

Published based on [How Do Search Engines Like Google Function?](#)

# How Do Search Engines Like Google Function?

It is the search engines like google that lastly bring your website towards the notice of the prospective clients to help you [increase traffic](#). Hence it's much better to know how these search engines really function and how they present information towards the client initiating a search.

There are basically two types of search engines. The very first is by robots called crawlers or spiders.

Search engines like google use spiders to index websites. Whenever you submit your website pages to some search motor by completing their needed submission page, the lookup motor spider will index your whole site. A 'spider' is definitely an automated plan that's run by the search motor system. Spider visits a web website, study the content material on the real site, the site's Meta tags and also follow the hyperlinks that the site connects. The spider then returns all that info back to some central depository, exactly where the information is indexed. It will go to each link you've on your site and index individuals websites too. Some spiders will only index a particular number of pages on your website, so do not produce a site with 500 webpages!

The spider will periodically return to the websites to examine for any info that has changed. The frequency with which this occurs is determined by the moderators of the search motor.

A spider is almost like a book exactly where it contains the table of contents, the real content material and the links and references for all the web sites it finds during its search, and it may index up to a million webpages a day.

Example: Excite, Lycos, AltaVista and Google.

Whenever you ask a search motor to locate info, it's actually looking through the index which it has created and not actually searching the Internet. Different search engines like google produce various rankings because not each and every search motor uses exactly the same algorithm to search through the indices. It was return different results for each phrase like "[acai berry](#)" and "[fat burning pills](#)" although similar will have completely different rankings in the search engines.

One of the things that a search motor algorithm scans for is the frequency and area of key phrases on a internet web page, however it can also detect artificial keyword stuffing or spamdexing. Then the algorithms analyze the way that pages website link to other webpages in the Web. By checking how webpages website link to one another, an motor can both figure out what a web page is about, if the keywords of the linked webpages are similar towards the key phrases about the original web page.

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