**Assignment Week 1**

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**Assignment: Week-1**

The top five search engines in the world are listed below

1. Google
2. Bing
3. Yahoo
4. Ask
5. America Online(AOL)

**Google**

Google is an American Multinational Technology company that was founded on 4 September 1998. In market share google ranks number one in the world and is probably most renowned search engine comparative to another search engine. Google primarily depend on page rank algorithm to give accurate results for the user.

**Advantages**

* Google will generate accurate results that are relevant to the query given by user
* It will continually have updates and improvements to enhance quality of results
* Google search engine optimization allows websites to attract more visitors, the operators or owners of the website will get more revenue.
* Google will retrieve the results very quickly even on common misspelled keywords and with spelling suggestions comparative to other search engines
* Google has indexed more than trillion sites so that the user can easily find the information and come across wide variety of resources.
* Google will provide variety of search services including web, video, image and map search products

**Disadvantages**

* Google ranks the webpage based on its popularity but not on its quality. So, if the content is popular and has lots of links from lots of users, then it gets higher rank. If the content doesn’t have quality information, but gets linked to a popular site then it enhances the rank
* It will not filter user history properly and gives irrelevant advertisements to the user
* Google will show 10 blue links sometimes it’s very difficult to find the result because it depends on the page rank algorithm. Most of the user if they do not search for some keywords and if any user wants to search those keywords then google will show the result at 7, 9 and 10 blue links at the last of the page.
* Google will have less information regarding social networks compare to Bing because Microsoft has contract with Facebook and twitter to give more accurate results on social networks
* It displays information from the top websites as the higher priority in links instead of quality of information

**Bing**

Bing is a search engine that is owned and operated by Microsoft corporation. Bing was active in the market since 2009.

**Advantages**

* It has integration with Facebook and twitter so it gives quality information regarding social networks compare to google
* Bing is good at retrieving information about services, products and reviews compare to google
* Bing has better targeted advertisement to the user comparative to google advertisement
* It has visual search, news headlines on the search engine also has smart motion preview on video search
* It has variety of search options like web, image, videos, maps, news and critical landmarks being pinpointed on directions

**Disadvantages**

* Technical search results are not accurate compare to other search engines like google.
* Bing has introduced to the market in 2009 so it has less visitors and it depends on page rank but because of less visitors the results are not accurate
* Some of the typical searches are very weak with irrelevant results also it buries the news search of the main page and it must click further.

**Yahoo**

Yahoo search is a search engine owned by Yahoo company. It is the world’s third largest search engine that attracts visitors all around the world. However, it has advantages and disadvantages

**Advantages**

* Yahoo has good integration of results with its rich network of content
* It has a new interface which is useful for customisation, because it will connect to other sites such as Gmail without leaving yahoo page
* Many users say that yahoo has the best capability of appropriate targeted advertising that are relevant to the user
* Yahoo has its own personal advertisements and jobsites that are accessible from the main page

**Disadvantages**

* The customization part of yahoo has many sites but not all sites will be integrated with the new interface and harmonisation will take more time.
* Additional customization is smooth. However, yahoo performance has seemingly taken a hit as compared to other search engines.
* It does not have book category search when compare to google search engine
* Yahoo does not have incorporate user generated videos like google videos.

**Ask.com**

Ask.com is a search engine and question answering website founded in 1996 by Garratt Gruener and David Warthen in Berkeley, California.

**Advantages**

* Ask.com skin can be changed and personalize the appearance of Ask.com
* It has video options like other top search engines
* We can save the location on top right corner of the ask.com search engine
* During the search, we can filter the content to get the accurate results.
* It also has “askeraser” for the user’s data privacy

**Disadvantages**

* Ask.com doesn’t have map search option like other search engines
* It doesn’t have translator to translate webpages
* It doesn’t have Email option on the search engine
* Ask.com doesn’t offer variety of search categories like Web, image, video, map, news, books filters
* It doesn’t have weather information on its main page

**America Online(AOL)**

America online well known as AOL is a web portal and online service provider located in New York. AOL is marketed by Oath a subsidiary of Verizon communications.

**Advantages**

* AOL provides variety of search categories like web, images, videos, maps
* It will retrieve the data by automatically correcting the errors in the search key terms
* While entering the search terms it will automatically give suggestions down the search bar
* AOL provides links to variety of options such as Email, instant messaging etc
* We can store our location on left corner of the AOL page and it will show the categories of shopping, games, lifestyle, finance, entertainment near to your location

**Disadvantages**

* AOL doesn’t have book search and no proper results of map filter
* It doesn’t have so many websites indexed. So, it is very difficult to find the accurate results for the user
* It will not show accurate results that are relevant to the query term comparatively to google
* There are very less users to AOL when compare to google also it doesn’t have proper AdSense to target appropriate advertising