

How Search Engines Work

Anatomy of a Google Search

This example shows how Google posts results based on a search inquiry. See Google's Story.

Crawling Google bots navigate 60 Trillion webpages by following links from page to page. Site owners can block crawlers aka spiders



SPLIT SECOND SEARCH

BEFORE YOU SEARCH

; journey of a search query begins long before you type your search into Google. • use software robots, known as web crawlers or spiders, that find webpages to include er in Google search results. Google's software stores data about these pages in data iters. The web is like a book with trillions of pages, and our job is to index that book.

Our index **100,000,000** or is well over **100,000**

We've 1 million computing hours pent building the byer so far

2 AS YOU SEARCH

u start your search, that's whence Algorithms

Google writes programs and formulas, which constantly change, to deliver the best results possible by gathering clues to what you're

amples of these signals

he freshness:

The Tresnness of content on a website of content on a website of other websites linking to a particular site & the authority of those links of the webpage.

QUAIL content on the site on Whether the best result is a webpage, image video, news article, personal result, etc.

looking for.

Spell Check Personalizat

Clues

AutoComplete
SearchMethods
Spelling
Synonyms
GoogleInstant
QueryUnderstanding



Spam

0:00:00

Google

Google fights false or garbage content to ensure relevant results. It's possible to correct Spam and request reconsideration

4 RESULT esults are ranked in order by relevance an

owing you results instantly, we also render a preview of those webpages which y is see by hovering on the arrows to the right of the result, so you can quickly decid 's a site you want to visit.

There are billions of searches each day on Good the Instant Previews bad in Since 2003 Google has answered 160 billion of sea

Rank Google uses over 200 factors to list the rank results

Factors

Index Google sorts web pages by content and tracks over 100 million gigabytes of data in their

'Big Virtual Book'

Site & Page Quality
Freshness
Safe Search
User Context
Translation
Universal Search

Results

In 1/8 of a second, Google displays websites listed on pages called SERP

Thank You, ESQSites.com

[&]quot;The easiest-to-use and most affordable web-design and hosting service for legal professionals."