



**SNS COLLEGE OF  
TECHNOLOGY**  
**(An Autonomous Institution)**  
**COIMBATORE- 641 035**



**Department of Computer Science and Engineering**

**19CSO404 – Fundamentals of Digital Marketing**

**GOOGLE SEARCH ENGINE**

- ▶ Google Search is a fully-automated search engine that uses software known as web crawlers that explore the web regularly to find pages to add to our index.
- ▶ Google began to become popular as users found its result better.
- ▶ In 2002 , Google launched Google News- computer generated news from different websites and allows readers to choose which source they want to read.
- ▶ In 2004, Google books was launched.- one can view full text and magazines.
- ▶ In 2005, Google suggest has been launched – if a user enters a word in the search filed, associated words are shown in the drop down menu.



### **Google caffeine(2010):**

- ▶ unlike smaller updates, Google caffeine was a retooling of the entire search engine for achieving greater speed, better indexing **and more relevant search results.**

#### **Faster Indexing:**

- ▶ Google Caffeine allowed Google to index and update its search results in real-time or near real-time. This meant that new content and changes on existing pages could be reflected in search results more quickly.

#### **Improved Crawling:**

- ▶ The update improved the efficiency of Google's web crawlers, enabling them to discover and index new content on the internet more effectively.

## **Fresh Content Emphasis:**

- ▶ Caffeine placed a stronger emphasis on delivering fresh and relevant content in search results, which was particularly beneficial for news and time-sensitive topics.
- ▶ Enhanced Indexing of Different Types of Content:
- ▶ The update aimed to better index various types of content, including images, videos, and news articles, providing users with a more diverse set of search results.
- ▶ While Google Caffeine wasn't a visible change for users, it played a crucial role in the background, optimizing Google's search infrastructure to keep up with the ever-expanding and dynamic nature of the internet. This update represented Google's commitment to providing users with the most relevant and timely information in their search results.