

## Search Engines

Over the years of using the internet I have categorised results in to two defined areas General and targeted results.

### General

I define a general search as the addition of several keywords, and or a statement and the result will return whist matches it finds.

### Targeted

With a targeted search you enter dedicated and or specific keyword using Boolean operators to assist with the search.

Much of the searches will be defined mainly on how the websites are created, keyword relevance, use of headings, page text in general how the sites have been optimised for SEO purposes. When search for information the web is an open world of information, through the internet you can access video, tutorials, buy goods use services, basically you could live on a desert island and the only item you would needs is an internet connection and you would have the world in your lap.

It is a fact that much of the information that people find is in the most part discovered through the use of a search engine. Many people use Google as their primary search engine, but if you type search engines in a search engine you will find many other search engines of all types and sizes. Each search engine will vary their results, if you typed the same keywords in for example five different search engine I am almost sure that they would all return different pages, some well created pages may well be the same, but I believe that they would in general all have varying links.

What is the internet? Let's just define that! It is the largest network that you will find; it is a network, of networks, that are also connecting other networks together. I once read that if you spent, one minute per page, and, spent ten hours per day, it would take, four years to view one million web pages, whether that is true or not, I cannot comment, but this I can be sure of, you will never have enough time to read every website on the internet, probably not that you would want to do that, but I hope you get what I am trying to get at!

Search engines fall in too what I define as two categories Personal and Commercial:

### Commercial

Commercial search engine are what I define as the major players, Google, Bing, Ask, Yahoo, etc.

### Personal and Internal

Personal and internal Search Engines are attached to independent sites like mine for example. What I mean is that a site, like wheelchair guy, contains a small internal search engine, it searches pages, keywords and phrases that are linked only to that specific and dedicated website.

Search engines are defined in two what I define as two categories, database and script based.

### Script Driven

A search engine like the one on my site is script driven, behind the scenes a small script is used to search the site for any keywords that will be entered in to the search box.

### Database Driven

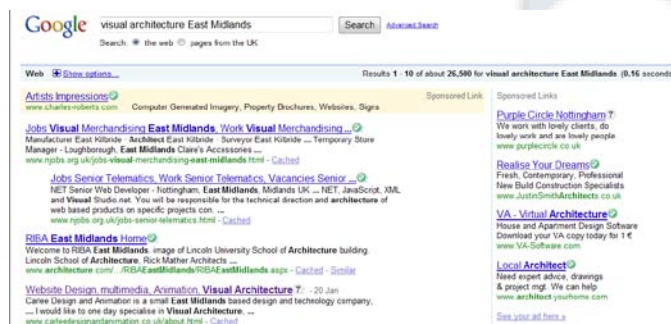
Is more of what you would find with Google, a robot / spider will go through the information on the website, then take what it needs then store it away so that it can be searched through by users at a later date, as well as being able to keep the data up to date as the website is changed, by the website designer.

As I have mentioned some search engine are highly automated and these are the Search Engines that use robots / spiders, they crawl the site, and they evaluate the data that is the text, they evaluate the images, they can also evaluate video, they are also starting to look at the speeds in which a page can be downloaded.

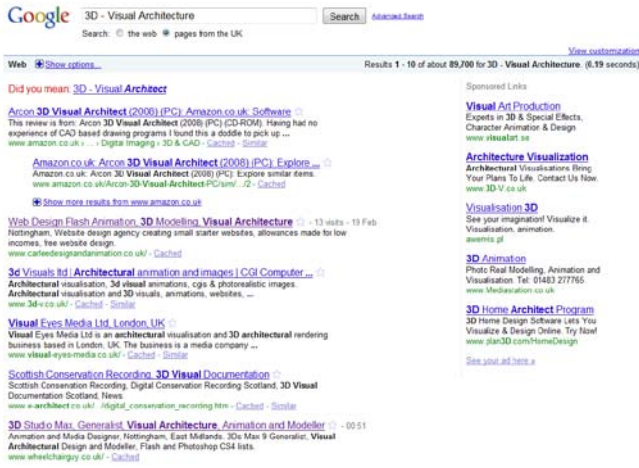
Search engine querying is the method used by the individual, that is seeking information, that said, when searching for data or information it is best to search multiple search engines, and to not just stick with your favourite, I have found over the years that, the same data, that is keywords or phrases that will be entered in too two or more search engines will in most cases reveal different results, this again is based on how the sites have been created, how SEO friendly they are, as well as how they have been entered in too the search engines themselves.

Here are some examples of how keywords, and phrases are used to return results, remember I have two sites on the internet Carlee design and animation and wheelchair guy, as you will see form the examples below simple terms, can return good results, also remember I have never paid for search engine listings and I am by no means an SEO Guru, but my methods work for me!

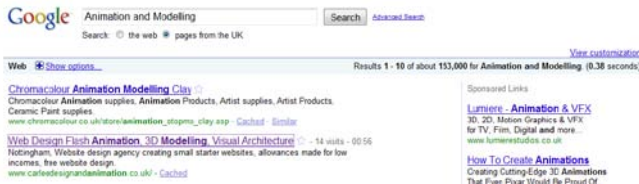
Listed fourth on first page - Keywords



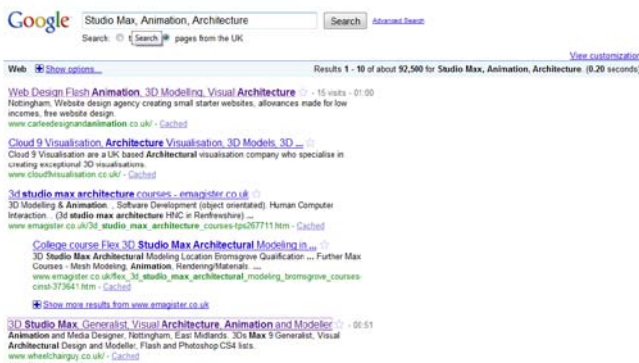
First page but listed both third and seventh – keywords



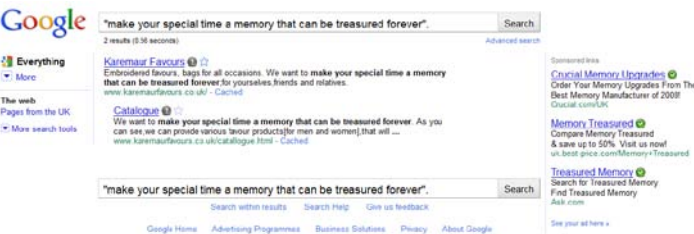
First page listed second - keywords and use of Boolean logic (“and”)



First page First and Fifth – Keywords

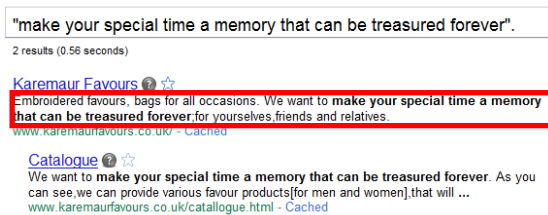


Examples of Keyphrases, these are tested agains a client website that I am working on at the moment, Karemaur Favours,

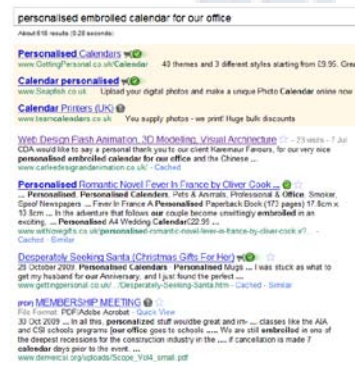


As you can see basic keywords can be affective when using search terms, I mentioned their the term Boolean Logic what do I mean, that is a term that refers to using certain operators or special characters that you may know them as better to help concatenate (Join) two separate words together to create a more meaningful statement. When using traditional mathematics you use characters to combine the numbers to get a result.

For example 1+1=2 this means that two ones where added together, so the same rule applies with search engines, if you use IT and Consultants the search engine will search for both words as long as it finds them the results will be returned even if they are not joined together. But, if, you use "IT"AND "Consultants" it will look for that specific combination of ("IT Consultants") only, as it did in the following example.



Now notice the difference no operators were used, but it still found the words that were in the key phrase, BUT not as a statement, it found random words such as office, personalised, calendar, even with the intentional spelling mistake it still found results.



Lets look at these boolean logic operators or special characters, they include:

1. Quotes ""
2. AND &
3. OR |
4. PLUS +
5. NEAR
6. NOT !
7. MINUS -
8. GREATER THAN >
9. LESS THAN <
10. NOT EQUAL TO <>

These operators may have changed now these are from an older version of a web design training manual, but I STILL find them very affective and do continue to use them, give them a try yourself, see how they work for you. I go by the old saying (“if it isn’t broke don’t fix it”). One point to be mindful of are the some search engines may be funny about operators and case sensitivity, so if you do use these try both UPPER and lower case operators and see which works best.

