IT452 Advanced Web and Internet

Set 8½
Search Engines & SEO

Outline

- How do search engines work?
  - Basic operation
  - What makes a good one?
  - What makes it difficult?

- Web Design with search engines in mind
Search Engines – Basic Operation

- Crawler
- Indexer
- Query Engine

Crawler

- How does it find the pages?
- Does it crawl everything?
- How fast does it crawl?
Indexer

- Parse document
- Remember
  - Whole text
  - Words
  - Phrases
  - Link text
- Builds an “inverted index”

Query Engine

- Process text query from user
- Return ranked set of hopefully relevant pages
- Ranking factors
  - 1. Query-specific
  - 2. Page-specific
  - 3.
PageRank

• Original basis of Google – still important
• Two interpretations:
  – Random walk
  – Pages voting

• Does it depends on the query?

SEO

• Goal

• What does it consider?

• Types
**SEO 0.1**

- Early search engines heavily dependent on meta tags

- What to do?
  - White hat:
  
  - Black hat:

- Key issue: easy to _____________________

**SEO 1.0**

- Modern search engines depend heavily on links

- What to do?
  - White hat:
  
  - Black hat:
**Good principles**

- Clear hierarchy
- Links to all pages (static), not as images
- Useful content
- Links from relevant sites
- Good title / alt / meta
- Limit dynamically generated pages (or # args)
- No broken links, < 100 links
- Use robots.txt – exclude internal search results
- Fresh content

**Bad principles**

- Stuff with lots of irrelevant content
- Show different version of content to crawler
- Link schemes, farms
- Hidden text and links
- Pages designed just for search engines, not users
- Automated querying
- Deception in general