

## **PART -1 (MODULE 3)**

### **Google Search and Advanced Search**

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#### **INTRODUCTION**

A search engine is website through which users can search internet content.

#### **Top 7 Search Engines in the World**

1. Google
2. Bing
3. Baidu
4. Yahoo!
5. Yandex
6. Ask.com
7. DuckDuckGo

#### **Google**

- Google, in full Google LLC formerly Google Inc. (1998–2017), American search engine company, founded in 4<sup>th</sup> September 1998 by Sergey Brin and Larry Page.
- More than 70 percent of worldwide online search requests are handled by Google, placing it at the heart of most Internet users' experience. Its headquarters are in Mountain View, California.
- Google uses approximately 20 petabytes of user generated data every day
- Available in 149 languages ,written in python, C and C++

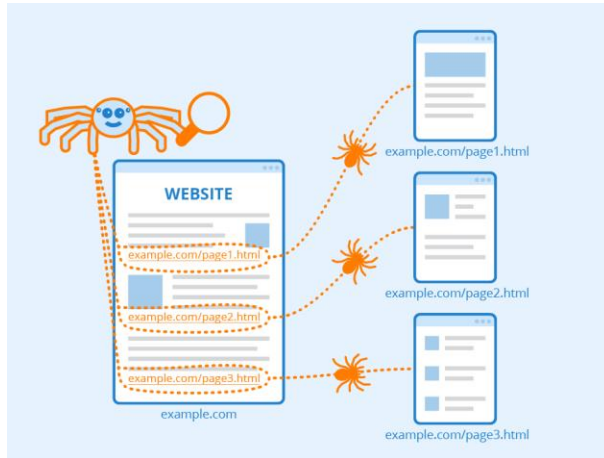
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#### HOW SEARCH ENGINES WORK: CRAWLING, INDEXING, AND RANKING

1. **Crawl:** Scour the Internet for content, looking over the code/content for each URL they find.



2. **Index:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
3. **Rank:** Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

#### Search engine optimization (SEO)

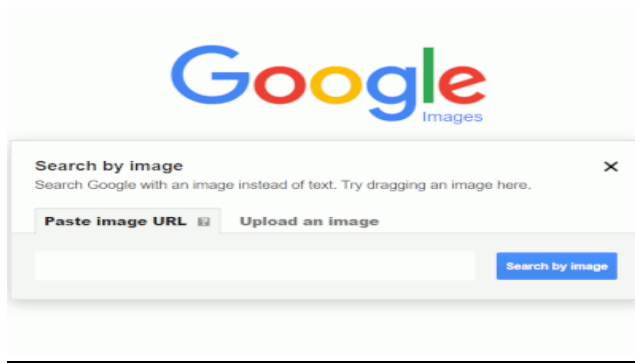
**SEO** is the process of improving the quality and quantity of website traffic to a website or a web page from search engines

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#### Search with a picture-Reverse image search



#### Computer

- Go to Google Images.
- Click Search by image Search by image.
- Click Upload an image and then Choose file or Browse.
- Select a picture from your computer.
- Click Open or Choose.

#### Android

- Open Google App
- Touch Update button
- Touch on Google Lens Button
- Search with image

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#### Google Search Operators

Google search operators are special characters and commands that extend the capabilities of regular text searches.

	Basic Search Operators
" "	Force an exact-match search. On single words, prevents synonyms. <b>Example:</b> <a href="#">"steve jobs"</a>
OR or	Search for X <i>or</i> Y. This will return results related to X or Y, or both. <b>Examples:</b> <a href="#">jobs OR gates</a> / <a href="#">jobs   gates</a>
-	Exclude a term or phrase. <b>Example:</b> <a href="#">jobs -apple</a>
()	Group multiple terms or search operators to control how the search is executed. <b>Example:</b> <a href="#">(ipad OR iphone) apple</a>
*	Acts as a wildcard and will match any word or phrase. <b>Example:</b> <a href="#">steve * apple</a>
\$	Search for prices. Also works for Euro (€), but not GBP (£) <b>Example:</b> <a href="#">Mobile \$329</a>
..	To match on any integer in that range of numbers. <b>Example:</b> <a href="#">Mobile Release 2015..2017</a>

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	Advanced Search Operators
<b>Intitle:</b>	Find pages with a certain word (or words) in the title. Example: <a href="#">intitle:apple</a>
<b>Allintitle:</b>	Similar to “intitle,” but only results containing all of the specified words in the title tag will be returned. Example: <a href="#">allintitle:apple iphone</a>
<b>Inurl:</b>	Find pages with a certain word (or words) in the URL. Example: <a href="#">inurl:apple</a>
<b>allinurl:</b>	Similar to “inurl,” but only results containing all of the specified words in the URL will be returned. Example: <a href="#">allinurl:apple iphone</a>
<b>Filetype:</b>	Restrict results to those of a certain filetype. E.g., PDF, DOCX, TXT, PPT, etc. Example: <a href="#">apple filetype:pdf</a>
<b>related:</b>	Return sites that are related to a target domain. <a href="#">related:google.com</a>
<b>Site:</b>	Limit results to those from a specific website. Example: <a href="#">site:apple.com</a>
<b>Define:</b>	Get the definition Example: Define:Google Search
<b>Cache:</b>	Returns the most recent cached version of a web page. Example: <a href="#">cache:apple.com</a>

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#### Google Advanced Search

Narrow down search results for complex searches by using the Advanced Search page. For example, you can find sites updated in the last 24 hours or images that are in black and white.

#### **Do an Advanced Search**

1. Go to the Advanced Search page.
  - [Advanced Search for websites](#)
  - [Advanced Search for images](#)

#### **Advanced Search filters you can use**

##### Websites

- Language
- Region
- Last updated date
- Site or domain
- Where the search terms appear on the page
- SafeSearch
- Reading level
- File type
- Usage rights (find pages that you have permission to use)

##### Images

- Size
- Aspect ratio
- Color
- Type (face, animated, etc.)
- Site or domain
- Filetype
- SafeSearch
- Usage rights (find images that you have permission to use)

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#### **SafeSearch in Google**

**Safe Search** is a feature in Google Search and Google Images that acts as an automated filter of pornography and potentially offensive and inappropriate content.

#### **Turn SafeSearch on or off**

1. Go to Search Settings.
2. Under "Safe Search filters," check or uncheck the box next to "Turn on Safe Search."
3. At the bottom of the page, select Save.

#### **Change your language on Google**

1. On your computer, go to the Search settings page.
2. On the left, click Languages.
3. Choose your language.
4. At the bottom of the page, click Save.

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