

Search Engines & Online Auction

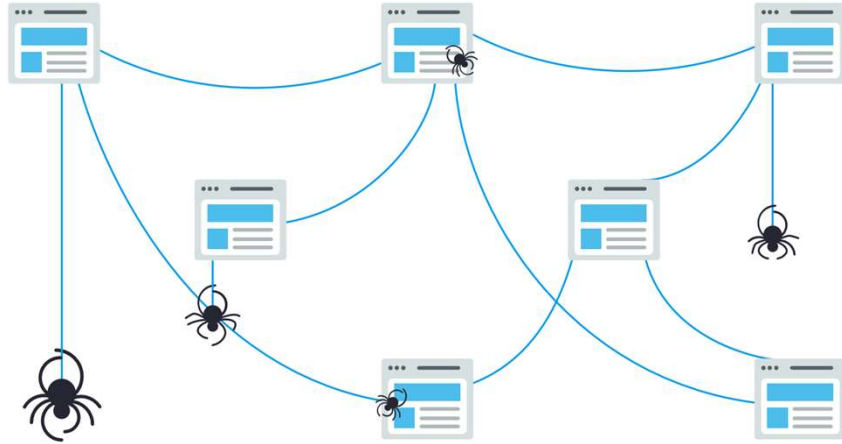
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Search Engines

- **Crawl:** Scour the Internet for content, looking over the code/content for each URL they find.
- **Index:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
- **Rank:** Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant

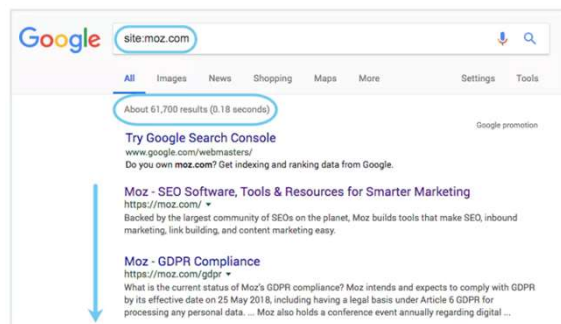
Ref : <https://moz.com/beginners-guide-to-seo/how-search-engines-operate>

Crawling



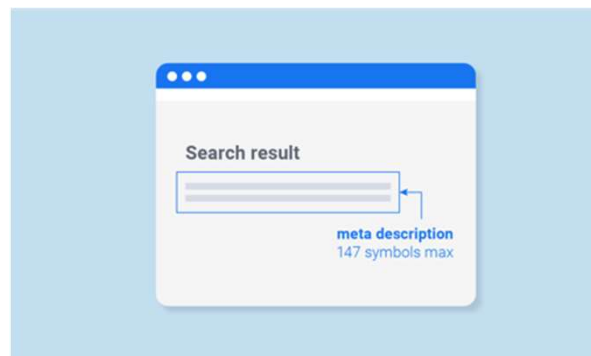
Crawling

One way to check indexed pages is "**site:yourdomain.com**", an advanced search operator. This will return results Google has in its index for the site specified:



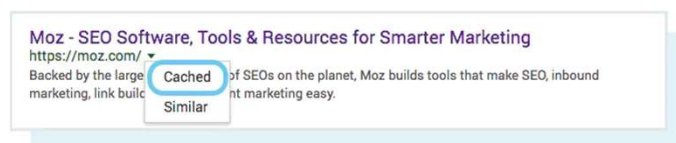
Robot

Meta directives (or "meta tags") are instructions you can give to search engines regarding how you want your web page to be treated.



Googlebot

Google crawls and caches web pages at different frequencies. More established, well-known sites that post frequently



Robots meta tag

An example of a meta robots noindex, nofollow tag:

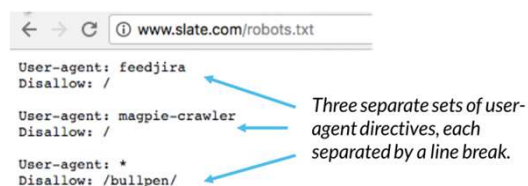
```
<!DOCTYPE html>
<html>
<head>
<meta name="robots" content="noindex, nofollow" />
</head>
<body>...</body>
</html>
```

Robots.txt

Robots.txt files are located in the root directory of websites

ex. **yourdomain.com/robots.txt**

and suggest which parts of your site search engines should and shouldn't crawl, as well as the speed at which they crawl site



```
← → ↻ ⓘ www.slate.com/robots.txt

User-agent: feedjira
Disallow: /

User-agent: magpie-crawler
Disallow: /

User-agent: *
Disallow: /bullpen/
```

Three separate sets of user-agent directives, each separated by a line break.

← → ↻ Secure <https://www.buzzfeed.com/robots.txt>

```

User-agent: msnbot
Crawl-delay: 120
Disallow: /*.xml$
Disallow: /buzz/*.xml$
Disallow: /category/*.xml$
Disallow: /mobile/
Disallow: *?s=mobile
Disallow: *?s=lightbox
Disallow: /bfmp/
Disallow: /buzzfeed/
Disallow: /contest
Disallow: /contests
Disallow: /plugin/
Disallow: /embed/
Disallow: /_comments/

User-agent: *
Disallow: /buzz/*.xml$
Disallow: /category/*.xml$
Disallow: /mobile/
Disallow: *?s=lightbox
Disallow: /bfmp/
Disallow: /buzzfeed/
Disallow: /contest
Disallow: /contests
Disallow: /_ga/
Disallow: /static/
Disallow: /dashboard/
Disallow: /plugin/
Disallow: /api/
Disallow: /buzzfeed/api/
Disallow: /embed/
Disallow: /_comments/

User-agent: discobot
Disallow: /

User-agent: Slurp
Crawl-delay: 4

```

Buzzfeed.com wants msnbot to wait 120 msc before crawling each page and NOT crawl any of these URL strings.

AND

Buzzfeed.com wants all other user-agents (except for msnbot, discobot, and Slurp) to NOT crawl any of these URL strings

AND

Discobot should not crawl ANY URLs on buzzfeed.com.

AND

Slurp (Yahoo's user-agent) should wait 4 msc before crawling each page, but crawl all URLs on buzzfeed.com.

Crawl Errors

In the process of crawling the URLs on site, a crawler may encounter errors. Server log files can also show you this, as well as a treasure trove of other information such as crawl frequency, but because accessing and dissecting server log files is a more advanced tactic.



Crawl Errors

- 4xx Codes: When search engine crawlers can't access your content due to a client error
- 5xx Codes: When search engine crawlers can't access your content due to a server error



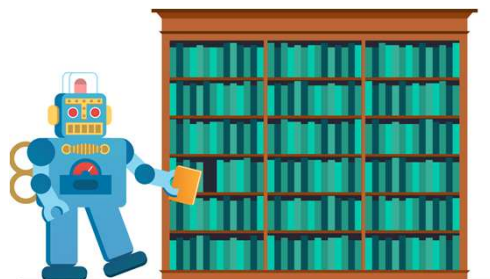
404. That's an error.

The requested URL /404notfound was not found on this server. That's all we know.



Indexing

The index is where your discovered pages are stored. After a crawler finds a page, the search engine renders it just like a browser would. In the process of doing so, the search engine analyzes that page's contents. All of that information is stored in its index.



Ranking

Search engines have always wanted the same thing: to provide useful answers to searcher's questions in the most helpful formats. If that's true, then why does it appear that **SEO (Search Engine Optimization)** is different now than in years past?



<https://moz.com/google-algorithm-change>

Google 10 blue links example

All Images Shopping Maps Videos More Settings Tools

About 1,090,000,000 results (0.41 seconds)

#1 10 blue links: are they dead or alive in search? - Econsultancy
<https://econsultancy.com/10-blue-links-are-they-dead-or-alive-in-search> ▼
Jan 29, 2014 - While many proclaim the death of '10 blue links', other experts suggest their own research confirms otherwise. Search is an ever evolving. ...
Missing: example | Must include: example

#2 Beyond The 10 Blue Links: Optimizing For Google's Universal Search ...
<https://www.forbes.com/.../beyond-the-10-blue-links-optimizing-for-googles-universa...> ▼
May 17, 2017 - Beyond The 10 Blue Links: Optimizing For Google's Universal Search ... Let's look at three of the most common examples — and how you can ...

#3 From 10 Blue Links To Entity SERPs: Is Your Website Ready ...
<https://searchengineland.com/10-blue-links-entity-serps-website-ready-182628> ▼
Jan 30, 2014 - From 10 Blue Links To Entity SERPs: Is Your Website Ready? ... (For example, with an object/entity of type product returned as a result of a ...

NEW: Rank Beyond 10 Blue Links with SERP Feature Tracking in Moz ...
<https://moz.com/blog/announcing-serp-features-beyond-10-blue-links> ▼
Aug 24, 2016 - At MozCon 2013, I gave a talk called Beyond 10 Blue Links, documenting ... For example, if a keyword in your campaign currently displays a ...

How Google Search Got Past "10 Blue Links" - Fast Company
<https://www.fastcompany.com/3060044/how-google-search-got-past-10-blue-links> ▼
May 18, 2016 - How Google Search Got Past "10 Blue Links". Turns out that the company with the best shot at figuring out what comes after Google may be .
Missing: example | Must include: example



Percentage of Traffic by Google Results Position

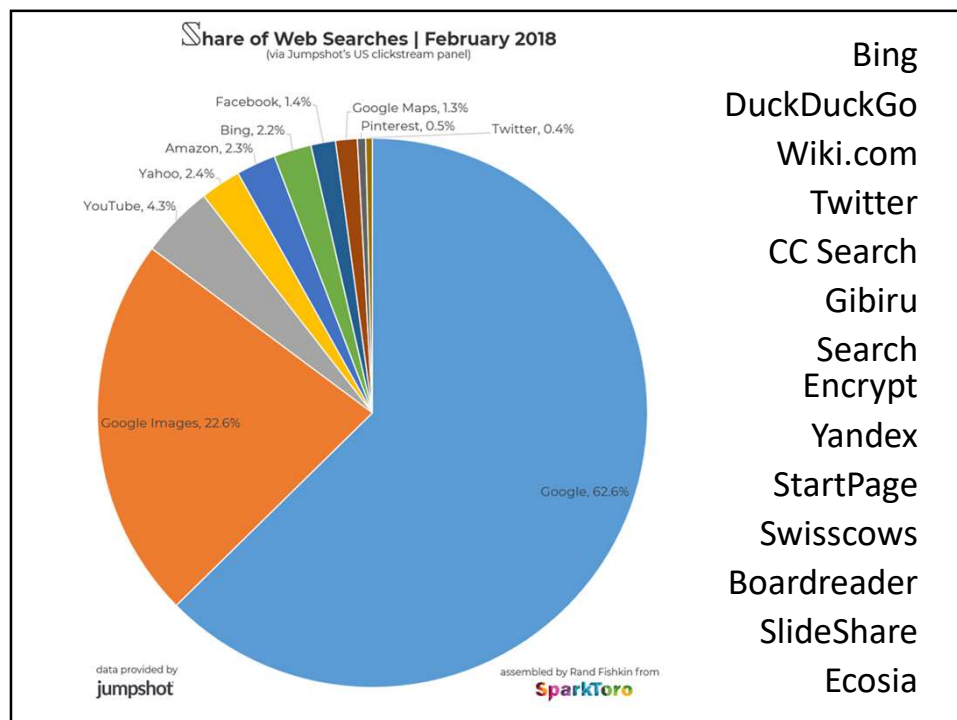


Removed pages from index

- The URL is returning a "not found" error (4XX) or server error (5XX) – This could be accidental (the page was moved and a 301 redirect was not set up) or intentional (the page was deleted and 404ed in order to get it removed from the index)
- The URL had a noindex meta tag added – This tag can be added by site owners to instruct the search engine to omit the page from its index.

Removed pages from index

- The URL has been manually penalized for violating the search engine's Webmaster Guidelines and, as a result, was removed from the index.
- The URL has been blocked from crawling with the addition of a password required before visitors can access the page.



Online Auction

An online auction is an auction which is held over the internet. Online auctions come in many different formats, but most popularly they are ascending English auctions, descending Dutch auctions, first-price sealed-bid, Vickrey auctions, or sometimes even a combination of multiple auctions, taking elements of one and forging them with another.

Types

- English auctions (max price)
- Dutch auctions (up-down)
- First-price sealed-bid
- Vickrey auction (2 price sealed)
- Reverse auction (lowest price)
- Bidding fee auction

Models

- **Common-value model**

In this model all individual bidders have different information about the actual value of the object even though the value is known to every bidder. In this situation bidders typically change their estimates of the value according to the information they get from the behavior of the people they bid against.

- **Private-value model**

In this model information from the competitors is not taken into account when estimating the actual value of the object. In these models, each bidder gets a private signal, and the value to the bidder is a function of all signals.

Top 10 Best Auction Sites

- Webstore
- eCrater
- Listia
- Ubid
- Bonanza
- OnlineAuction.com
- Atomic Mall
- Ebid
- Liquidation




Shop by category

Search for anything


Back to search results

Listed in category: Video Games & Consoles > Video Game Accessories > Controllers & Attachments



THRUSTMASTER
T80
RACING WHEEL

PS4 PS3



Condition: **New**

Time left: 21h 14m 29s Wednesday, 8:30AM

Current bid: **US \$26.00**

Approximately THB795.74

[18 bids]

Place bid

Enter US \$27.00 or more

Add to watchlist

Longtime Member

12 Watchers






Shipping: **\$98.27 (approx. THB3,007.59)** International Priority Shipping to Thailand via the Global Shipping Program | [See details](#)

Item location: Surprise, Arizona, United States

Ships to: United States and many other countries | [See details](#)

Delivery: Estimated between **Mon. Sep. 16** and **Wed. Sep. 25**

Includes international tracking

Payments:     

Any international shipping and import charges are paid in part to Pitney Bowes Inc. [Learn More](#)

Q & A