**How Google Search Works!**

**It only takes half a second for Google to return a search based on keywords you type in, but there’s a whole lot more happening behind the scenes to give you the results you need.**

Let’s see what it happens there!

There are three things you need to do to be the best search engine in the world. First, you need to crawl the web comprehensively and deeply, and then you want to rank or serve those pages and return the most relevant ones first.

“We used to crawl for 30 days… and then index for about a week and push that data out — and that would take about a week, Sometimes you would hit a data centre with new data and sometimes you would hit a data centre with old data.”--Matt Cutts, software engineer head of Google’s web spam team.

Google basically take page rank as the primary determinant and the more page rank you have that is the more people that link to you and the more reputable those people are, the more likely it is that Google will discover your page relatively early in the Search.

A Web page's PageRank depends on a few factors:

* **The frequency and location of keywords within the Web page**: If the keyword only appears once within the body of a page, it will receive a low score for that keyword.
* **How long the Web page has existed**: People create new Web pages every day, and not all of them stick around for long. Google places more value on pages with an established history.
* **The number of other Web pages that link to the page in question**: Google looks at how many Web pages link to a particular site to determine its relevance.

Out of these three factors, the third is the most important

Google then sends that query out to hundreds of different machines all at once, which look through their fraction of the web that has been indexed to find the best match.

Best page that matches this query across our entire index, Google take that page and try to show it with a useful snippet.

This is the Mechanism which happens in the Google search Engine, Which provides Results rapidly in a short span of time.

-**Vamshi reddy (1st year CSE).**

**Bibliography: -** [**www.google.com**](http://www.google.com) **.**