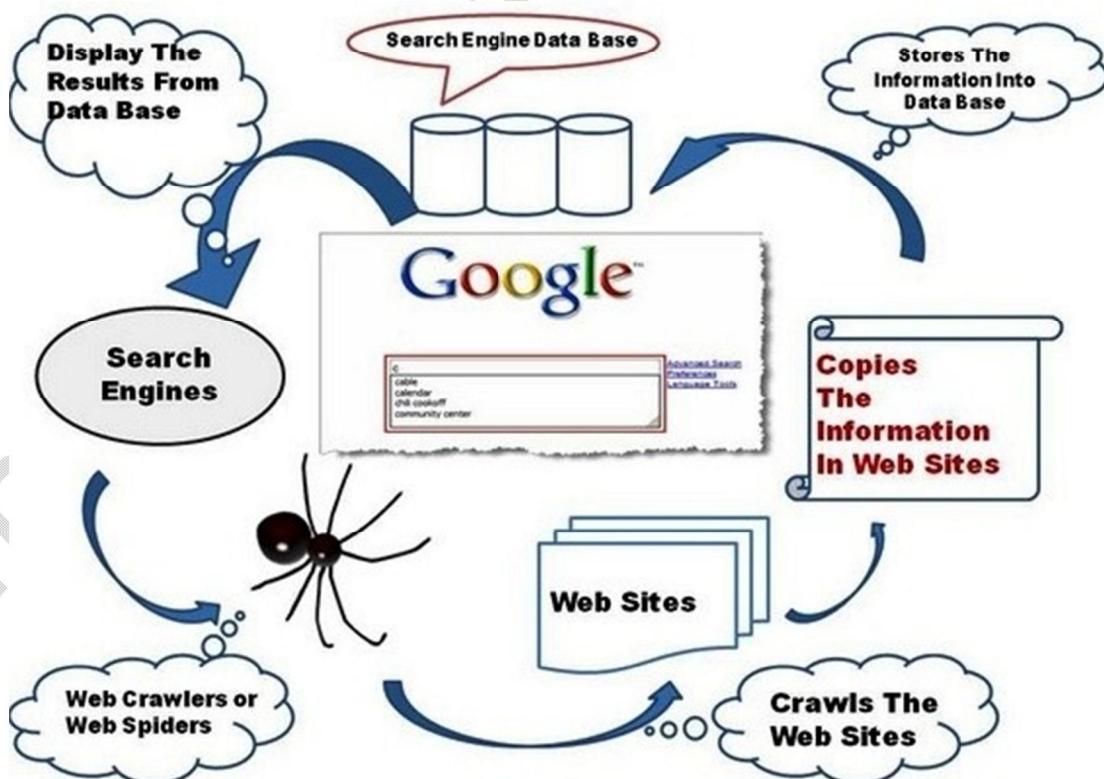
Reputation Management

#Additional Algorithm

- 1) List Search**
- 2) Tree Search**
- 3) SQL Search**
- 4) Informed Search**
- 5) Adversarial Search**
- 6) Constraint satisfaction Search**

#Crawling

➤ How crawler works



➤ What is crawling?

- Crawling is the process by virtue of which the search engines gather information about websites on World Wide Web (new / old / updates etc.).

- The crawlers are also known as spiders or bots, they visit website and send information to their respective parent websites.

#Indexing



➤ What is Indexing?

- In layman's terms, indexing is the process of adding webpages into Google search. Depending upon which **meta tag** you used (index or NO-index),
- Google will crawl and index your pages. A no-index tag means that that page will not be added into the web search's index.

#Ranking



-Rankings in SEO refers to a website's position in the search engine results page.

-There are various ranking factors that influence whether a website appears higher on the SERP based on the content relevance to the search term, or the quality of backlinks pointing to the page.

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Determining Searcher Intent and Delivering Relevant Fresh Content

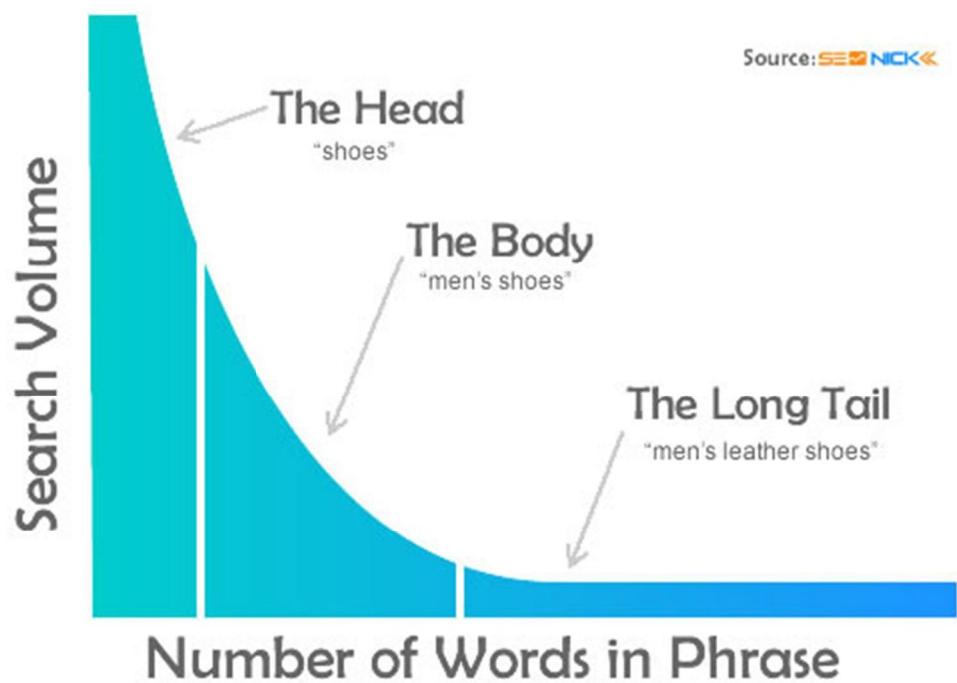
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- Modern commercial search engines rely on the science of **information retrieval (IR)**.
- This science has existed since the middle of the twentieth century, when retrieval systems powered computers in libraries, research facilities, and government labs.
- To measure **these factors**,
 1. **Document analysis** (including semantic analysis of concepts across documents) and
 2. **Link analysis**.

1) Document Analysis and Semantic Connectivity

- In **document analysis**, search engines look at whether they find the search terms in important **areas of the document**—
 1. The title,
 2. The metadata,
 3. The heading tags, and
 4. The body of the text.

They also attempt to automatically measure the quality of the document based on document analysis, as well as many other factors.
- **Semantic connectivity** refers to words or phrases that are commonly associated with one another.
 1. For example, if you see the **word aloha** you associate it with Hawaii, not Florida.
 2. Search engines actively build their **own thesauruses** and **dictionaries** to help them determine how certain terms and topics are related.
- **Measurements sectors:**
 1. Measuring which keyword phrases to **target**
 2. Measuring which keyword **phrases** to include on a page about a **certain** topic
 3. Measuring the **relationships** of text on other **high-ranking sites/pages**
 4. Finding pages that provide “**relevant**” themed links.



- **Common types of searches in the IR field:**
 - **Proximity searches:** A proximity search uses the order of the search phrase to find related documents.
 - **Fuzzy logic:** Fuzzy logic technically refers to logic that is not categorically true or false.
 - **Boolean searches:** Boolean searches use Boolean terms such as AND, OR, and NOT.
 - **Term weighting:** Term weighting refers to the importance of a particular search term to the query.

2) Link Analysis

- In **link analysis**, search engines measure who is linking to a site or page and what they are **saying about that site/page**.
- They also have a good grasp on who is affiliated with whom (through **historical link data, the site's registration records, and other sources**).
- **Contextual data** about the site on which the page is hosted (**who** links to that site, what they say about the site, etc.).

Link analysis goes much deeper than counting the number of links a web page or website

The actual analysis is a bit more complicated than that. For example, imagine that there are five sites about dog grooming with a lot of links from pages across the Web on the topic, as follows:

- Site A has 213 topically related links.
- Site B has 192 topically related links.
- Site C has 203 topically related links.
- Site D has 113 topically related links.
- Site E has 122 topically related links.

Progression of Link Analysis



➤ Evaluating Social Media Signals

- The rise of social media on the Web has created a host of **new signals that search engines can consider.**
- Sites such as
 - **Facebook (<http://www.facebook.com>)**,
 - **Twitter (<http://www.twitter.com>)**, and
 - **Google+ (<http://plus.google.com>)** have engendered whole new ways for users to share content or indicate that they value it.
 - For example, using Facebook, users can post content they like in their news feed or decide to share it with their friends.
 - They can also indicate that they value content using the Facebook Like button.

➤ Problem Words, Disambiguation, and Diversity

- Search engines deal with these types of ambiguous queries all the time.
- **For example**, if someone types in a query **such as cars, does he:**
 - Want to read reviews?
 - Want to go to a car show?
 - Want to buy one?
 - Want to read about new car technologies?

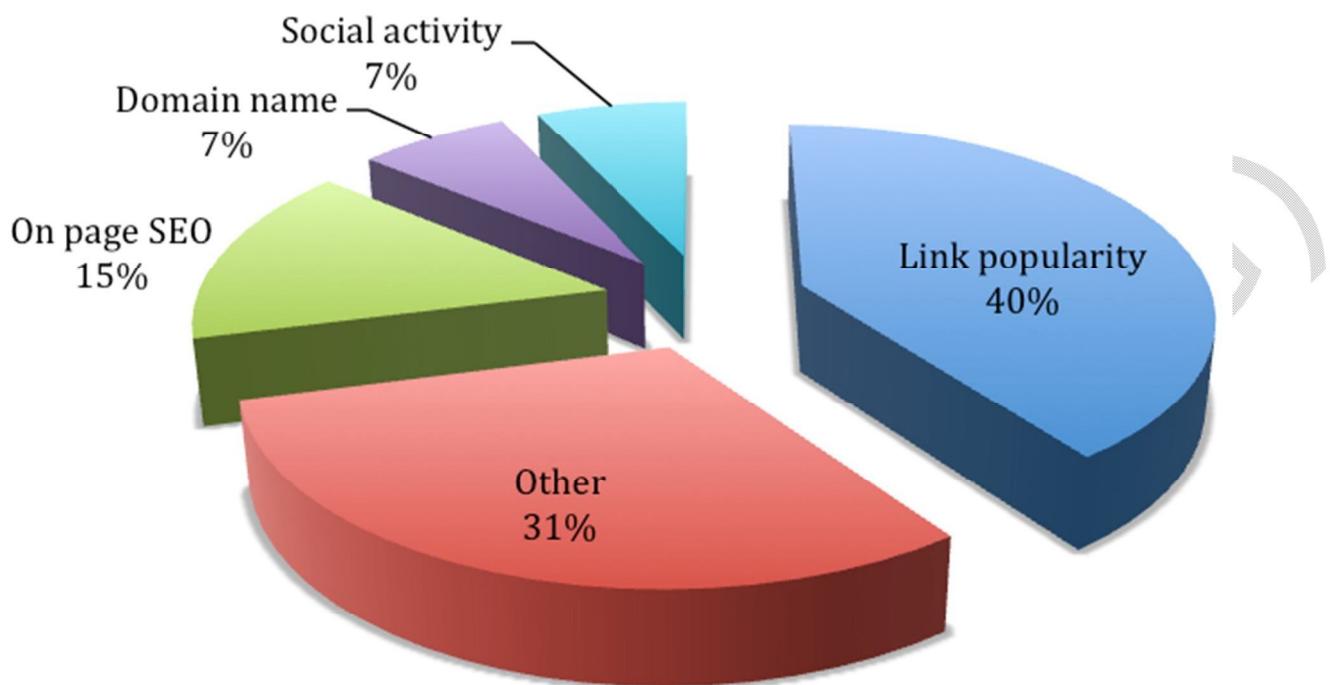
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Analyzing Ranking Factors

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SEOMoz periodically conducts **surveys** of leading search engine optimizers to determine what they think are the most important ranking factors (<http://www.seomoz.org/article/search-ranking-factors>).

SEARCH RANKING FACTORS



Here is a high-level summary of the top nine results:

1) Page Level Link Metrics

This refers to the links as related to the specific page, such as the number of links, the relevance of the links, and the trust and authority of the links received by the page.

2) Domain Level Link Authority Features

- Domain level link authority is based on a cumulative link analysis of all the links to the domain.
- Factors considered include the number of different domains linking to the site, the trust/authority of those domains, the rate at which new inbound links are added, the relevance of the linking domains, and more.

3) Page Level Keyword Usage

This describes use of the keyword term/phrase in particular parts of the HTML code on the **page (title element, <h1>s, alt attributes, etc.)**.

4) Domain Level Keyword Usage

This refers to how keywords are used in the root or subdomain name, and how impactful that might be on search engine rankings.

5) Page Level Social Metrics

- Social metrics considered include mentions, links, shares, Likes, and other social media site-based metrics.
- At the time of the survey, the considered sites were Facebook and Twitter.
- Since then Google has launched Google+, and Search, plus Your World, which would also be included in this definition.

6) Domain Level Brand Metrics

This factor includes search volume on the website's brand name, mentions, whether it has a presence in social media, and other brand-related metrics.

7) Page Level Keyword Agnostic Features

Factors included here are on-page elements such as the number of links on the page, number of internal links, number of followed links, number of NoFollowed links, and other similar factors.

8) Page Level Traffic/Query Data

Elements of this factor include the **click-through rate (CTR)** to the page in the search results, the bounce rate of visitors to the page, and other similar measurements.

9) Domain Level Keyword Agnostic Features

Major elements of this factor in the survey included the number of hyphens in the domain name, numeric characters in the domain name, and domain name length.

Negative Ranking Factors

The **SEOMoz** survey also identified a number of **negative ranking factors**. Some of the **most significant ones included**:

1) Malware being hosted on the site

The search engines will act rapidly to penalize sites that contain viruses or trojans.

2) Cloaking

Search engines want publishers to show the same content to the search engine as is shown to users.

3) Pages on the site that sell links

Google has a strong policy against paid links (<http://www.google.com/support/webmasters/bin/answer.py?answer=66736>), and sites that sell them may be penalized.

4) Content that advertises paid links on the site

As an extension of the prior negative ranking factor, promoting the sale of paid links may be a negative ranking factor.

Other Ranking Factors

<1> Rate of acquisition of links

If over time your site has acquired an average of 5 links per day, and then the links suddenly start to come in at a rate of 10 per day, that could be seen as a positive ranking signal. On the other hand, if the rate of new links drops to two per day, that could be a signal that your site has become less relevant.

<2> User data

Personalization is one of the most talked about frontiers in search. There are a few ways personalization can take place. For one, a search engine can perform a geolocation lookup to figure out a user's approximate location and then show results tailored to that location.

This is very helpful, for example, if you are looking for a local restaurant.

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Using Advanced Search Techniques

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They provide a rich array of commands that can be used to perform advanced research, diagnosis, and competitive analysis.

-keyword

Excludes the keyword from the search results. For example, loans - student shows results for all types of loans except student loans.

+keyword

Allows for forcing the inclusion of a keyword.

"key phrase"

Shows search results for the exact phrase—for example, "seo company".

keyword1 OR keyword2

Shows results for at least one of the keywords—for example, google OR Yahoo!.

Google supports a number of advanced search operators

Operator(s)	Short description	SEO application	Examples
site:	Domain-restricted search; narrows a search to one or more specific domains/directories	Show approximately how many URLs are indexed by Google	site: www.google.com
		From a directory	site: mit.edu/research/
		Including all subdomains	site: google.com
		Show sites of a specific top-level domain (TLD)	site:org
inurl:/ allinurl:	URL keyword restricted search; narrows the results to documents containing one or more search terms in the URLs	Find web pages having your keyword in a file path	inurl:seo inurl:company = allinurl:seo company
intitle:/ allintitle:	Title keyword restricted search; restricts the results to documents containing one or more search terms in a page title	Find web pages using your keyword in a page title	intitle:seo intitle:company = allintitle:seo company

inanchor:/ allinanchor:	Anchor text keyword restricted search; restricts the results to documents containing	Find pages having the most backlinks/the most powerful backlinks with	inanchor:seo inanchor:company = allinanchor:seo company
intext:	Body text keyword restricted search; restricts the results to documents containing one or more search terms in the body text of a page	Find pages containing the most relevant/most optimized body text	intext:seo
ext:/ filetype:	File type restricted search; narrows search results to the pages that end in a particular file extension	A few possible extensions/file types: PDF (Adobe Portable Document Format) HTML or .htm (Hypertext Markup Language) .xls (Microsoft Excel) .ppt (Microsoft PowerPoint) .doc (Microsoft Word)	filetype:pdf ext:pdf
*	Wildcard search; means "insert any word here"	Search for a phrase "partial match"	seo * directory returns "seo free directory," "seo friendly directory," etc.
related:	Similar URLs search; shows "related" pages by finding pages linking to the site and looking at what else they tend to link to (i.e., "co-citation"); usually 25 to 31 results are shown	Evaluate how relevant the site's "neighbors" are	Compare related: www.linkd1y.com and related: www.alchemistmedia.com
info:	Information about a URL search; gives information about the given page	Learn whether the page has been indexed by Google; provides links for further URL information; this search can also alert you to possible site issues	info: netconcepts.com will show you the page title and description, and invite you to view its related pages, incoming links, and the cached version of the page

cache:	See how the crawler perceives the page; shows Google's saved copy of the page	Google's text version of the page works the same way as SEO Browser	cache: www.stonetemple.com
~keyword	Shows keywords Google thinks are related to keyword	Can be very useful in uncovering related words that you should include on your page about keyword	~zoo ~trip will show you keywords related to zoo and trip

Combined Google queries

Format	Example	Format	Example
<code>domainname.com -</code> <code>site:domainname.com</code> (+ add &as_qdr=d [past one day] to the query string); use d3 for three days, m3 for three months, etc.	<code>seomoz -site:seomoz.org</code> <code>during past 24 hours</code>	<code>inanchor:keyword</code> <code>intitle:keyword</code>	<code>inanchor:seo intitle:seo</code>
<code>site:domain.com -</code> <code>inurl:www</code>	<code>site:iceposter.com -</code> <code>inurl:www</code>	<code>site:domain.com</code> <code>intitle:keyword</code>	<code>site:stonetemple.com</code> <code>intitle:seo</code>
<code>www site:domain.com</code>	<code>www</code>	<code>site:domain</code>	<code>site:seomoz.org</code>
<code>tld site:domain.tld</code>	<code>org site:netconcepts.com</code>	<code>inanchor:keyword</code>	<code>inanchor:seo</code>
<code>inurl:domain</code> <code>site:domain.com</code>	<code>inurl:stonetemple</code> <code>site:stonetemple.com</code>	<code>site:org bookmarks/</code> <code>links/"favorite sites"/</code>	<code>site:org donors</code>
<code>domain site:domain.com</code>	<code>alchemistmedia</code> <code>site:alchemistmedia.com</code>	<code>site:gov bookmarks/</code> <code>links/"favorite sites"/</code>	
<code>site:domain.com keyword</code>	<code>site:netconcept.com seo</code>	<code>site:edu bookmarks/</code> <code>links/"favorite sites"/</code>	
		<code>inurl:forum OR</code> <code>inurl:forums keyword</code>	<code>inurl:forum OR inurl:forums</code> <code>seo</code>

Bing Advanced Search Operators

Operator	Short description	SEO application	Example
<code>linkfromdomain:</code>	Domain outbound links restricted search; finds all pages the given domain links out to	Find the most relevant sites your competitor links out to	<code>linkfromdomain:seomoz.org</code> <code>seo</code>

contains:	File type restricted search; narrows search results to pages linking to a document of the specified file type	Find pages linking to a specific document type containing relevant information	contains:wma seo
ip:	IP address restricted search; shows sites sharing one IP address	ip:xxx.xxx.xxx.xxx	ip:207.182.138.245
inbody:	Body text keyword restricted search; restricts the results to documents containing query	Find pages containing the most relevant/best optimized body text	inbody:seo (equivalent to Google's intext:)
location:/loc:	Location-specific search; narrows search results to a specified location (multiple location options can be found under Bing's advanced search)	Find geospecific documents using your keyword	seo loc:AU
feed:	Feed keyword restricted search; narrows search results to terms contained in RSS feeds	Find relevant feeds	feed:seo
hasfeed:	Feed keyword restricted search; narrows search results to pages linking to feeds that contain the specified keywords	Find pages linking to relevant feeds	hasfeed:seo site:cnn.com

Example 1 Using number ranges

The number range operator can help restrict the results set to a set of model numbers, product numbers, price ranges, and so forth. For example:

site:stevespanglerscience.com "product/1700..1750"

Example 2 Advanced doc type searches

The filetype: operator is useful for looking for needles in haystacks. Here are a couple of examples:

**confidential business plan -template filetype:doc
forrester research grapevine filetype:pdf**

Verticals Search Engines

- **Vertical search** is the term people sometimes use for specialty or niche search engines that **focus on a limited data set**.
- Examples of vertical search solutions provided by the major search engines are **image, video, news, and blog searches**.
- These may be standard offerings from these **vendors**, but they are **distinct** from the engines' general web search functions.
- Vertical search results can provide significant opportunities for the **SEO practitioner**.
-

Vertical Search from the Major Search Engines

The big three search engines offer a wide variety of vertical search products

Google

Google Maps, Google Images, Google Product Search, Google Blog Search, Google Video, Google News, Google Custom Search Engine, Google Book Search, Google US Gov't Search, etc.

Yahoo!

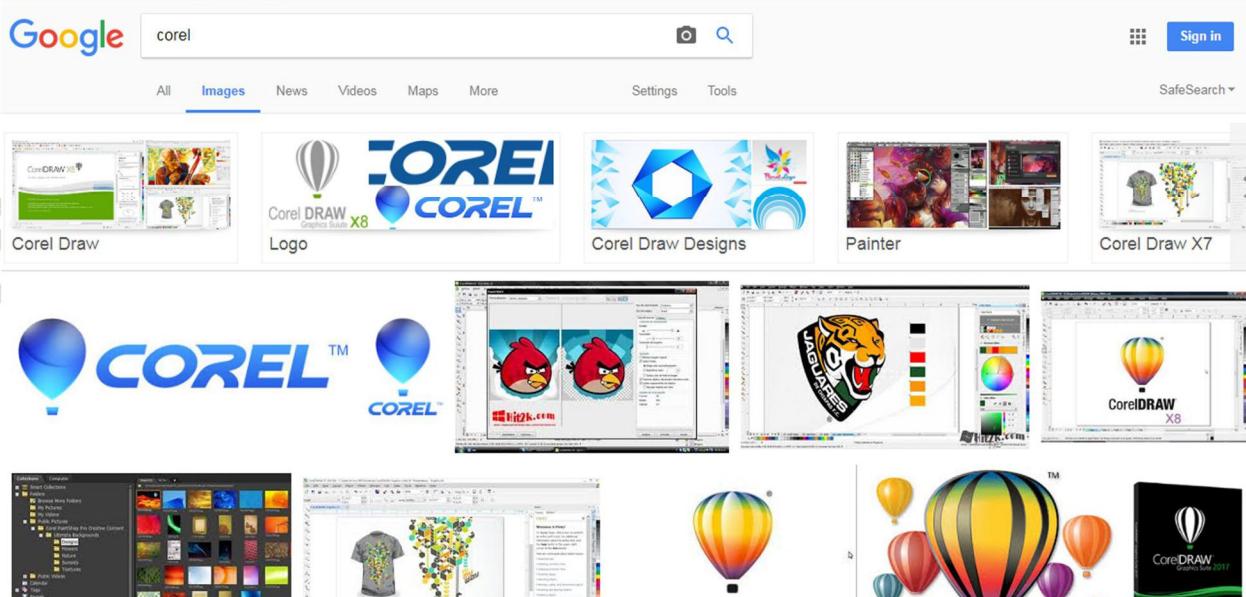
Yahoo! News, Yahoo! Local, Yahoo! Images, Yahoo! Video, Yahoo! Shopping, Yahoo! Audio Search, etc.

Bing

Bing Image, Bing Video, Bing News, Bing Maps, Bing Health, Bing Products, etc.

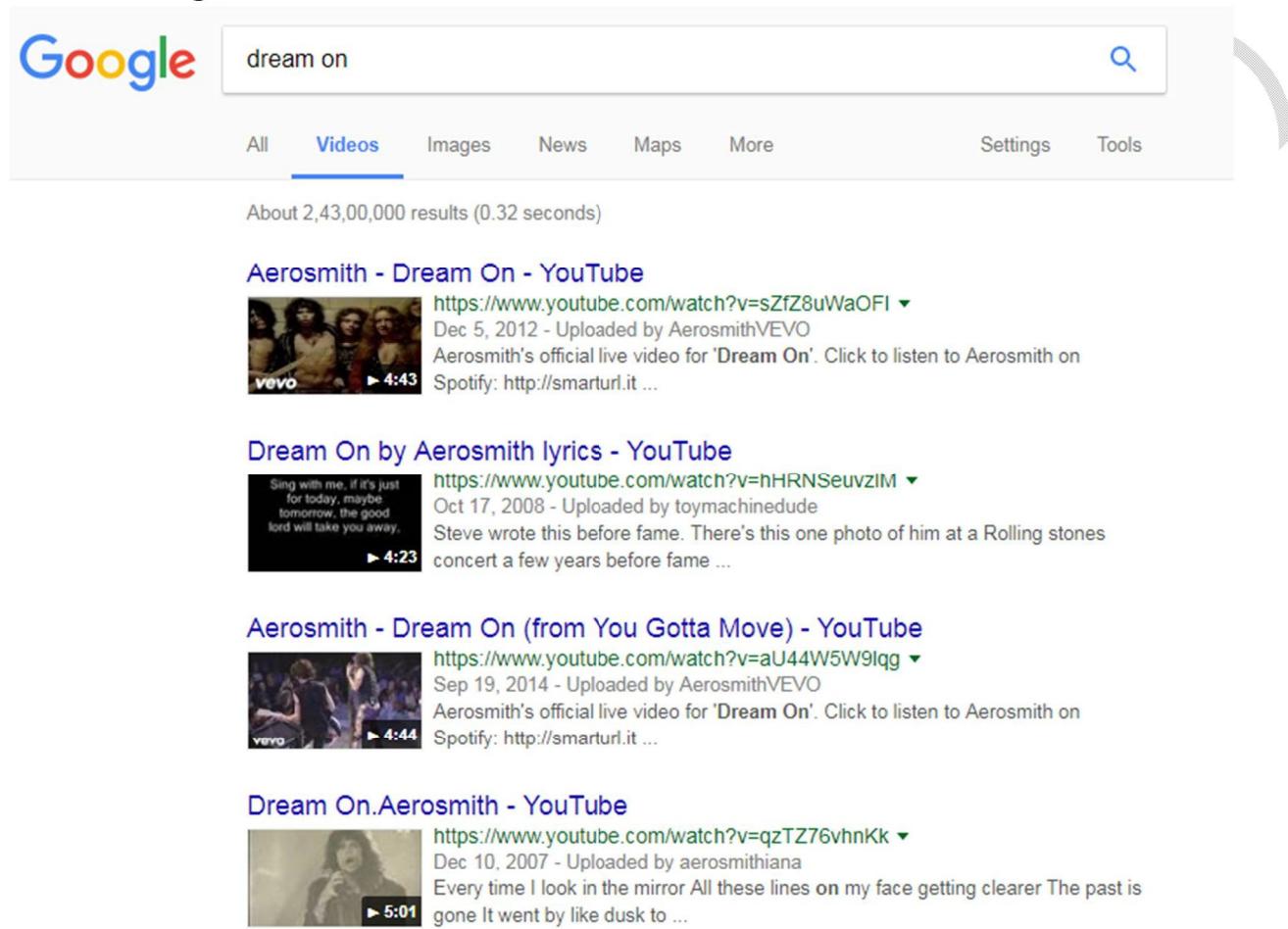
- **1. Image search**

- All three of the big search engines offer image search capability.
- Basically, image search engines limit the data that they crawl, search, and return in results to images.
- This means files that are in GIF, TIF, JPG, and other similar formats.



• 2. Video search

- As with image search, video search engines focus on searching specific types of files on the Web—in this case, video files in formats such as MPEG, AVI, and others.
- A very large number of searches are also performed in video search engines.



The screenshot shows a Google search results page for the query "dream on". The "Videos" tab is selected. The results list four video links related to the song "Dream On" by Aerosmith:

- Aerosmith - Dream On - YouTube**
<https://www.youtube.com/watch?v=sZfZ8uWaOFI> ▾
 Dec 5, 2012 - Uploaded by AerosmithVEVO
 Aerosmith's official live video for 'Dream On'. Click to listen to Aerosmith on Spotify: <http://smarturl.it> ...
- Dream On by Aerosmith lyrics - YouTube**
<https://www.youtube.com/watch?v=hHRNSeuvzIM> ▾
 Oct 17, 2008 - Uploaded by toymachinedude
 Steve wrote this before fame. There's this one photo of him at a Rolling stones concert a few years before fame ...
- Aerosmith - Dream On (from You Gotta Move) - YouTube**
<https://www.youtube.com/watch?v=aU44W5W9lqq> ▾
 Sep 19, 2014 - Uploaded by AerosmithVEVO
 Aerosmith's official live video for 'Dream On'. Click to listen to Aerosmith on Spotify: <http://smarturl.it> ...
- Dream On.Aerosmith - YouTube**
<https://www.youtube.com/watch?v=qzTZ76vhnKk> ▾
 Dec 10, 2007 - Uploaded by aerosmithiana
 Every time I look in the mirror All these lines on my face getting clearer The past is gone It went by like dusk to ...

• 3. News search

- News search is also unique. News search results operate on a different time schedule, as they must be very, very timely.
- Few people want to read the baseball scores from a week ago when several other games have been played since then.
- News search engines must be able to retrieve information in real time and provide nearly instantaneous responses.
- Modern consumers tend to want their news information now.

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NEWS

libya

Web Libya Committee Votes in Favor of Constitutional Draft
News US News & World Report 9 hours ago
More A committee tasked with writing a constitution for Libya voted on Saturday in favor of a draft, paving the way for parliament to approve a referendum and causing uproar among opponents ...

 **Libya committee votes in favor of constitutional draft**
seattlepi.com 3 hours ago
A committee tasked with writing a constitution for Libya voted on Saturday in favor of a draft, paving the way for parliament to approve a referendum and causing uproar among opponents ...

Libya committee votes in favor of constitutional referendum
Fox News 9 hours ago
BENGHAZI, Libya – A committee tasked with writing a constitution for Libya has voted in favor of putting a draft to a referendum, causing uproar among opponents. Critics, including ...

 **Libya jihadists kill 5 in attack on strongman's forces**
AFP via Yahoo News 2 hours ago
Benghazi (Libya) (AFP) - Jihadists on Sunday killed five members of a force led by military strongman Khalifa Haftar in the country's east, a pro-Haftar news agency reported. "Terrorist ...

 **Emmanuel Macron says France will set up refugee 'hotspots' in Libya**

- **4. Local search/Maps**

- Next up in our hit parade of major search verticals is local search (a.k.a. map search).
- Local search results are now heavily integrated into the traditional web search results, so a presence in local search can have a large impact on organizations that have one or more brick and mortar locations.
- Local search engines search through databases of locally oriented information, such as the names, phone numbers, and locations of local businesses around the world, or just provide a service, such as offering directions from one location to another.

- **5. Blog search**

- **6. Book search**

- **7. Shopping search**

➤ **Universal Search/Blended Search**

- Google made a big splash in 2007 when it announced Universal Search.
- This was the notion of integrating images, videos, and results from other vertical search properties directly into the main web search results.

➤ **More specialized vertical search engines**

Vertical search can also come from third parties.

Here are some **examples**:

- Comparison shopping engines, such as **PriceGrabber, Shopzilla, and NexTag**
- Travel search engines, such as **Expedia, Travelocity, Kayak, and Uptake**
- Real estate search engines, such as **Trulia and Zillow**
- People search engines, such as **Spock and Wink**
- Job search engines, such as **Indeed, CareerBuilder, and SimplyHired**
- Music search engines, such as **iTunes Music Store**
- B2B search engines, such as **Business.com, KnowledgeStorm, Kellysearch, and ThomasNet**

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Country- Specific Search Engines

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- At this stage, search is **truly global in its reach.**
- Google is the **dominant search engine in many countries**, but not all of them.
- How you optimize your website depends heavily on the target market for that site, and the search engines that (are) the most important in that market.
- According to **comScore** data from June 2011, **Google receives 68.9%** of all searches performed worldwide.
- In addition, Google is the market share leader in **every major regional market**
- **In the Asia Pacific region, however, Google holds a relatively narrow 42.3% to 24.8% edge over Baidu, the largest search engine in China.**

Search engines are major players:

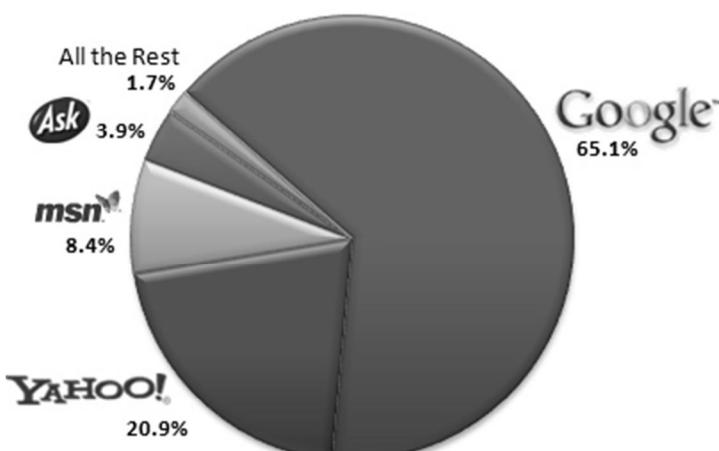
China: Baidu News reported in April 2011 that **Baidu** had more than 75% market share in China in 2010

Russia: According to figures announced by **Yandex**, the company's market share in Russia comprised about 65% of all searches in March 2011

South Korea: Naver (<http://www.naver.com>) was estimated to have about 70% market share in South Korea in February 2011

Czech Republic: The StartupMeme Technology blog reported Seznam (<http://seznam.cz>) as having more than 45% market share in the Czech Republic in early January 2011

May 2007 by Hitwise



Specific Countries

- One of the problems international businesses continuously need to address is identifying themselves as "**local**" in the eyes of the search engines.
- **In other words**, if a search engine user is located in India and wants to see where the wine shops are in Mumbai, how does the search engine know which results to show?
 - **Contribute to international ranking success:**
 1. Owning the proper domain extension (**e.g., .com.au, .co.uk, .fr, .de, .nl**) for the country that your business is targeting
 2. Hosting your website in the country you are targeting (with a **country-specific IP address**)
 3. Registering with local search engines:
 - — **Google: http://www.google.co.in**
 - — **Yahoo!: https://in.yahoo.com/**
 - — **Bing: https://www.bing.com/?cc=in**
 4. Having other sites from the same country link to you Using the native language on the site (an absolute requirement for usability)
 5. Placing your relevant local address data on every page of the site Defining your preferred region in **Google Webmaster Tools**

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Best Of Luck

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