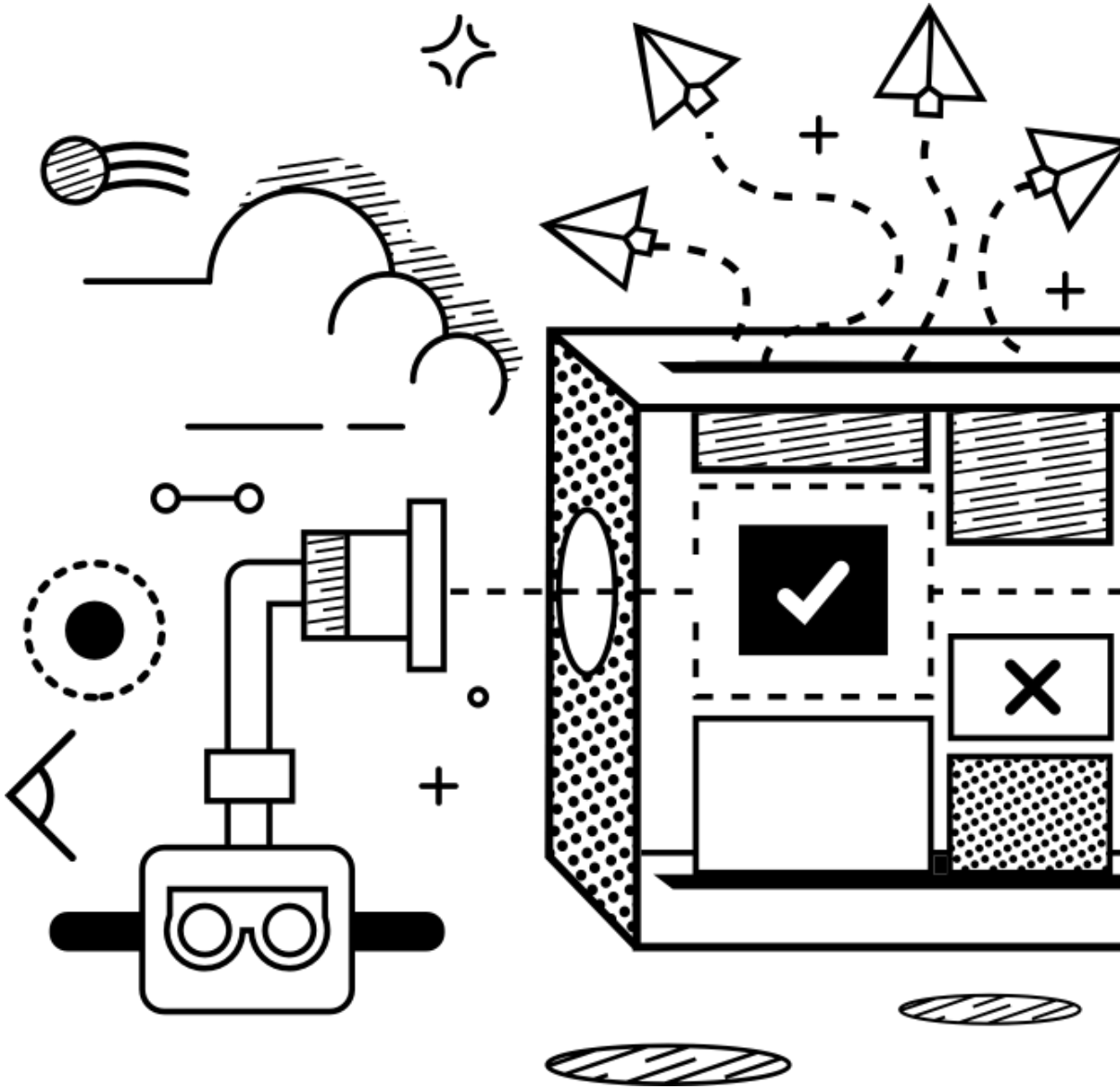
candour

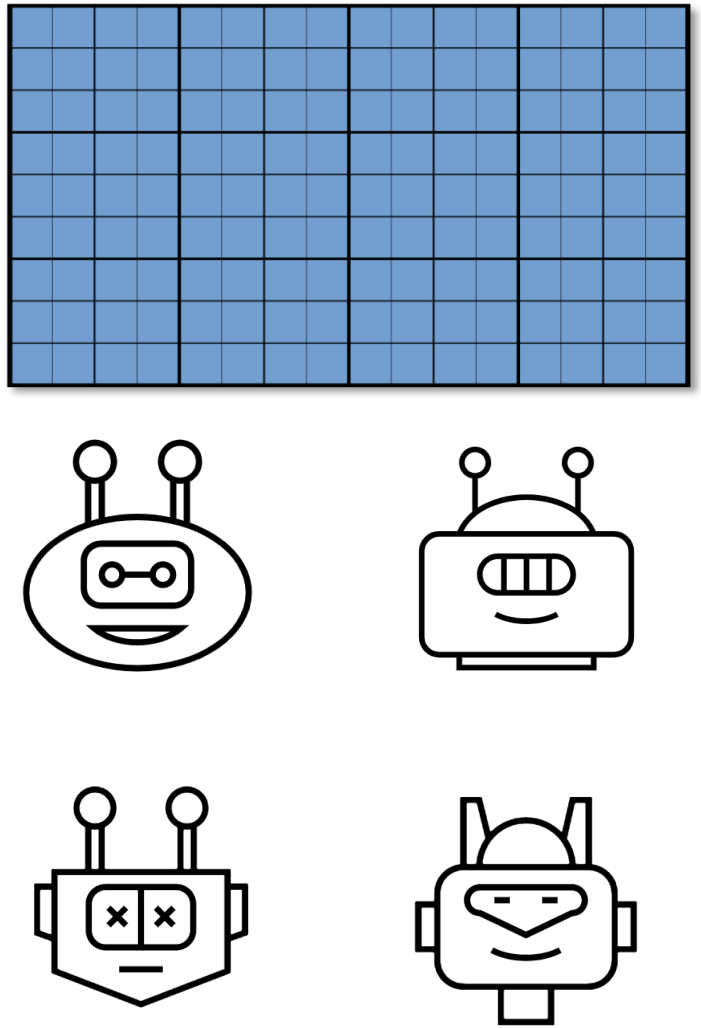
Search engine algorithms



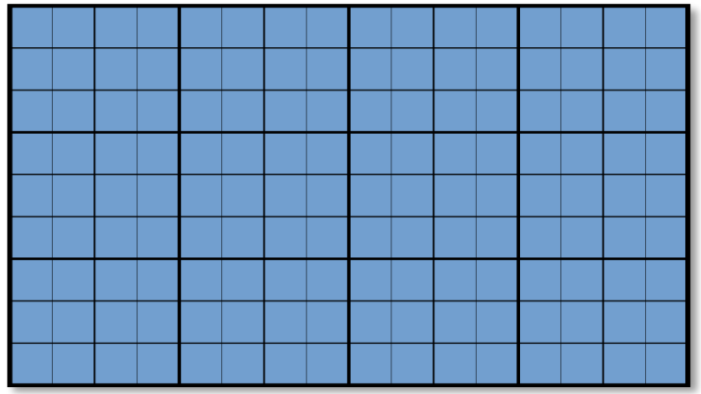
Trainer:

Mark Williams-Cook
Candour

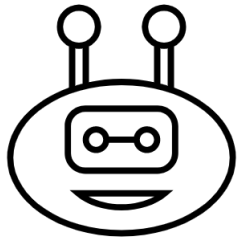
What is an algorithm?

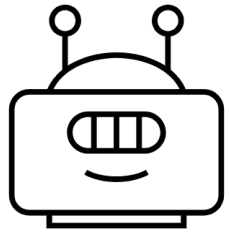


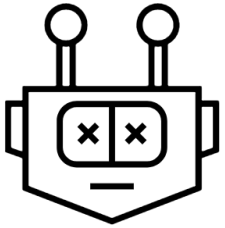
What is an algorithm?

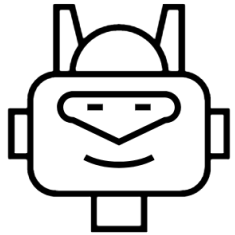


"A process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer."

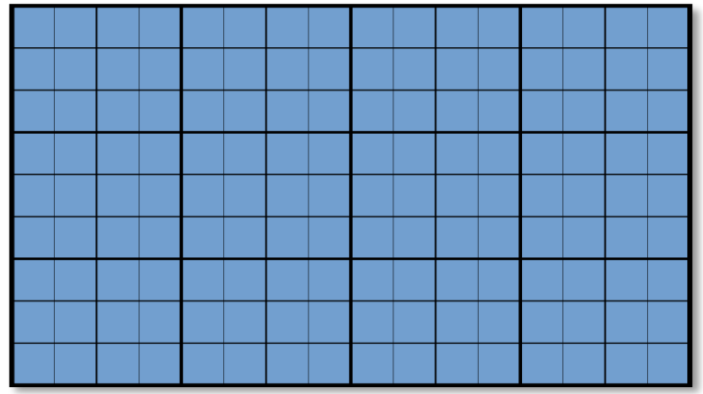


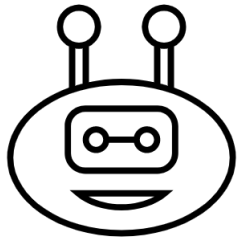


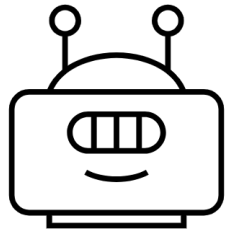


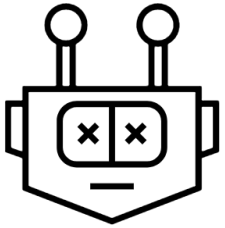


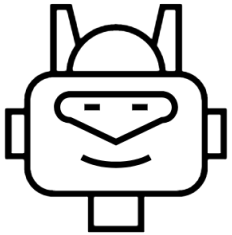
How did we get here?











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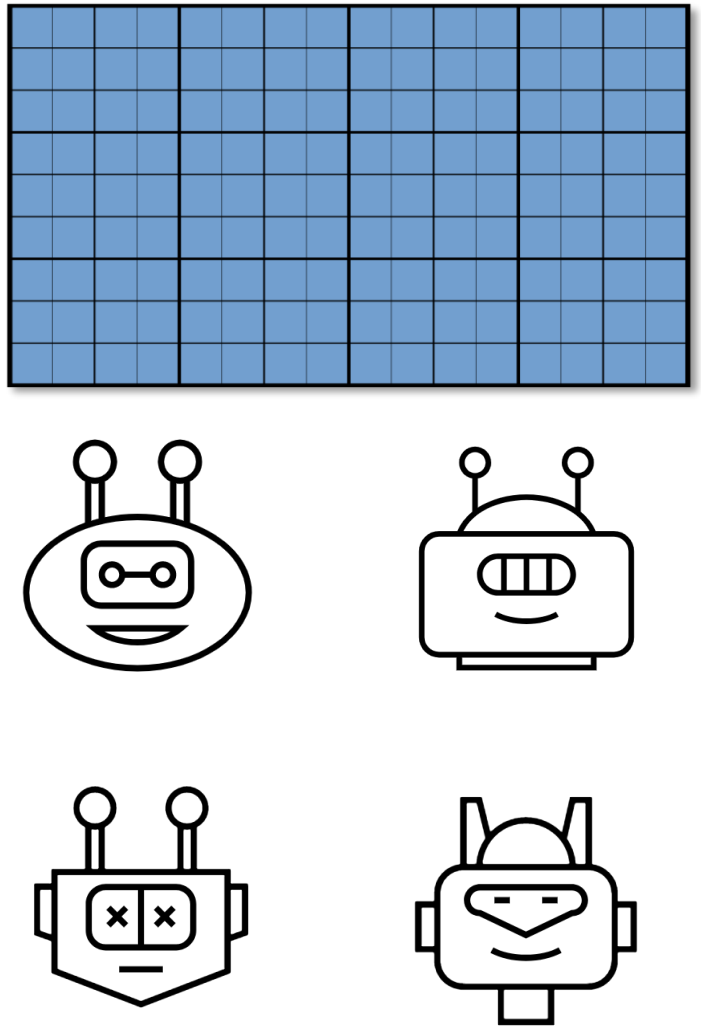

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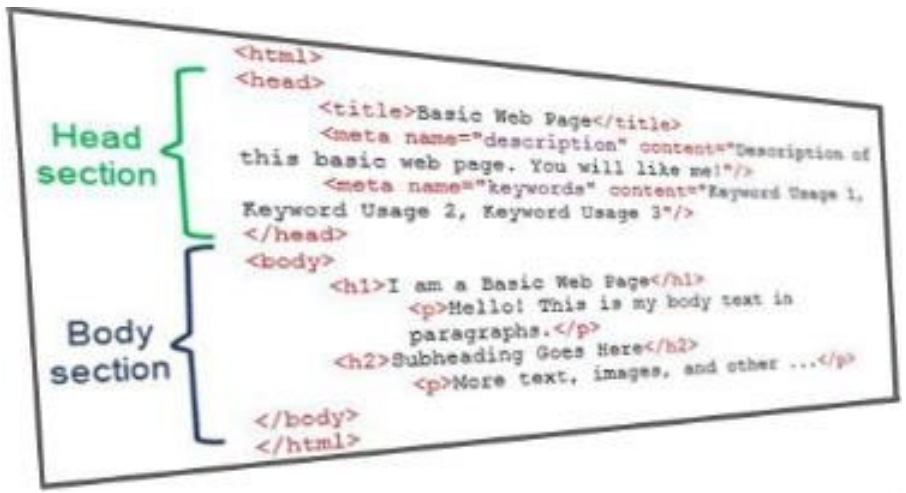
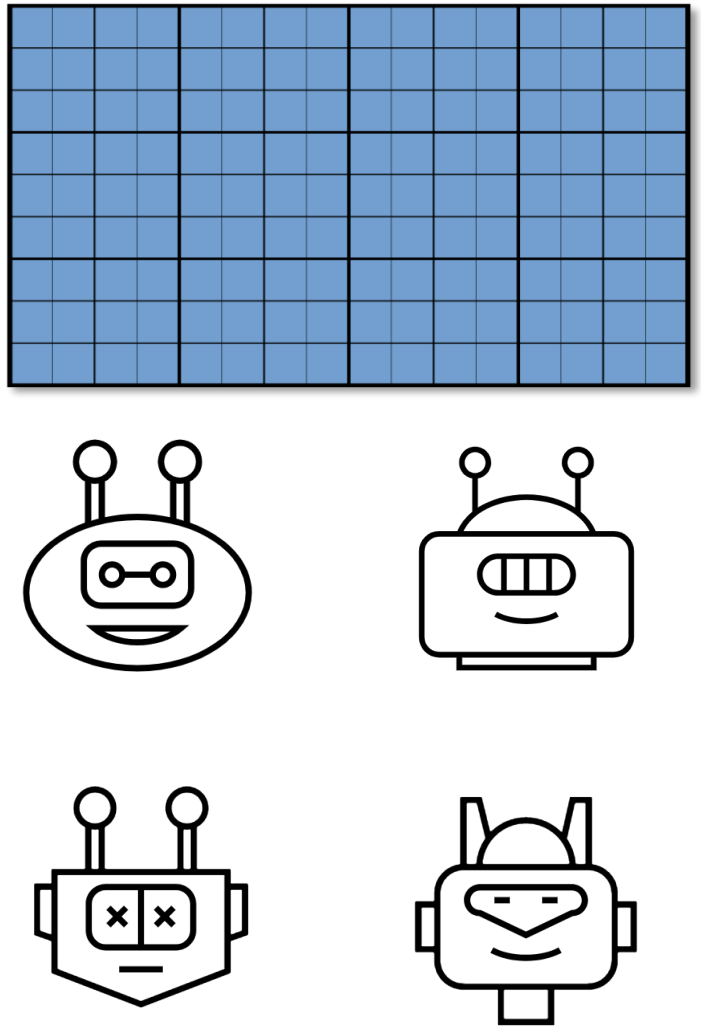
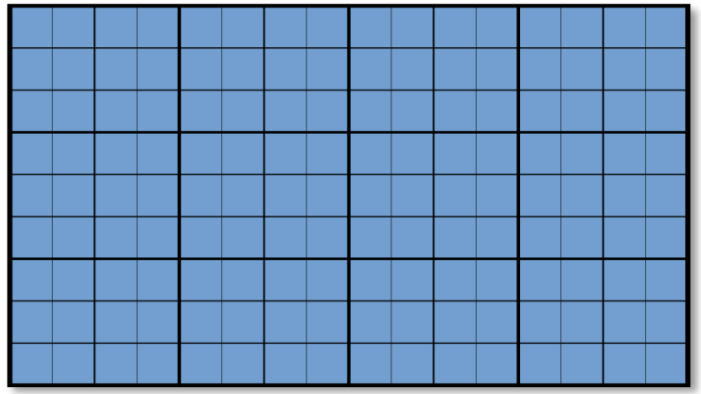
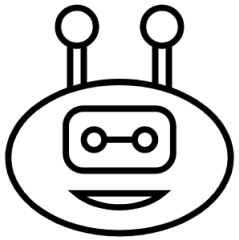


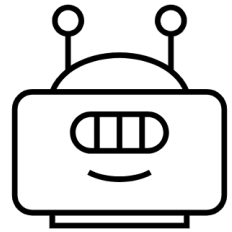


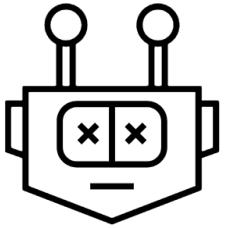
Search engine algorithms

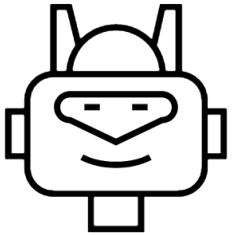
How did we get here?











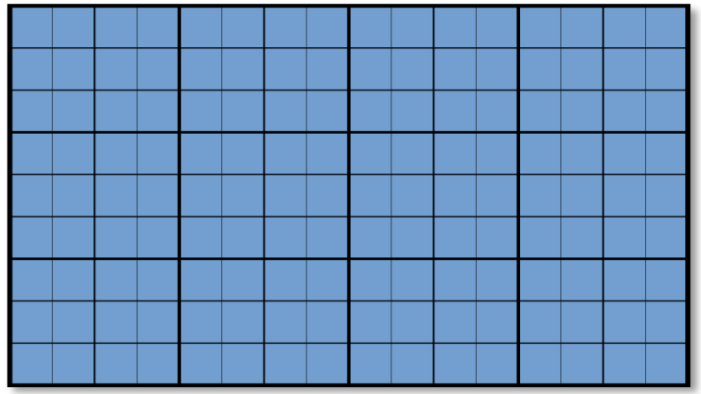
Google! BETA

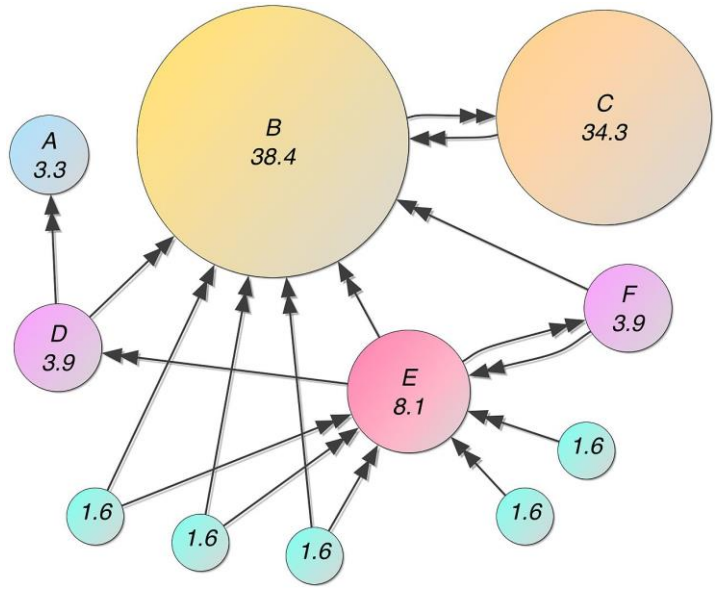
1998

PageRank

Google is started considering the link relationships between web pages.

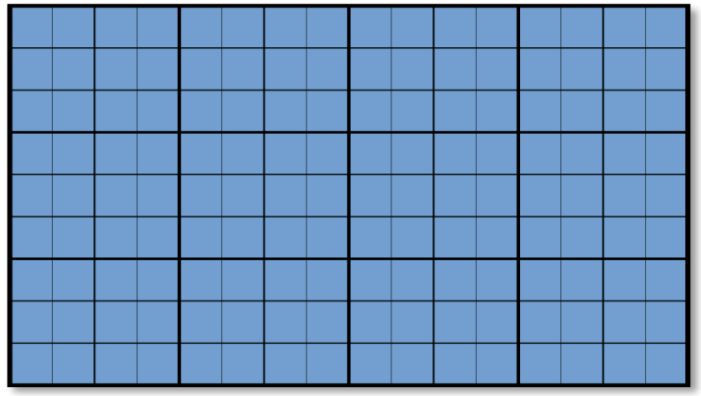
One of their most famous algorithms is “PageRank”





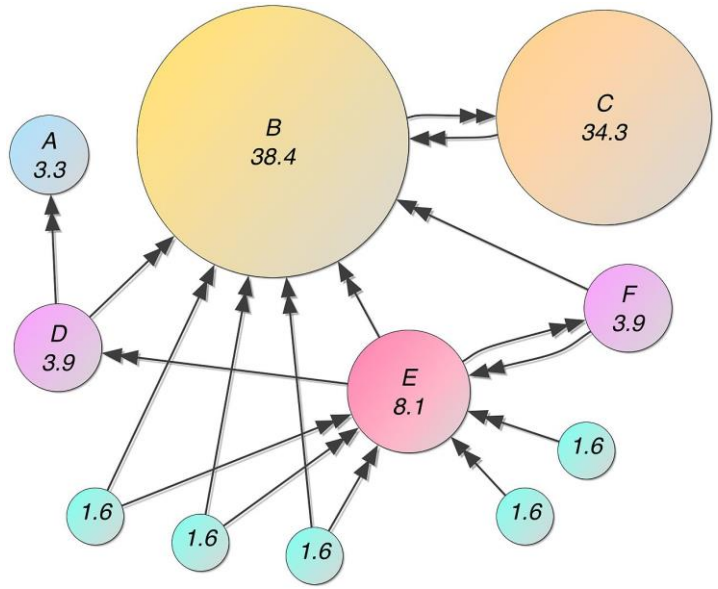
https://en.wikipedia.org/wiki/PageRank

PageRank



Important to note:

- PageRank is not Google's only algorithm!
- It's very old and its impact has changed



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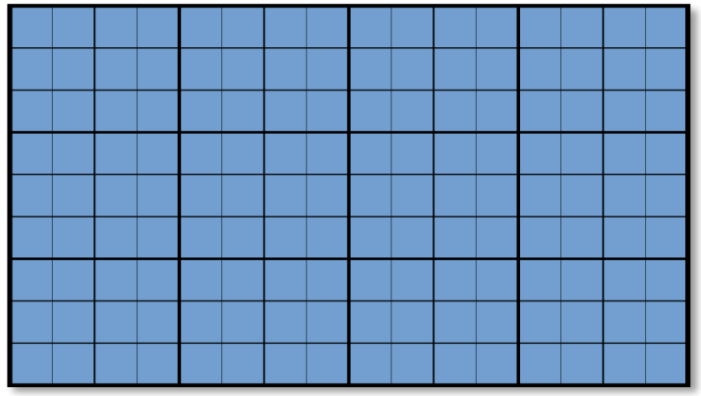
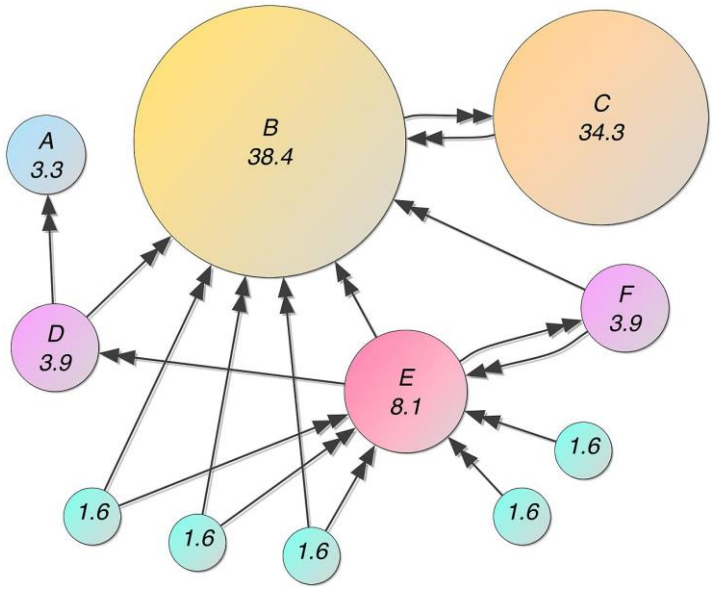
PageRank



Fundamentally it described:

- If a page is regularly linked to, it's likely it is a helpful or good page.
- Pages linked from pages themselves that have a lot of links, are very likely to be good (good sites don't link to bad sites).



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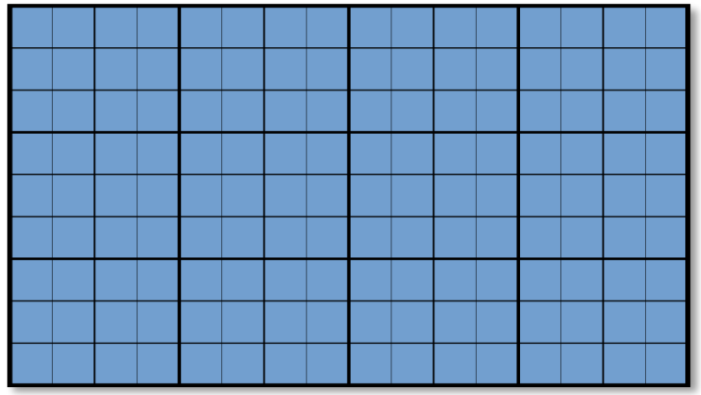
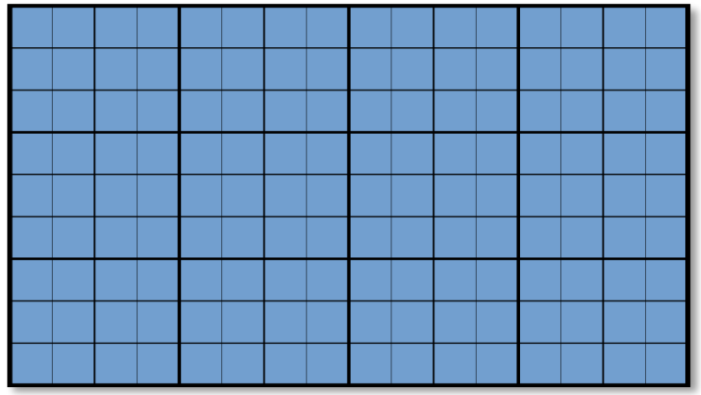
An example of the old approach



Basing our decision on “on-page” data

Old search engines



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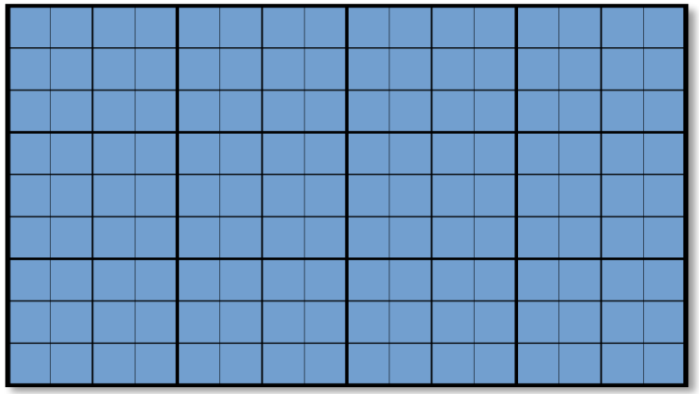

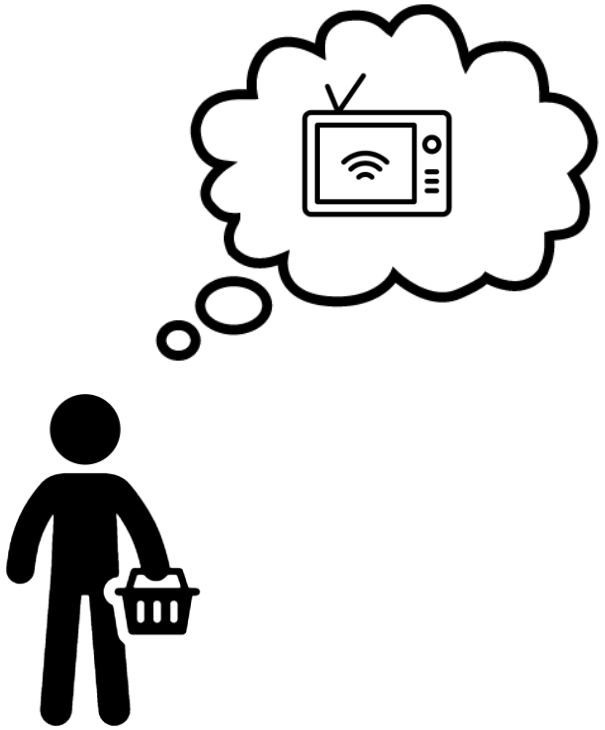

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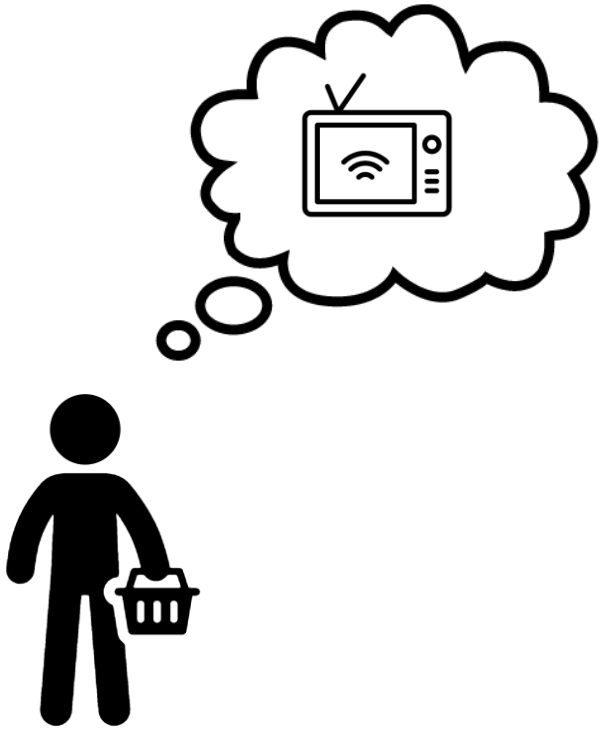

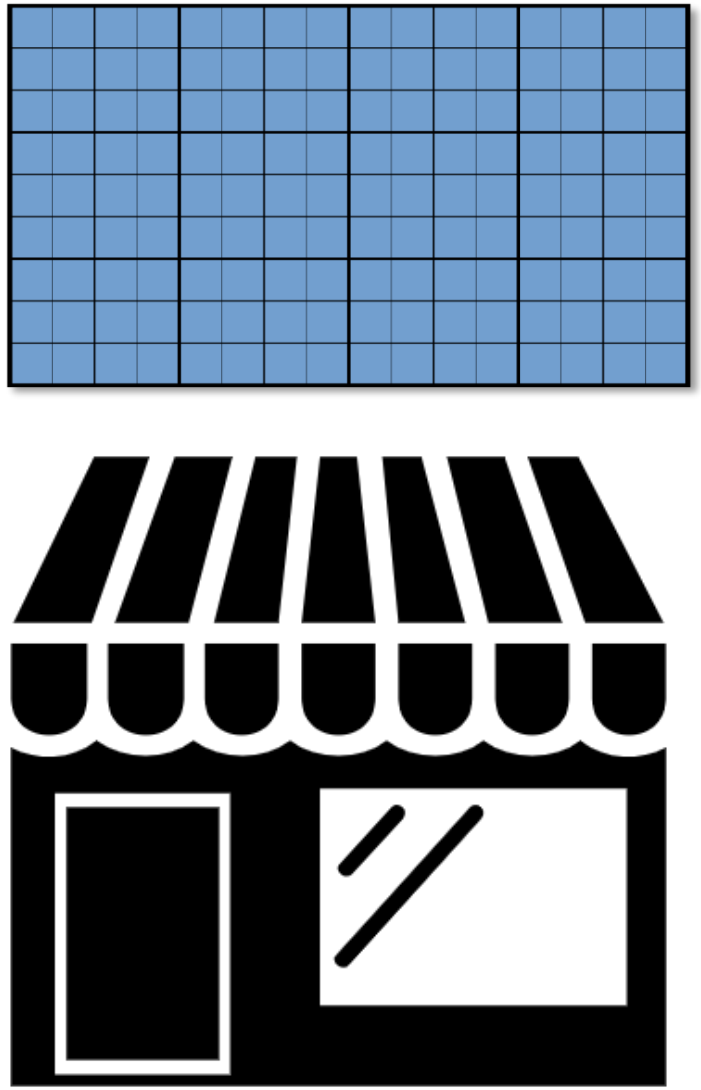

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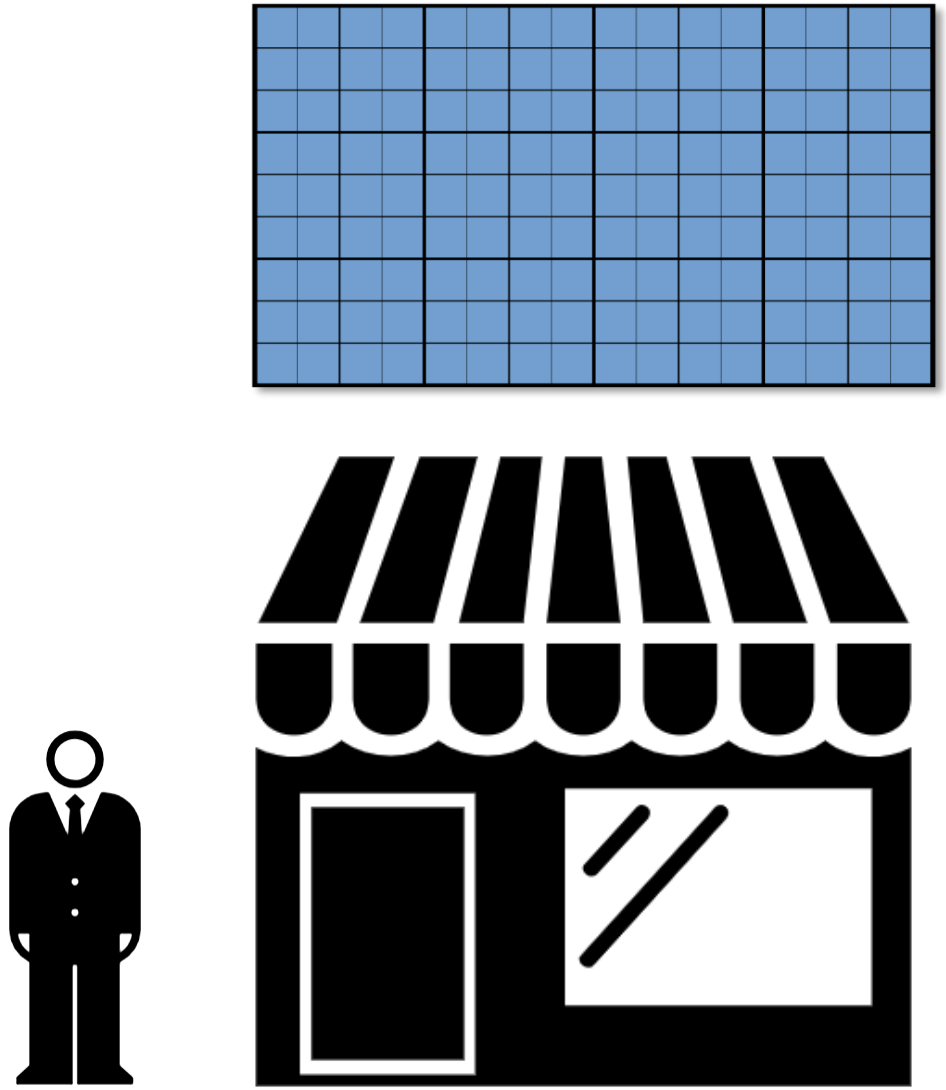

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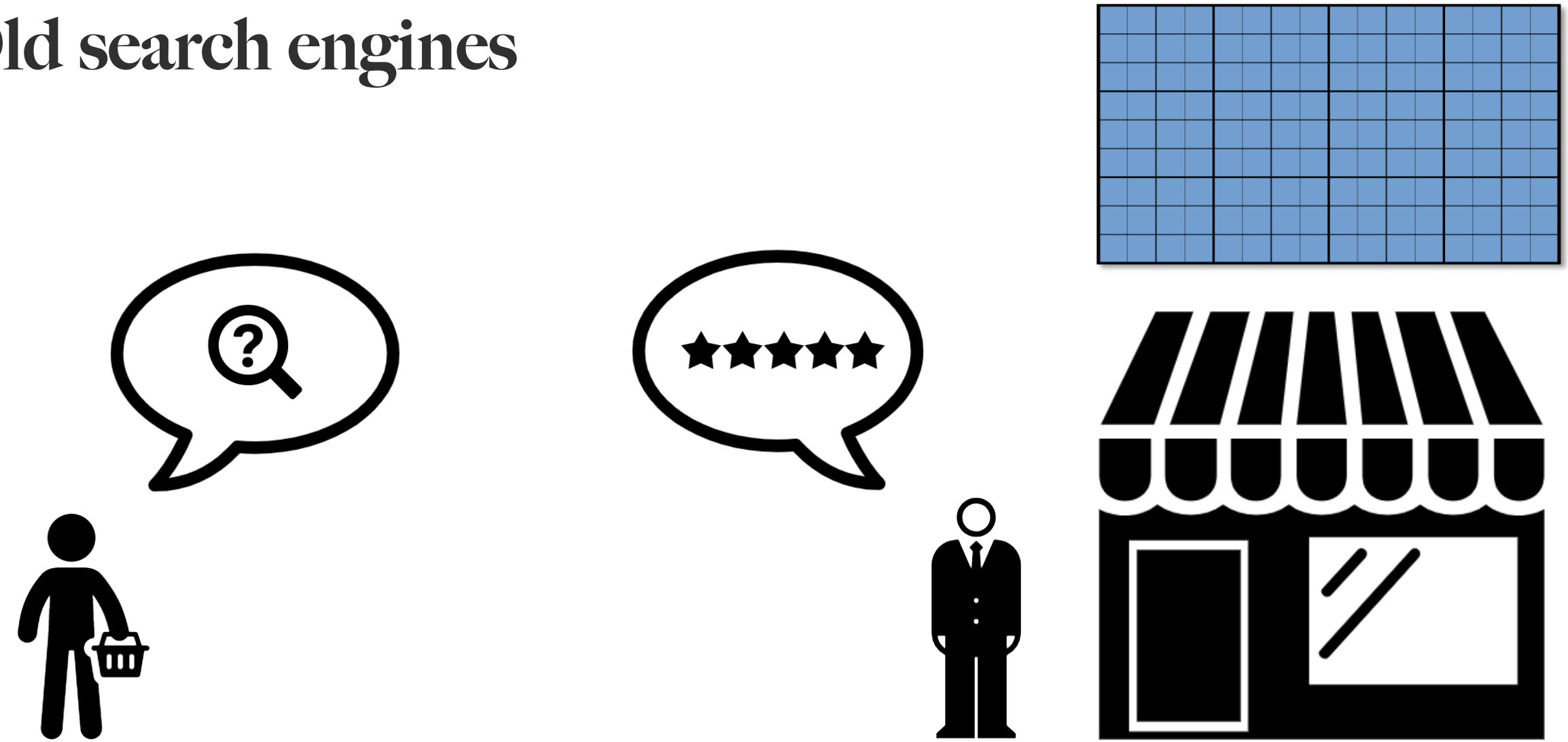

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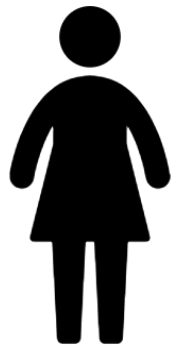
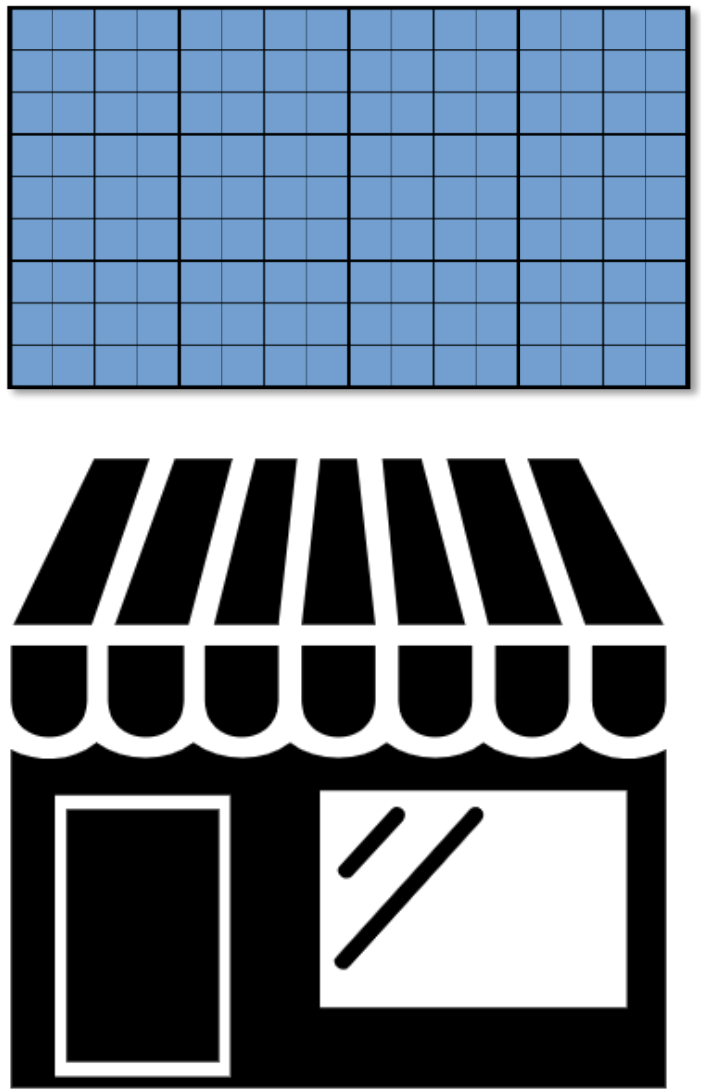
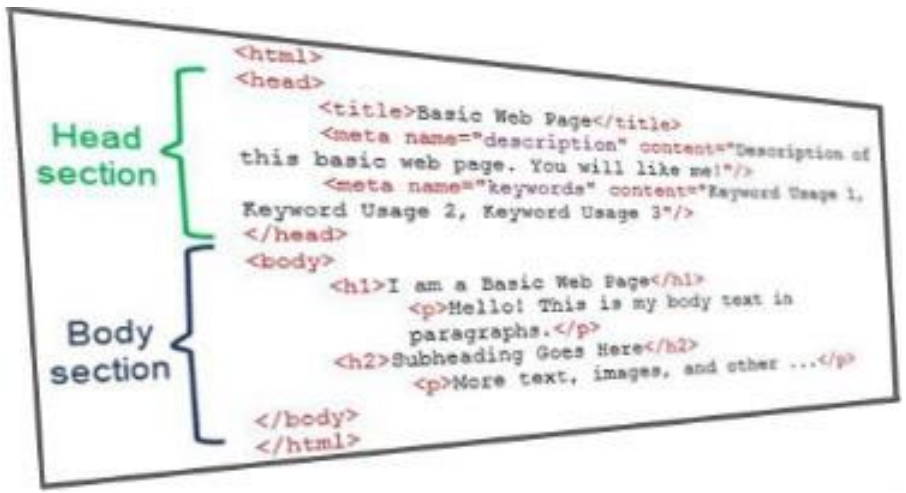


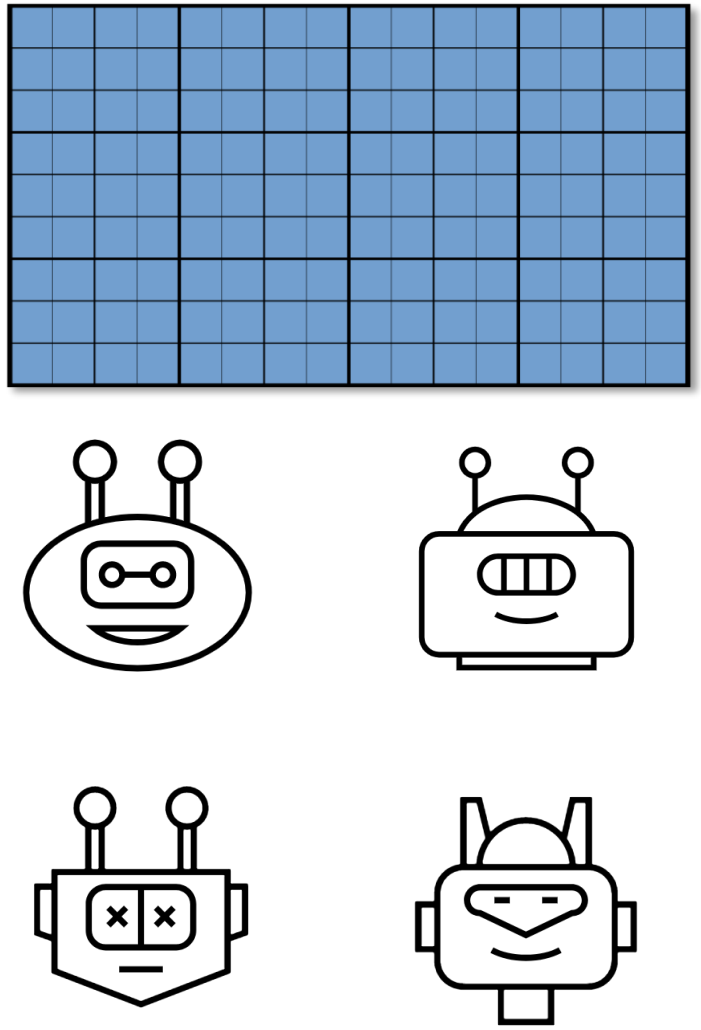


Search engine algorithms

Old search engines

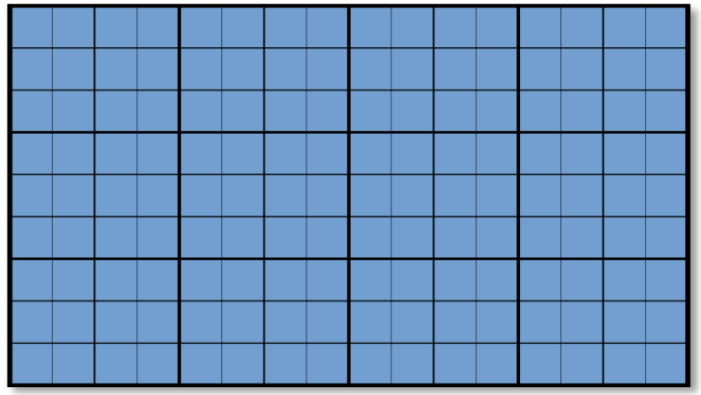
How did we get here?





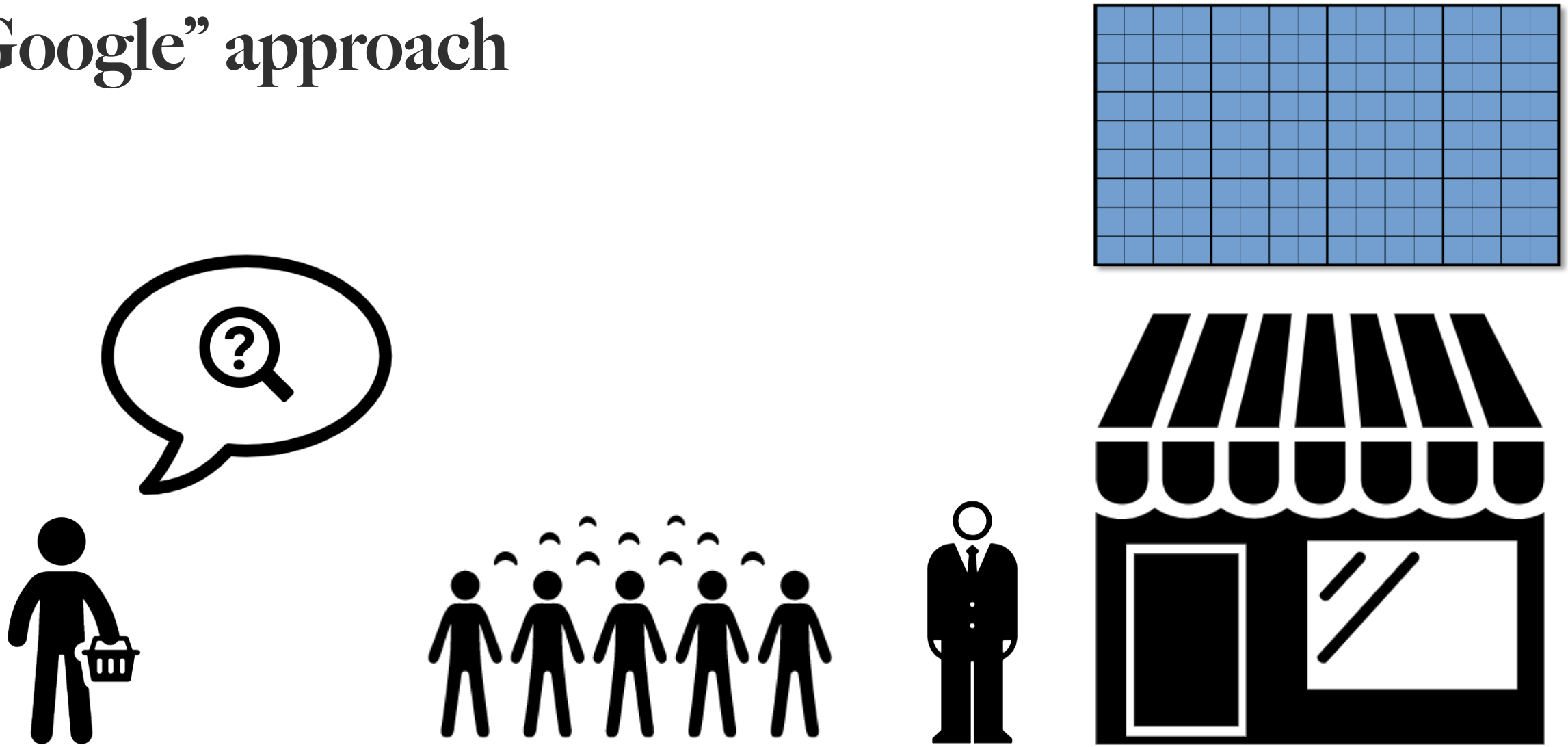
Search engine algorithms

“Google” approach

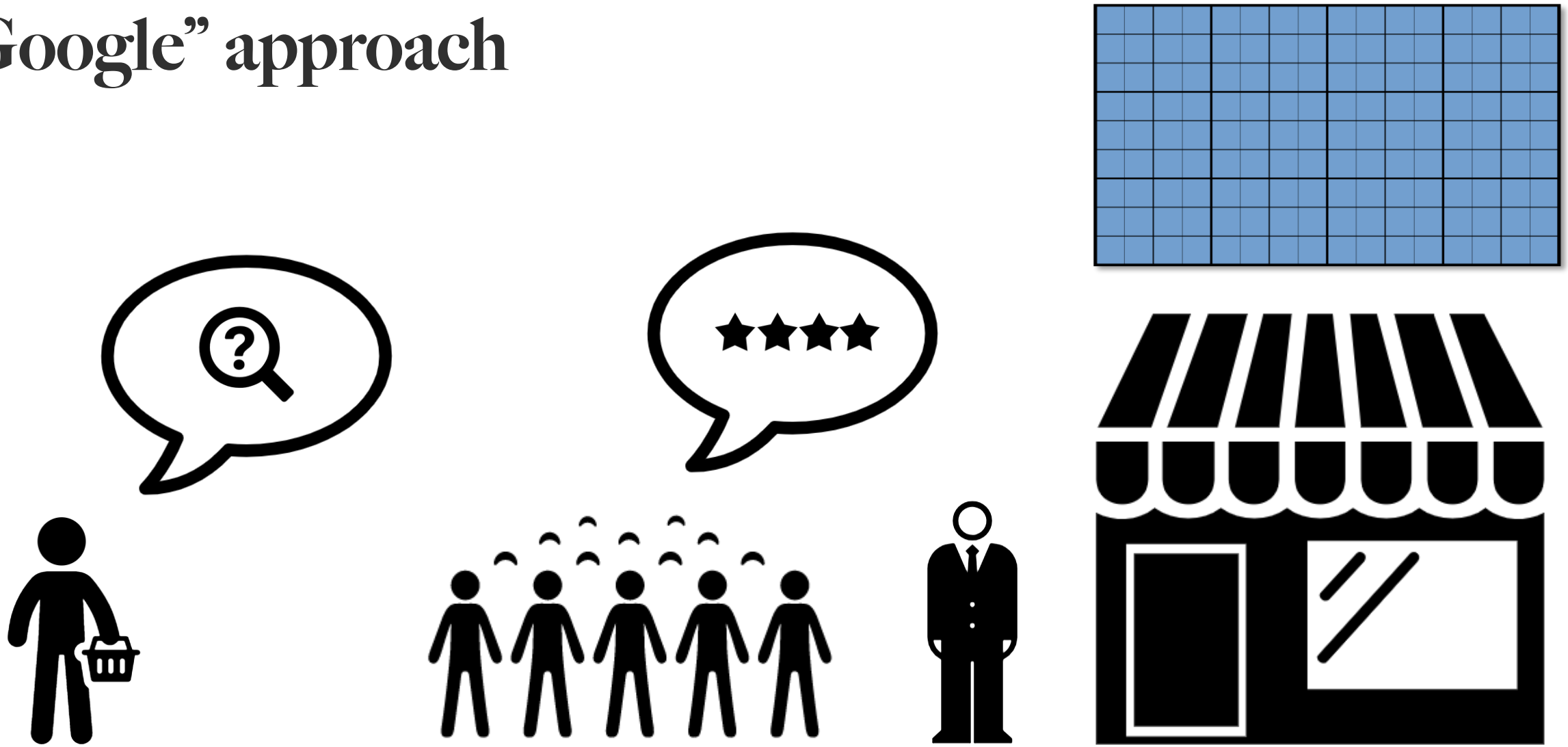


Basing our decision on “off-page” data

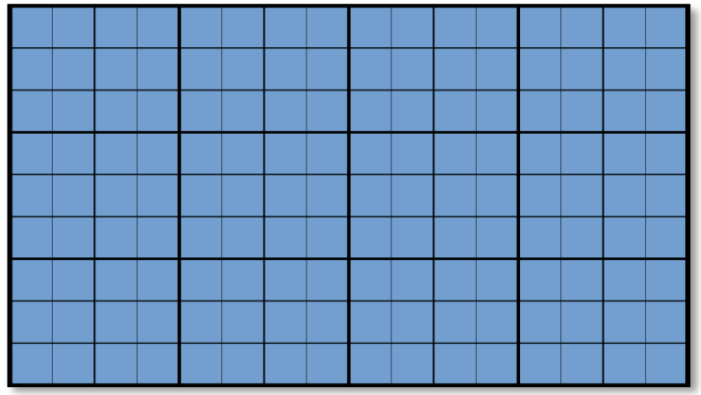
“Google” approach



“Google” approach

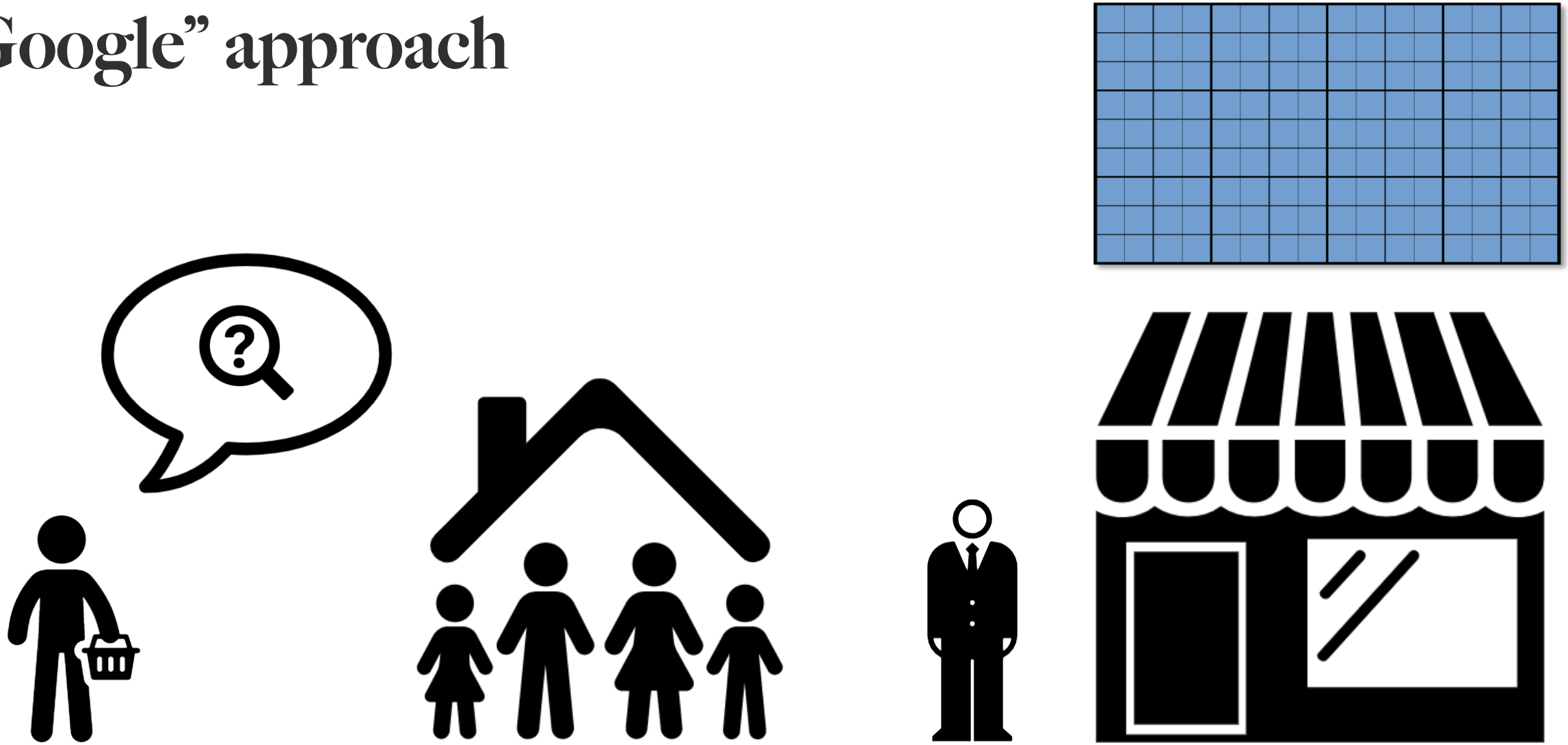


Key concept



Think of **links** like they are **votes**

“Google” approach



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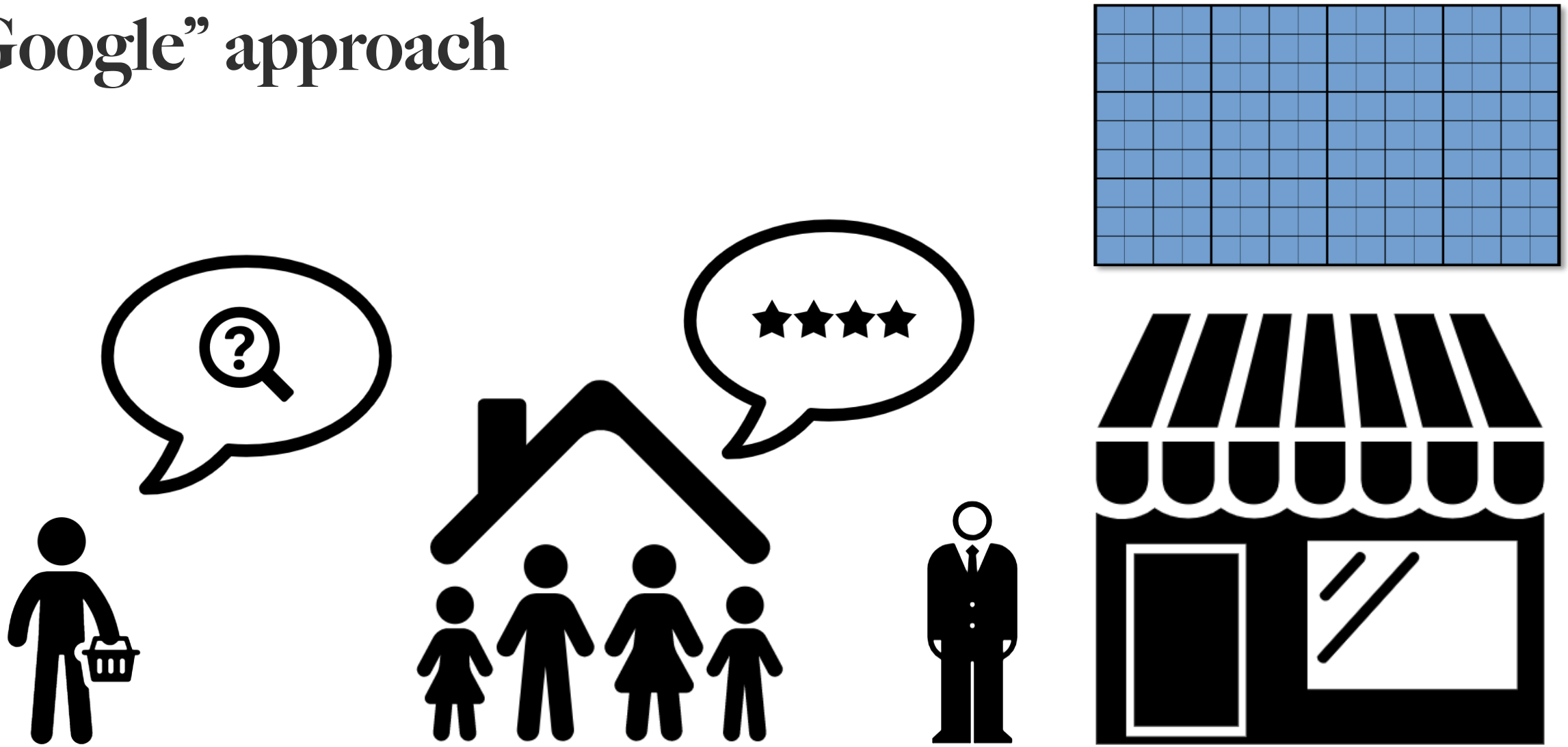

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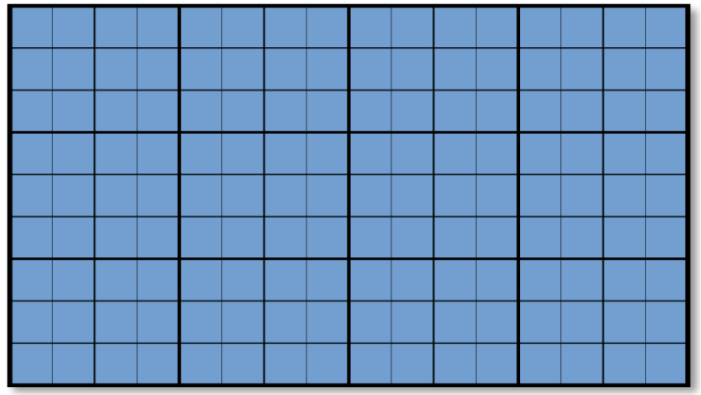
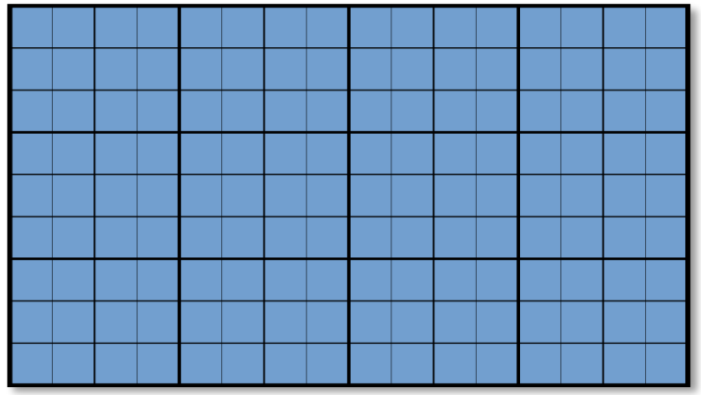


Remember: Not all votes are equal

Google's algorithm



Is trying to find the best possible answer to the user's query in the shortest amount of time.