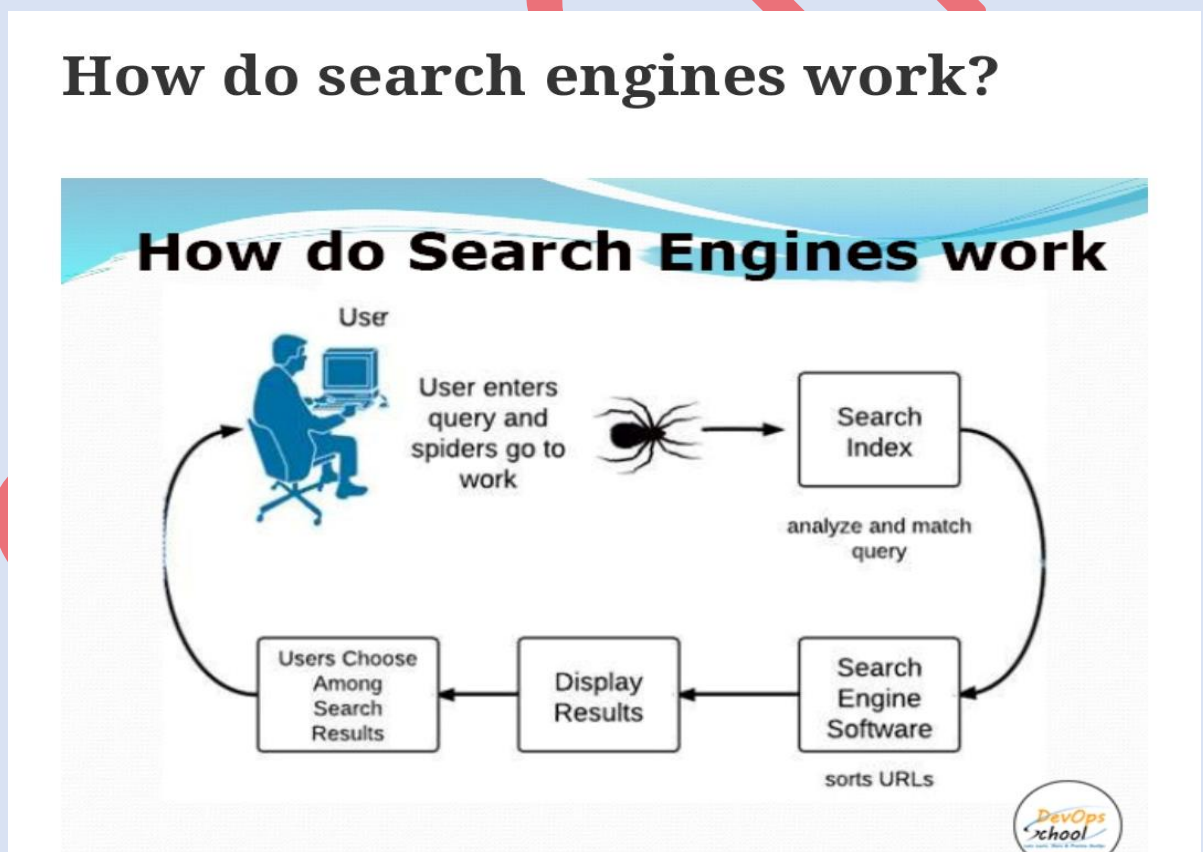


# ❖ Search Engine

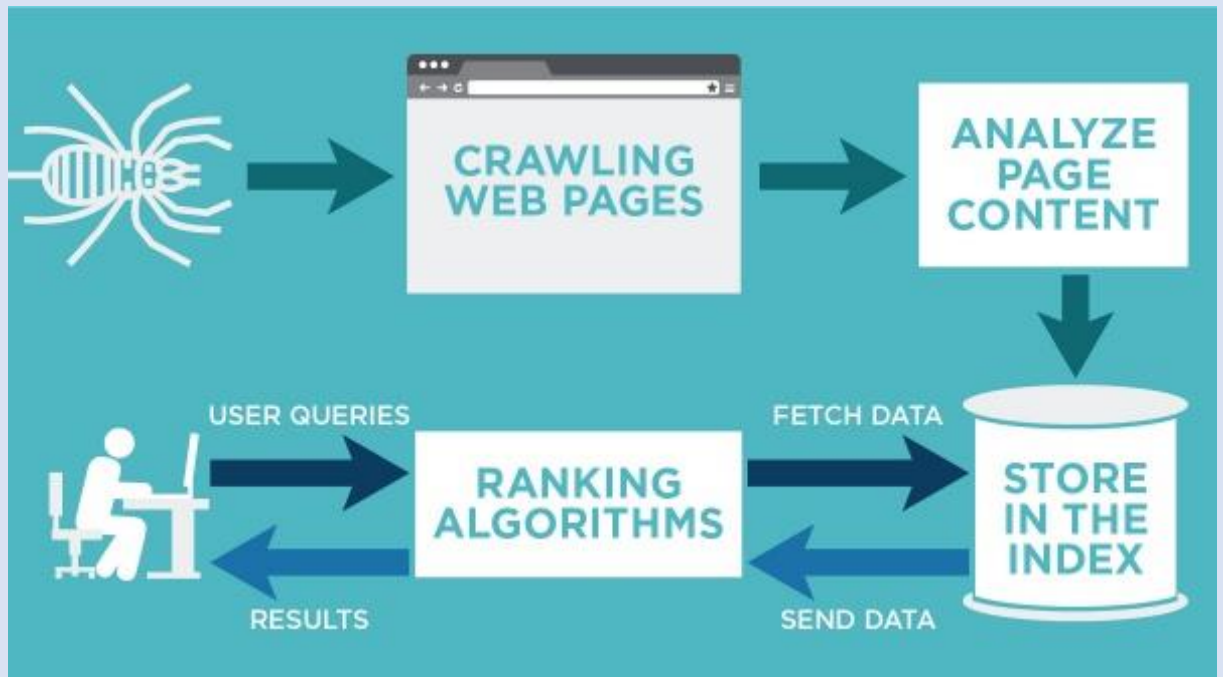
- *A search engine is a software system that helps users find information on the world wide web.*
- *Search engine are able to return results quickly even with millions of websites online by scanning the internet continuously and indexing every page the find.*

## ❖ How does a search engine work?



- *A search engine works by crawling hundreds of billions of pages using their own web crawlers.*
- *Crawlers navigate the web and follow links to find new pages.*

## ❖ Explain web crawling?



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- ***Web crawling is the process by which we gather pages from the web in order to index and support a search engine.***
- ***Web crawling, also known as web scraping, is the process of automatically browsing the internet to discover and collect information from web pages. A crawler, also called a spider or bot, is a program that performs web crawling. It starts from a seed URL and follows hyperlinks to other pages, extracting data along the way. Crawlers are used by search engines to gather content for indexing and by other***

*applications for various purposes like data extraction, monitoring, or research.*

#### ❖ what is meant by "cached" while searching?

*"Cached" refers to a copy or snapshot of a web page that has been stored by a search engine. When a search engine crawls and indexes web pages, it often keeps a copy of the page's content in its database, known as a cache. This allows the search engine to retrieve and display the stored version of the page quickly when it appears in search results, instead of fetching the page from the original website every time it is requested. The cached version may not always be the most recent version of the page, but it can be useful for users to view content if the original page is temporarily unavailable or has changed since the search engine last indexed it.*

#### ❖ what's an organic result?

*An organic result refers to a non-paid listing of a web page that appears in the search engine's results page based on its relevance to the user's search query. These results are determined algorithmically and are not influenced by advertising or paid promotion.*

## ❖ what's a paid result?

*Paid results are advertisements or promoted listings that appear in search engine results. Advertisers pay for these results to be prominently displayed when specific keywords or search queries are entered by users. They are separate from the organic search results and are typically marked as ads.*

## ❖ what is meant by "bounce rate"?

*Bounce rate is the percentage of website visitors who leave a webpage without interacting with it further or navigating to other pages. It indicates how quickly visitors "bounce" away after viewing a single page, reflecting the lack of engagement or relevance of the content.*

## ❖ what makes a website appear higher up in search results?

*Several factors contribute to a website appearing higher up in search results:*

**Relevance:** *Search engines analyse the content of web pages to determine their relevance to specific search queries. Websites with high-quality, informative, and well-*

*optimized content related to the search query are more likely to rank higher.*

**Keywords:** *Effective use of relevant keywords in the website's content, titles, headings, and meta tags can improve its visibility in search results. Keyword research helps identify popular search terms to target.*

**Backlinks:** *The number and quality of other websites linking to a particular website, known as backlinks, are important. High-quality backlinks from authoritative and relevant sources indicate credibility and can boost a website's ranking.*

**Website Authority:** *Search engines consider the overall authority and trustworthiness of a website. Factors like domain age, domain authority, social signals, and positive user reviews contribute to a website's authority.*

**Technical Optimization:** *Proper technical optimization, including optimized URLs, meta tags, header tags, sitemaps, and structured data markup, helps search engines crawl and understand the website's content more effectively.*

*It's important to note that search engine algorithms are complex and continuously evolving, considering hundreds of ranking factors. Achieving a high ranking requires a*

*combination of quality content, optimization techniques, and a focus on providing a great user experience.*

## ❖ How do your past search activity affect your search results?

*Search engines do not retain or remember the specific search activity of individual users after displaying the search results. Once the search results are presented to the user, the search engine does not track or save their search activity. The search engine's primary function is to provide relevant search results based on the user's query, without storing or accessing their personal search history*

## ❖ Are there any search engine that don't track your activity?

*Yes, there are search engines that prioritize user privacy and don't track your activity. Some examples include:*

**DuckDuckGo:** DuckDuckGo is a popular privacy-focused search engine that does not track or store any personal information or search history.

**Start page:** Start page is another search engine that emphasizes privacy. It acts as a proxy between the user and Google, providing Google search results without tracking or storing user data.

**Want:** want is a European search engine that respects user privacy. It does not track or profile users and does not store personal information.

These search engines prioritize protecting user privacy by not collecting or storing user data and by avoiding personalized search results. However, it's important to note that while these search engines don't track your activity, they may still collect some non-personal information for operational purposes, such as server logs and aggregated usage statistics.