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this book provides a broad introduction to search engines by integrating five different perspectives on search and search engines that are usually dealt with separately the technical perspective the user perspective the internet based research perspective the economic perspective and the societal perspective after a general introduction to the topic two foundational chapters present how search tools can cover the s content and how search engines achieve this by crawling and processing the found documents the next chapter on user behavior covers how people phrase their search queries and interact with search engines this knowledge builds the foundation for describing how results are ranked and presented the following three chapters then deal with the economic side of search engines i e google and the search engine market search engine optimization seo and the intermingling of organic and sponsored search results next the chapter on search skills presents techniques for improving searches through advanced search interfaces and commands following that the deep and how its content can be accessed is explained the two subsequent chapters cover ways to improve the quality of search results while the next chapter describes how to access the deep last but not least the following chapter deals with the societal role of search engines before the final chapter concludes the book with an outlook on the future of search with this book students and professionals in disciplines like computer science online marketing or library and information science will learn how search engines work what their main shortcomings are at present and what prospects there are for their further development the different views presented will help them to understand not only the basic technologies but also the implications the current implementations have concerning economic exploitation and societal impact

demonstrates successful search strategies while analyzing the strengths and weaknesses of yahoo altavista excite

infoseek lycos and hot bot describing advanced features and query terminology for each

this book is a second edition updated and expanded to explain the technologies that help us find information on the web search engines and web navigation tools have become ubiquitous in our day to day use of the web as an information source a tool for commercial transactions and a social computing tool moreover through the mobile web we have access to the web s services when we are on the move this book demystifies the tools that we use when interacting with the web and gives the reader a detailed overview of where we are and where we are going in terms of search engine and web navigation technologies

provides an understanding of search engines from the unique perspective of library and information science this book explores a range of topics including retrieval effectiveness user satisfaction the evaluation of search interfaces the impact of search on society and the influence of search engine optimization seo on results quality

written by a team of mit internet specialists this comprehensive reference teaches webmasters and developers how to choose select and implement the right search engine for their intranet or large internet site the book also describes and compares the most popular search engines and directories explains their ranking systems and teaches how users can get best results

search engines have become a key part of our everyday lives yet there is growing concern with how algorithms which run just beneath the surface of our interactions online are affecting society this timely new edition of search engine society enlightens readers on the forms of bias that algorithms introduce into our knowledge and social spaces drawing on recent changes to technology industries policies and research it provides an introduction to the social

place of the search engine and addresses crucial questions such as how have search engines changed the way we organize our thoughts about the world and how we work to what extent do politics shape search and does search shape politics this book is a must read for those who wish to understand the future of the social internet and how search shapes it

this book tries to deconstruct the enigma which surrounds search engine optimisation while website owners find the topic overwhelming most seo experts overly abuse the ignorant to make money have you invested time or money in a website or a blog and yet find no visitors coming to your website blog the reason may be that your website or blog is not optimised for search but donâ t rush and hire the first self proclaimed seo expert yet most of the improvements or modifications that are required can be handled by you yourself or by your website developer this book will help you with understanding how search engines work understanding search engine optimisation tips and techniques to optimise website design tips and techniques to optimise content tips for choosing an seo company handy tools available on the web promoting your website or blog

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aimed at developers designers programmers and online marketers explains how to build user friendly and effective sites that attract traffic from search engines

design build and maintain dynamic sites that balance form and function you ll find thorough explanations of effective site architecture layout and navigational features and discover how to add graphics links and multimedia also learn

to handle privacy and security issues with respect to site design and program dynamic applications

this book describes the major educational computer applications and provides methods for using computer tools effectively in the teaching learning process the author focuses on the word processor database spreadsheet internet and hypermedia software tools that all classrooms with computers have the book is independent of hardware x equally applicable to macs or pcs x and speaks to methods that apply across grade levels and disciplines the book has been extensively class tested and written with a view of what will work for teachers many helpful models lesson plans skill x building tips and activities are included to allow students to pick up this book and put it to use in the classroom right away for anyone interested in computer education computer based instructional design professional development seminars

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