SEARCHING THE WEB

The good news about the Internet and its most visible component, the World Wide Web, is that there are hundreds of millions of pages available, waiting to present information on an amazing variety of topics.

The bad news about the Internet is that there are hundreds of millions of pages available, most of them titled according to the whim of their author, almost all of them sitting on servers with cryptic names. When you need to know about a particular subject, how do you know which pages to read? If you're like most people, you use and visit an Internet search engine or what we call search tool.

Internet search engines are special sites on the Web that are designed to help people find information stored on other sites.

Search Engines Basic Task

- They search the Internet -- or select pieces of the Internet -- based on important words.

- They keep an index of the words they find, and where they find them.

- They allow users to look for words or combinations of words found in that index.

Famous Search Engines on the Web

Google is a web search engine owned by Google Inc. and is the most-used search engine on the Web. Google receives 3.3 billion queries each day through its various services.

Yahoo Search is a web search engine, owned by Yahoo! Inc. and was up as of December 2009, the 2nd largest search engine on the web by query volume, at 6.29%, after its competitor Google at 85.35% and before Bing at 3.27%, according to Net Applications.

Famous Search Engines on the Web continued...

Ask.com was originally known as Ask Jeeves, where "Jeeves" is the name of the "gentleman's personal gentleman" or valet, fetching answers to any question asked.

Bing (formerly Live Search, Windows Live Search, and MSN Search), is the current web search engine (advertised as a "decision engine") from Microsoft. Bing was unveiled by Microsoft CEO Steve Ballmer on May 28, 2009 at the All Things Digital conference in San Diego.

AOL Search is a web-based search engine which crawls the web for video content. Some video search engines analyze externally hosted content while others allow content to be uploaded and hosted on their own servers.   Some engines also allow the users to search by video format type and by length of the clip. Search results are usually accompanied by a thumbnail view of the video.

Blekko.com was developed by ex-Googlers and they present themselves as the "spam free search engine". It is better suited for webmasters and SEO's who need more data for SEO purposes rather than normal users.

 DuckDuckGo has a number of advantages over the other search engines. It has a clean interface, it does not track users, it is not fully loaded with ads and has a number of very nice features.

ChaCha.com according to alexa chacha.com is the 8th most popular search engine with a ranking position of 297 in the US. It is similar to ask.com where users can ask or answer a particular question. They also have a number of quizzes that can help you decide on a number of topics. It's not bad at all and the answers are precise and to the point. For example if you search "What is the best search engine?" you will get an answer that Google is the best and most popular search engine and Yahoo is on the second place.
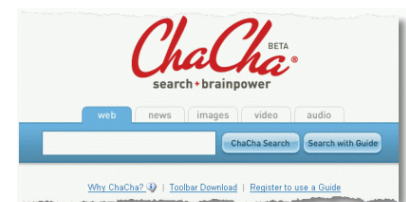
SEO and My Web Site

What is Search Engine Optimization (SEO)?

SEO is the practice of improving and promoting a website to increase the number of visitors the site receives from search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.

SEO isn't just about building search engine-friendly websites. It's about making your site better for people too.
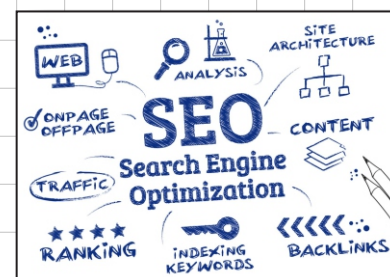
Why does my website need SEO?

The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information, or just about anything else.

Search engines are unique in that they provide targeted traffic - people looking for what you offer. Search engines are the roadways that make this happen. If search engines cannot find your site, or add your content to their databases, you miss out on incredible opportunities to drive traffic to your site.

Search Queries

The words that users type into the search box - carry extraordinary value. Experience has shown that search engine traffic can make (or break) an organization's success. Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing. Investing in SEO can have an exceptional rate of return compared to other types of marketing and promotion.

Why can't the search engines figure out my site without SEO?

Search engines are smart, but they still need help. The major engines are always working to improve their technology to crawl the web more deeply and return better results to users. However, there is a limit to how search engines can operate. Whereas the right SEO can net you thousands of visitors and increased attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal.

Can I do SEO for myself?

The world of SEO is complex, but most people can easily understand the basics. Even a small amount of knowledge can make a big difference. Free SEO education is widely available on the web, including in guides like this. Combine this with a little practice and you are well on your way to becoming a guru.

Laboratory Manual

Lab. 7.1 **Engines Work**
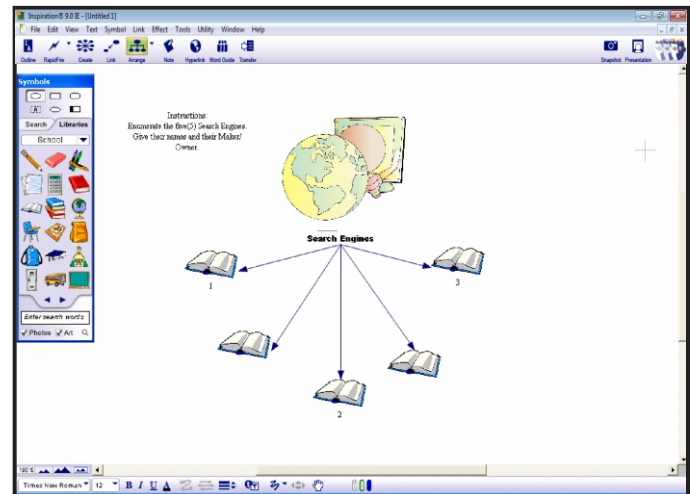*Estimated Completion time: 15 - 20 Minutes*

Directions:

Preview:

Score

1. Launch **Inspiration**.

2. Open and perform **Engines Work**.

3. Enumerate five (5) search engines and the companies that made them.

4. Type your answers in the symbols provided.

5. Save the activity as **EnginesWork**.

Lab. 7.2 **Searching**
Estimated Completion time: 15 - 20 Minutes

Score

Preview:

Directions:

1. Launch **Inspiration**.

2. Open and answer **Searching**.

3. Follow the directions stated in the diagram.

4. Save the activity as **Searched**.