

Search Engine Algorithms

Anand Sharma¹, Vaibhav Chandekar², Vikas Damre³, Shrutam Dhone⁴, Kapil Patil⁵

Project Guide, Department of Information Technology¹

Project Group Leader, Department of Information Technology²

Project Group Member, Department of Information Technology^{3, 4, 5}

Shri Sant Gajanan Maharaj College of Engineering, Shegaon, Maharashtra, India

Abstract: *A search engine algorithm is a complicated method that search engines like Google, Yahoo, and Bing use to estimate the importance of a web page. There are about 150,000,000 active websites on the Internet, according to Netcraft, an Internet research firm. There would be no way to tell which of these sites are worth users' attention and which simply spam without search engines are. Search engines collect a lot of information, which allows them to quickly decide if a site is spam or contains useful information. Search engines reward relevant sites with high rankings, whereas spam and unrelated sites might obtain extremely low rankings. There are three components to a search engine algorithm: crawling, indexing, and ranking.*

Keywords: Algorithm, Search engine, Crawling, Indexing and Ranking

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