

# Search



# ENGINES



B.Ed 4th Semester

# What is Search Engine?

Web based tool used to access information on the World Wide Web(WWW).

It actually presents the information in terms of web pages one by one.

Today most popular search engine is Google.



# Types of Search Engine:

- ❖ **Primary Search Engine:** It generate the majority of traffic, we get additional features such as email, mapping, news, eg- **Google, Yahoo!, MSN etc.**
- ❖ **Secondary Search Engine:** They are much smaller, meant for more specific audiences, traffic is not as high as primary search engine. eg- **Ask.com**
- ❖ **Targeted Search Engine:** They are called Topical Search Engine, narrowly focused, and based on a particular topic. eg- **YouTube, gaana.**

# More Search Engines...

- ★ Crawled Search Engine
- ★ Directory Search Engine
- ★ Hybrid Search Engine
- ★ Meta Search Engine

KAYAK

Google



travelocity

trivago®

hotwire™

priceline.com®



tripadvisor®

ORBITZ

Hotels.com

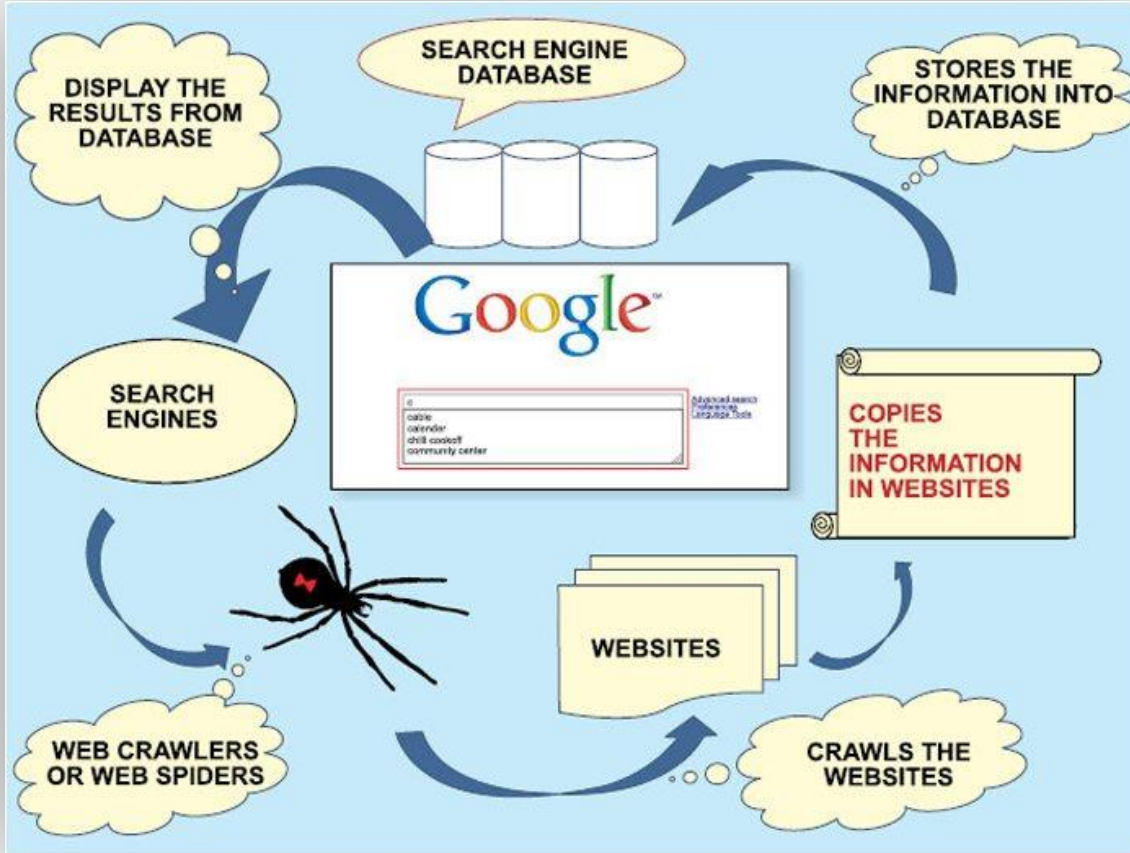
Expedia®

Booking.com

agoda



# How does it Work??



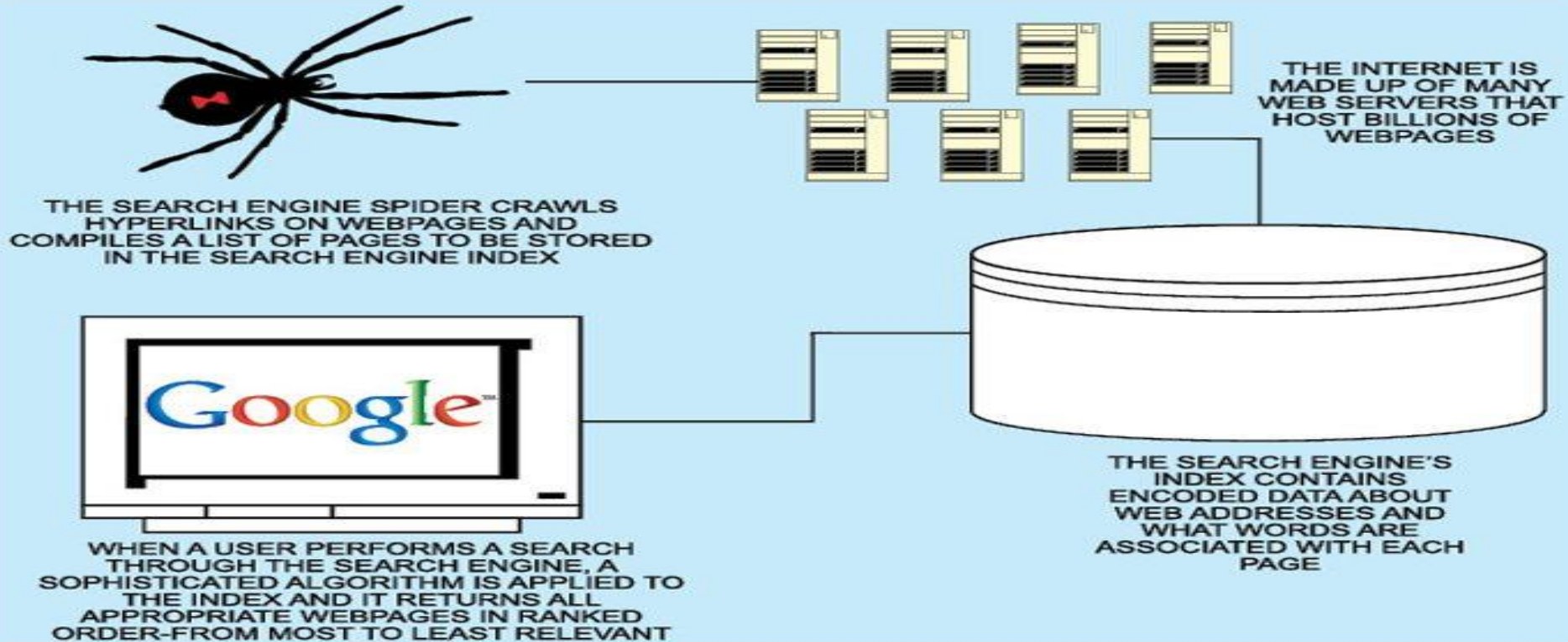
❖ **Crawling**

❖ **Indexing**

❖ **Retrieval/Displ**

**aying**

# How Search Engine Finds right page?



Thank  
You