

Search

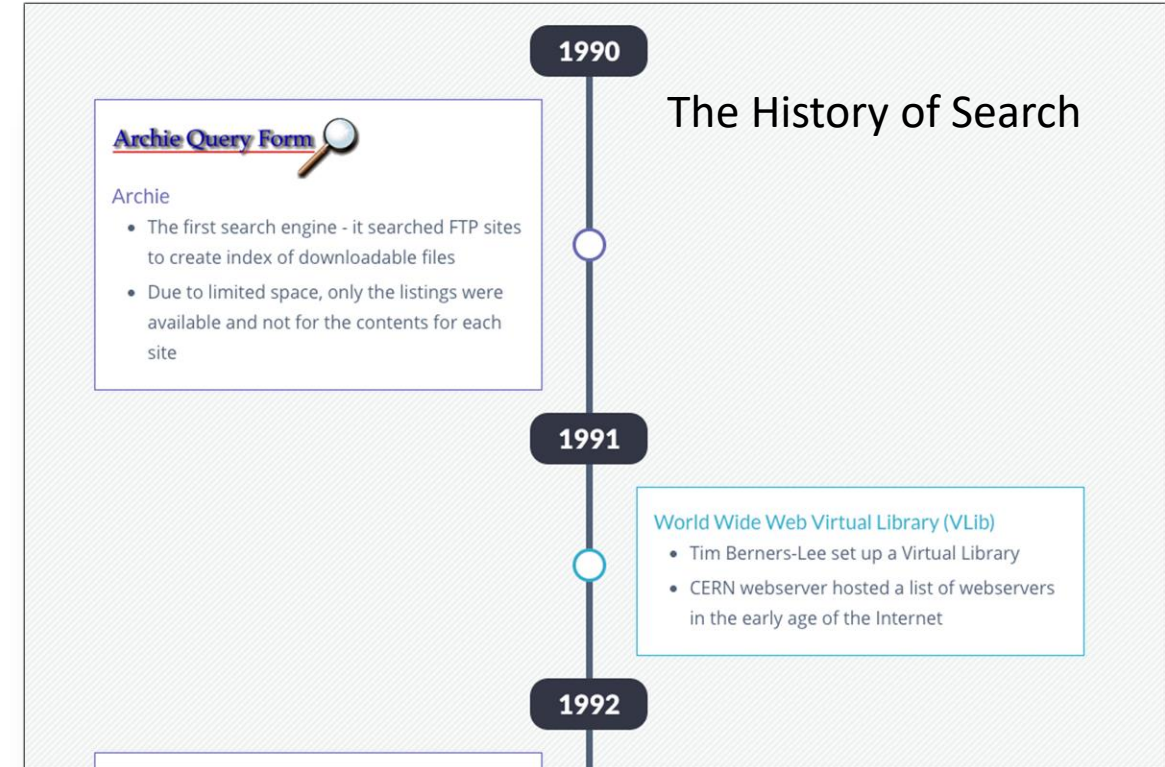
Search Engines and Search Directories

History – pre-1998

- Search engine
 - Automated programs (spiders, robots) go link-to-link looking for data to index in their database(s)
 - Examples: HotBot, Ask Jeeves, Dogpile, AltaVista
- Search directory
 - A catalog of websites organized by category
 - Organized by people who discover new sites and relevant information by exploring the Internet themselves and by reviewing submitted sites
 - Example: www.dmoz.org; www.yahoo.com (pre-2014)
 - Historically, DMOZ provided database access to search engines like Google, Yahoo, others, to enhance their results (not anymore)

Evolution

- **Yahoo!** founded: January 1994
 - Started as a directory (manual)
- **AltaVista** founded: December 1995
 - The first search engine (automated)
- **Google** founded: September 1998
 - Started as a search engine
- **Bing**, formally Live Search, formally MSN Search founded: 1998
 - New business practice: licensing content
 - Originally used Overture, Looksmart, and Inktomi data under their own brand



Look! www.wordstream.com/articles/internet-search-engines-history

Definitions

- Search robots
- Search Engine Results Pages (SERP)
- “Organic” results vs. Paid Placements
- "Paid model"
 - Impressions
 - Page views
 - Pay per click (PPC) and Cost per (thousand) Impressions (CPM)
 - Clickthrough rate (CTR)
- SEO, SEM, SMO