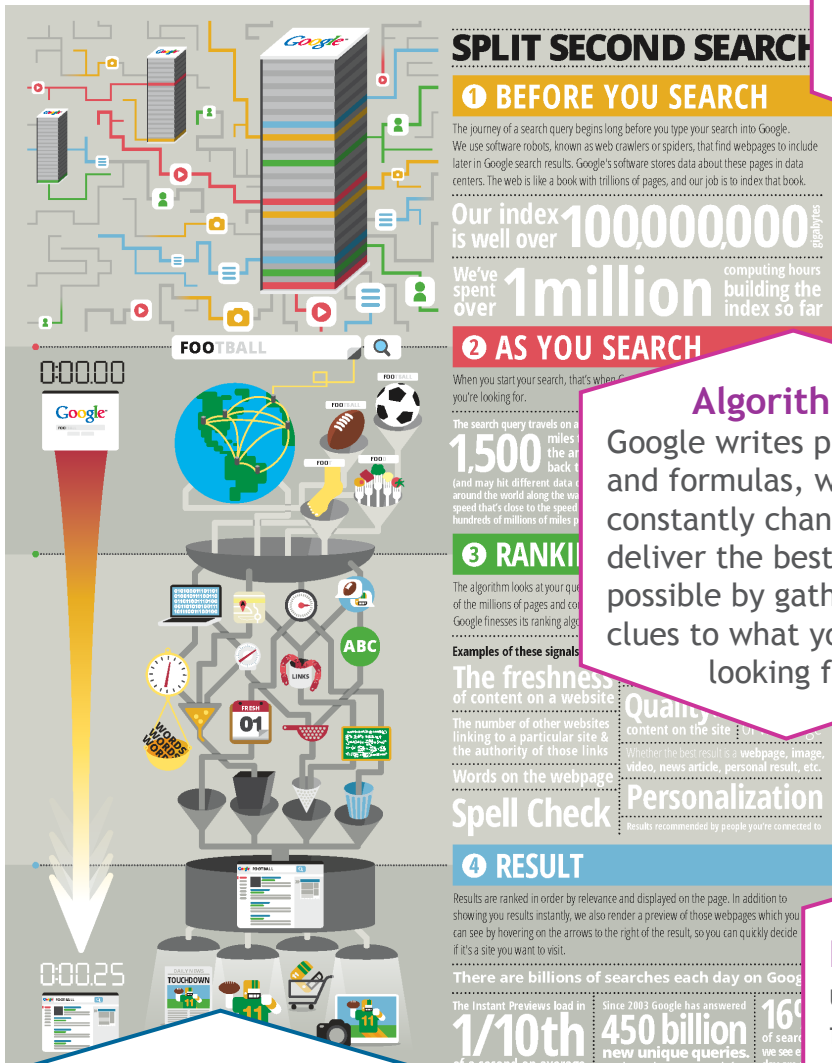


How Search Engines Work

Anatomy of a Google Search

This example shows how Google posts results based on a search inquiry. See [Google's Story](#).



Crawling Google bots navigate 60 Trillion webpages by following links from page to page. Site owners can block crawlers aka spiders

Index Google sorts web pages by content and tracks over 100 million gigabytes of data in their 'Big Virtual Book'

Algorithms Google writes programs and formulas, which constantly change, to deliver the best results possible by gathering clues to what you're looking for.

Clues
AutoComplete
SearchMethods
Spelling
Synonyms
GoogleInstant
QueryUnderstanding

Rank Google uses over 200 factors to list the rank results

Factors
Site & Page Quality
Freshness
Safe Search
User Context
Translation
Universal Search

Spam
Google fights false or garbage content to ensure relevant results. It's possible to correct Spam and request reconsideration

Results
In 1/8 of a second, Google displays websites listed on pages called SERP