



Search Engine

S.Mohammed Inthiyaz, Satish C, Dr Zafar Ali Khan

Presidency University, India

Email: inthiyazmohammed123@gmail.com

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ABSTRACT:

Search engines play a crucial role in the success of the Internet; they assist any Internet user in quickly finding relevant information. However, the semantic Web was born out of the unaddressed challenges of contemporary search engines.

How Search Engine works:

Search engines work by Using their own web crawlers, search engines crawl hundreds of billions of pages. Search engine bots or spiders are frequent names for these web crawlers. A search engine navigates the internet by downloading web pages and following links on those sites to find new pages that have been added.

Search Engine in Digital Marketing:

Present Scenario and Future Scope

The act of altering the content and structure of web pages in order to enhance traffic is known as search engine optimization. Search engine optimization (SEO) is the process of altering the content and structure of a website in order to make it more search engine friendly, rank higher in search engine results, and increase the amount and quality of traffic to a site from a search engine. Understanding how search engine function is crucial since searching (in general) is a difficult problem that we take for granted but the search process requires a significant amount of engineering effort.

To offer search results, search engines engage in number of processes.

Implementation of search engine:

There are around 1.13 billion websites and nearly 3.5 billion internet users globally, according to data. Furthermore, there are around 58351 google queries per second. In today's competitive environment, websites must get to the top and function well.

Prashant et al. explained in their research that when we search for something, the search engine uses several processes, including crawling, indexing, determining relevancy, and retrieving search results. People use a variety of Search engine optimization tactics in order to optimise their websites.

The Impact of Search Engines in the World Today:

- Web search engines have a significant impact on people's daily lives. The efficacy of search engines in retrieving information. Searching for information on the internet with success.

- Relies on approaches such as going right to the source of information, guesswork, and establishing strategies for using subject directories and search engines at the appropriate times.

- Because it contains an ever-changing and exceedingly heterogeneous document collection of enormous proportions, the web's utility may be comparable to that of a professional reference librarian.

Experiments on major search engines reveal that the method to online research harvests a plethora of high-confidence principles that aid in understanding search engines and detecting suspicious search results.

In Past how Search Engine ,Power, and Society:

Search engines have played a critical role in orienting internet traffic, distributing content, and building knowledge since the Internet became commercially available in the 1990s (Van Covering, 2008). However, over the last two decades, the practise of searching has undergone a radical transformation, with users shifting from browsing lists that resembled traditional telephone directories in the early days of the Internet to trusting

commercial search engines to automatically select the content that best suits their needs in recent years. With the introduction of Google in 1998, "models of a good search engine, a good search result, and solid algorithmic logic have become normalised as the industry standard," this shift intensified.

This process' effect has arguably spread beyond the relationship between individual users and online media, resulting in a 'Googlization' trend that has the potential to affect numerous economic, social, and political elements of life (Vaidyanathan, 2011; Lovin, 2009; Rogers, 2009a). "We are integrating the interface and structures of Google into our very senses," according to Vaidyanathan (2011), which leads to the question of whether "anything (or anyone) matters if it (or she) does not show up on the first page of Google results."

Search engines as social science inquiry tools:

In their seminal study of search trends and search engine user Spinks'and Jansen (2004) urged for the development of electronic transaction log analysis as a beneficial alternative to surveys "to acquire a greater knowledge of the interactions among searcher, content, and Web search engine" in their foundational study of search trends and search engine user behaviour. While this method gained traction among researchers studying 'first generation' search engines like AltaVista (Halavais,2009), as additional providers entered the market, the difficulty in getting this data significantly limited the scope and impact of this type of investigation.

Conclusion:

Search engines provide consumers with tremendous amounts of information, delivered at a pace and convenience that few people could have anticipated a decade ago. Their powers are practically growing by the day. Searching the contents of large libraries of books, finding specific areas of video streams or audio recordings, and benefiting from tailored searches that remember a user's preferences and keep track of shifting geographical locations will soon feel ordinary. The blind will be able to use audio searching and search results, and "implicit searching" will anticipate users' questions and have answers ready.

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