Search Engine Optimization

Enhancing Search Efficiency with Optimized Data Structures

Algorithms and Data Structures (MSCS-532-A01)

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Introduction

- Search engines enable fast retrieval of information from vast web page collections.
- This project aims to build an efficient system capable of handling large-scale queries.
- Focus on speed, relevance, and scalability using optimized data structures.

Key Components of Search Engine

- **Indexing:** Organizing web page data for quick retrieval.
- **Query Processing:** Matching user queries to relevant web pages.
- **Ranking:** Sorting results based on relevance.

Data Structures Used

- **Inverted Index:** Fast lookup of pages containing specific words.
- **Trie (Prefix Tree):** Supports autocomplete for user queries.
- **Heap:** Efficient ranking and sorting of web pages.

Inverted Index Implementation

- Maps words to web pages for quick search.
- Uses **TF-IDF scoring** for relevance ranking.
- Supports **phrase searches** and compressed storage for efficiency.

Trie Implementation

- Stores words in a hierarchical tree structure.
- Provides **prefix-based searches and autocomplete**.
- Uses **path compression** for memory efficiency.

Heap Implementation

- Maintains ranked web pages based on relevance scores.
- Uses **LRU caching** for frequently accessed queries.
- Efficient retrieval of **top-k ranked results**.

Performance Analysis

- **Heap Operations:** Insert (O(log n)), Peek Top (O(1)), Extract Top (O(log n)).
- **Inverted Index:** Search (O(t * d + d log d)), Phrase Search (O(c * p)). t: query terms, d: documents that contain the term, c: candidate documents, p: phrase length.
- **Trie:** Insert (O(l)), Prefix Search (O(p)), Autocomplete (O(p + k * l)). l:length of word, p:prefix length, k:no of words.

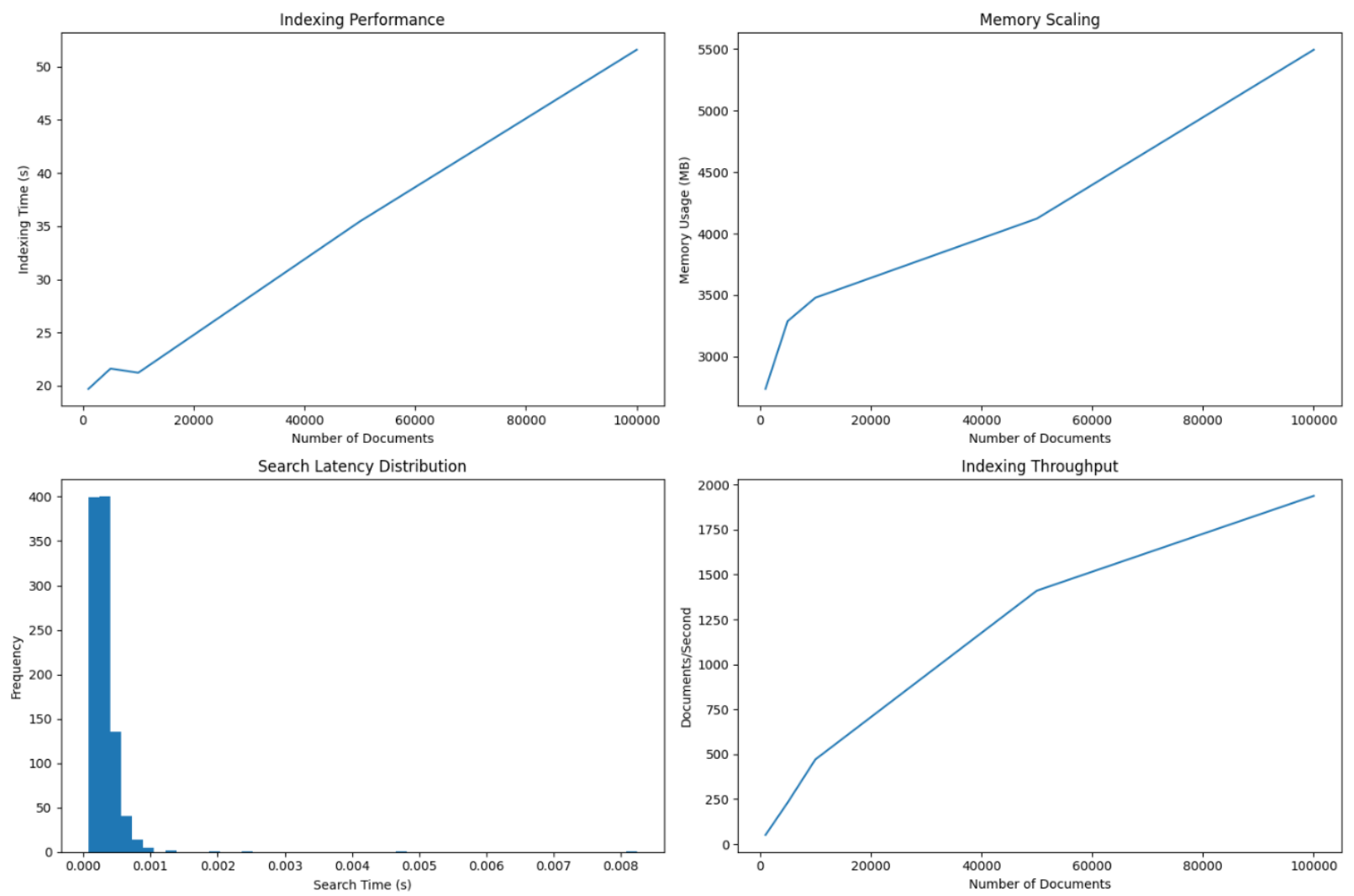

Fig: Inverted Index Performance metrics

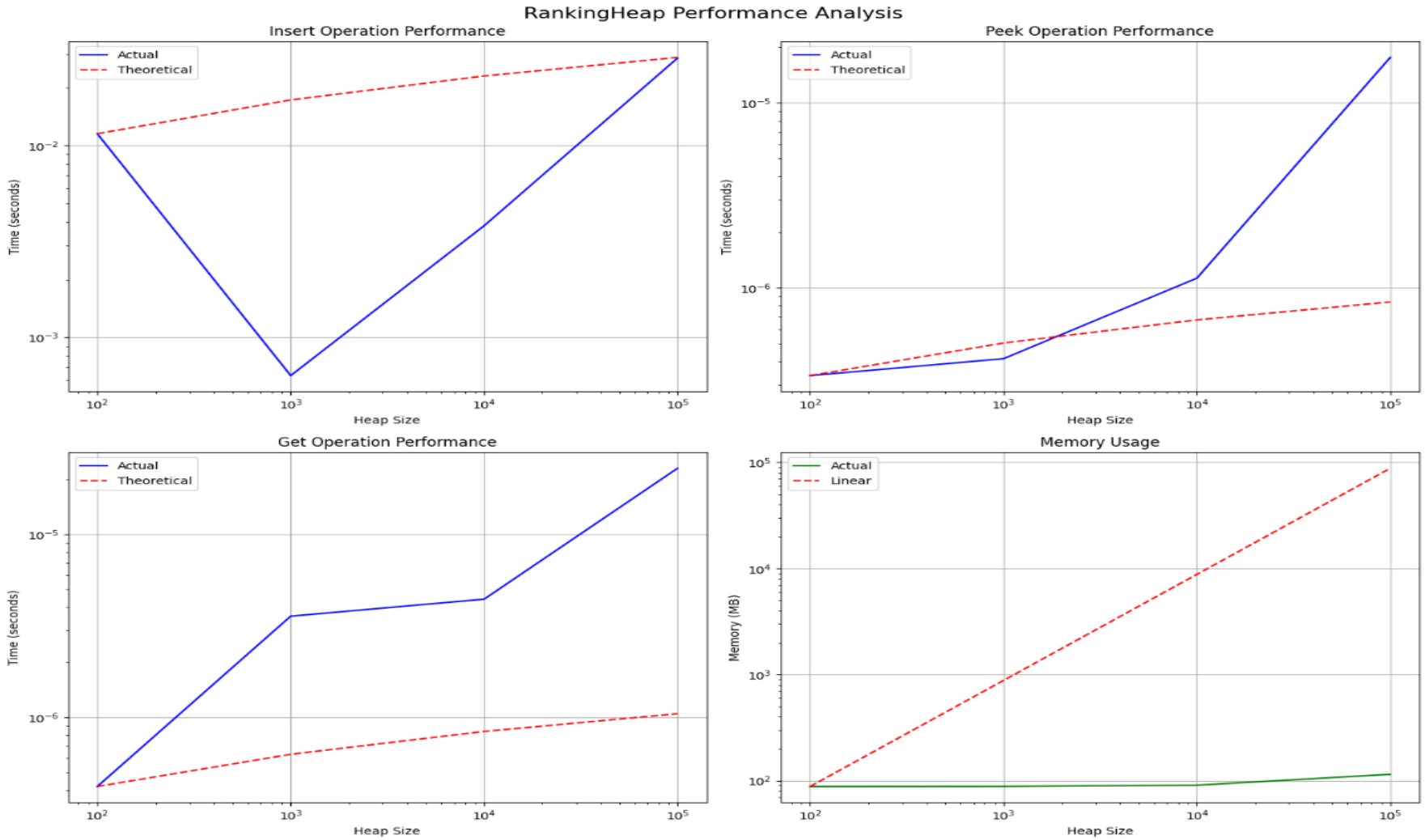

Fig: Heap Performance metrics

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Optimized Trie Implementation:
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Dataset Size: 1000
Insert time: 0.0040s
Search time: 0.0014s
Memory usage: 0.00 MiB
Average insert time per word: 0.0040ms
Average search time per word: 0.0014ms
Average memory per word: 0.000000 MiB

Dataset Size: 10000
Insert time: 0.0743s
Search time: 0.0164s
Memory usage: 0.00 MiB
Average insert time per word: 0.0074ms
Average search time per word: 0.0016ms
Average memory per word: 0.000000 MiB

Dataset Size: 100000
Insert time: 0.7401s
Search time: 0.1597s
Memory usage: 52.07 MiB
Average insert time per word: 0.0074ms
Average search time per word: 0.0016ms
Average memory per word: 0.000521 MiB
```

Fig: Trie Performance metrics

Key Findings

- Optimized data structures significantly improve search performance.
- **Inverted Index** ensures fast word-to-page lookups with minimal space overhead.
- **Trie** enhances user experience with efficient autocomplete and prefix searches.
- **Heap** effectively ranks pages, enabling quick retrieval of the most relevant results.
- Implementing **caching and parallel processing** reduces query response times drastically.

Optimization Strategies

- **Memory Management:** Sharding, path compression, lazy loading to use less memory.
- **Parallel Processing:** Multi-threaded indexing and querying for faster information retrieval.
- **Caching Mechanisms:** LRU caching for quick results.
- **Compression Techniques:** Zlib-based storage optimization to store data.
- **Load Balancing:** Distributed processing for large queries.

Practical Applications

- **E-commerce:** Faster product search and recommendations.
- **Academia:** Efficient research article retrieval.
- **Healthcare:** Quick access to medical records.
- **Entertainment:** Personalized content discovery.

Challenges Faced

- Handling massive datasets with limited memory.
- Balancing speed and accuracy in query processing.
- Optimizing ranking algorithms for relevant information retrieval.

Future Enhancements

- Machine Learning-Based Ranking Algorithms for improved search relevance.
- Neural Network Retrieval Models for semantic search.
- Advanced Caching Techniques based on user behavior.
- Privacy-First Search Methods to enhance data security.

Conclusion

- Optimized data structures significantly improve search engine performance.
- Implemented strategies enhance scalability, speed, and efficiency.
- Future advancements in AI and machine learning will further refine search capabilities.

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