



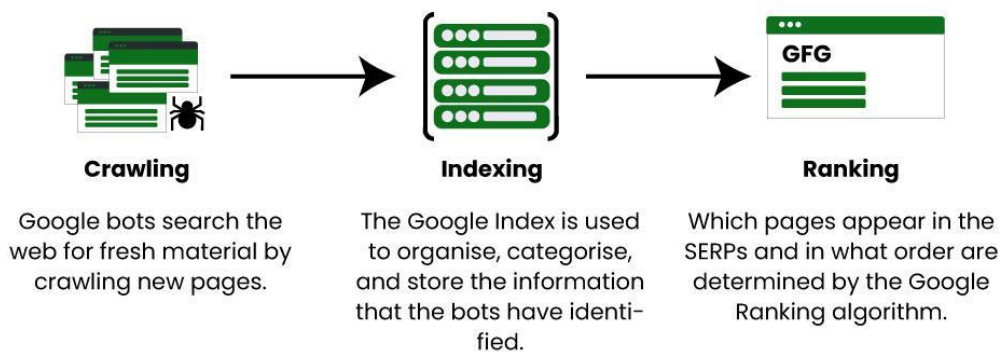
Introduction – Search Engine:

What are Search engines?

Search engines are programs that allow users to search and retrieve information from the vast amount of content available on the internet.

How do Search Engines Work?

Since we know “What are Search Engine?” Now let’s have a closer look at the elements involved in its working:



How Search Engines Works?



How Search Engine Works

Search engines are generally work on three parts that are **Crawling, Indexing, and Ranking**

1. Crawling: Search engines have a number of computer programs that are responsible for finding information that is publicly available on the internet. The crawler scans the web and creates a list of all available websites. Then they visit each website and by reading HTML code they try to understand the structure of the page, the type of the content, the meaning of the content, and when it was created or updated. Why crawling is important? Your first concern when optimizing your website for search engines is to make sure that they can access it correctly. If crawler cannot find your content you won't get any ranking or search engine traffic.

2. Indexing: Information identified by the crawler needs to be organized, Sorted, and Stored so that it can be processed later by the ranking algorithm. Search engines don't store all the information in your index, but they keep things like the Title and description of the page, The type of content, Associated keywords Number of incoming and outgoing links, and a lot of other parameters that are needed by the ranking algorithm. Why indexing is important? Because if your website is not in their



SNS COLLEGE OF TECHNOLOGY, COIMBATORE –35
(An Autonomous Institution)



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

index it will not appear for any searches this also means that if you have any pages indexed you have more chances of appearing in the search results for a related query.

3. Ranking: Ranking is the position by which your website is listed in any Search Engine. There is following three steps in which how ranking works .