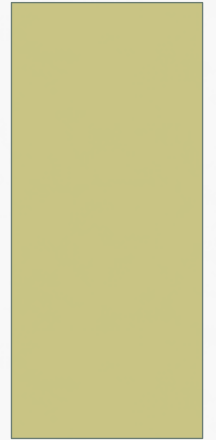


# SEARCHING TECHNIQUES



# TYPES OF WEB SEARCHES

- Directory Search
  - Enables users to manually search info. Portals to locate indexed info.
  - Search engine displays a list of categories and subcategories

## • Keyword Search

### • Keyword Index

- Enables users to enter keywords in a search engine to query an index
- Requires only keywords from <meta>, page title, phrases
  - Ex. Yahoo!, AltaVista, Google, Excite, Lycos
  - <meta name="keywords" content="meta tags, metatags, official, submit, search engine, submission, seo, internet marketing, increase traffic, promotion, web page promotions">
  - <meta name="description" content="Meta tags research shows that only 20% of all the web pages contain metatags and over 85% of the websites is unfit to be submitted to the search engines. Metatags.org helps you to make good meta tags">

### • Full-text Index

- Enables users to enter any search string into the search engine
- Requires full contents of every page to be indexed.
  - Ex. AltaVista and Google

# FILE TYPES SEARCHED

- Most search engines focus on HTML pages
- Some engines can search other types of documents:
  - ASCII – plain text files
  - RTF – files that contain simple formatting
  - PDF – files that can be transferred across platforms and retain formatting
  - PostScript – files that can be printed to PostScript printers
  - Proprietary file formats – files made by specific vendors such as Microsoft Word or Excel

# YAHOO!

- One of the oldest & most basic search engines
- Not intended to be a search engine
  - Index with links relating to each topic
  - Database of selective, carefully chosen & verified links
- Searches titles, categories and text to find results
- Retrieves specific types of information
  - Alphabetized hypertext categories
  - Web sites that match keywords
  - Yahoo! categories that list sites matching keywords

# GOOGLE

- The *de facto* standard in search
- Ranks relevance of a particular site according to keywords
- Determines site's relevance based on number of links pointing to it
- Sophisticated applications to sift through Internet and Web site content
- Advertised sites appear at top of Google results

# BING

- Formerly known as MSN Search & Windows Live Search
- Powers Yahoo! Search
- Provides search suggestions

# EXCITE

- Keyword searches
- Cross-referencing field for conceptual searches
- Returns multiple word meanings



# WEBCRAWLER

- Started in 1994 as a private project to offer free Internet searching
- Fast, simple, reliable
- Good for broad topics

# BOOLEAN OPERATORS

- A symbol or word used in Internet searches to narrow search results by including or excluding certain words or phrases from the search criteria.
- Operators in Excite and Google are case-sensitive

# BOOLEAN OPERATORS

- AND, OR and NOT operators
- + (AND)
- - (NOT)
- “ “ (keywords must appear in phrases in the order specified)
- \* (root word can include variations in spelling)
- . (root word cannot be expanded)

# SEARCH STRATEGIES

- Use keywords that are specific
  - Use **nouns** rather than verbs
- Put most important keywords first
- Use the + (plus) before each keyword to ensure that it is included in the results
- Combine keywords into phrases using quotation marks
- Use **uppercase letters** for Boolean operators
- Use parentheses to combine Boolean phrases in order to identify single concepts and to indicate the order in which relationships should be considered