

Standard Search Engines

Crawler based crawls Web pages to build lists of words that are then indexed and stored into a searchable database

Examples Google, Bing, Yandex

Purpose of a search engine

For the same reason you need a card catalogue in a library, people use a search engine when browsing the Web. There is a lot of great and useful information but when it is not physically possible to examine all sources personally, a search engine assists the resesarcher in sifting through the near endless and constantly changing information on the Web.

Search Engine Features

Refinement support ability to use Boolean, Phrase, and Field searching

Wild Card (Truncation) suport ability to substitute part of a word or a whole word with the " * "

Stemming support ability to find variants of terms such as, tense, plural & singular form

Size of database how large the search engine's database is

feel and *look uncluttered and easy to use interface

These are only a few features of search engines.

Customization

Search Filters filter out inappropriate content

Number of results how many dispayed per page (SERP)

Instant search predications while you type

Where results open new tab? same tab? new window?

Language ability to translate

Your search engine may have many other customization options, however, these seem to be standard among the majority.

Math Calculation/Conversion support

+ addition, **978+456**

- subtraction, **978-456**

***** multiplication, **978*456**

/ division, **978/456**

convert **convert 2 miles to inches**

^ raise to a power of, **237^3**

Phrase your query

Check your keywords put more important terms in the begining

Forget about case use all lower case (excluding Boolean operators)

Avoid stop words common stop words include: a, are, as, be, for, has, that, will, was, to, is, it...

Use refinements Boolean operators, Phrase alone or in searching, Field searching combination with others

Advanced Search Features

term1 AND term2 returns results that include both query terms

term1 OR term2 returns results that include either of two query terms

+ term results must **INCLUDE** the term

- term results must **EXCLUDE** the term

" this is a phrase " returns results that include the exact phrase

inurl: term returns results that include the term in the Web page URL

filetype: returns results that are only the specified document extension (pdf, doc) document type

Instant Answers

Get a map **map portland or**

Get local weather forecast **weather 71115**

Define a term **define onamonapia**

Get movie showtimes **showtimes 71111**

Find area gas prices **gas 71047**

Learn sports scores **packers scores**

See current market data for a given company or fund enter stock ticker, e.g. **goog** (for Google)

See he time in many cities around the world **time london**



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Instant Answers (cont)

Find precise times of sunrises and sunsets **sunrise**
new york

Not all search engines support instant answers or the same ones.

MetaSearch Engines

Search tool sends user request to other search engines then displays the results in a single list

Examples DogPile, MetaCrawler, Mamma

Sites to explore

SearchEngineWatch.com

provides tips and information about searching the web and analysis of the search engine industry

MalekTips.com

search engine syntax, advanced search engine features, filtering results

TheFilterBubble.com

website and blog about filter bubbling, what search engines are hiding from you

SearchEngineColossus.com

international directory of search engines across 314 countries, since 1998

SearchEngineLand.com

news and information site covering search engine marketing, searching issues and the search engine industry

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