

Search Engines

1. Crawling:

- Search engines deploy automated programs known as 'crawlers' or 'spiders'.
- These crawlers scour the internet to find new or updated content, moving from link to link and collecting data.

2. Indexing:

- The content found by crawlers is then organized in an indexing process.
- This process is similar to building a vast digital library, where each webpage is cataloged for easy retrieval later.

3. Ranking and Results:

- When you search, the engine sifts through its extensive index using complex algorithms to find pages matching your keywords.
- The algorithm assesses not just the match but also the relevance and quality of the content, considering factors like keyword density, backlinks, and domain authority.
- Pages that are deemed most relevant and high-quality are ranked higher in search results.

Personalization and Continuous Learning:

- Search engines constantly evolve by learning from user interactions. They monitor how users engage with search results, such as which links are clicked and time spent on pages. This feedback refines their algorithms, enhancing result accuracy over time.
- If enabled, your search history can personalize your search experience, as the engine tailors results based on your past searches.

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