

## Search Engines and Finding Web Pages

Searching the Internet can be a daunting task especially when there are over 45 billion web pages in the visible Web.<sup>1</sup>

In this tutorial, you will learn about:

- the three different types of search engines and
- tips to use when searching the Internet.

To navigate, use the buttons in the lower right corner. They will take you to the next slide, back to the previous slide, or back to the tutorial.



<sup>1</sup>Different Engines, Different Results: Web Searchers Not Always Finding What They're Looking for Online." 2005. <http://comparesearchengines.dogpile.com/OverlapAnalysis.pdf> (Accessed 2006)

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## Search Engines

There are three different types of search engines.

1. Full Text Search Engines (e.g. [Google](#))
  - Use for distinct types of information such as quotes, articles
  - Use when you know what information you want
2. Directories (e.g. [Yahoo!](#))
  - Use for more general searching
  - Although you shouldn't start your research with a search engine, a directory is the place to begin when you don't know what you want.
3. Metasearch Engines (e.g. [Dogpile](#))
  - Use when you want to search more than one search engine with a single search strategy



## More than One

No search engine can index the entire Internet. There may be overlaps but mainly each engine indexes a different portion of the net.

Thus, it is a very good idea to utilize more than one search engine when searching the Internet.



## Search Box

Unlike the databases provided by the SC Library, a search engine only has one access point, keyword. However, there are some tips to search certain aspects of web pages. You can use the advanced search options or use the shortcuts below to search a specific part of a web page.

Site/domain		site:
File type		filetype:
Title		intitle:
Search within URL		inurl:
Text		intext:

Click the buttons in the table for examples.



## Site/Domain

<u>Search Engine Used</u>	<u>Search Strategy Used</u>	<u># of Results</u>
Google	"Kansas City Chiefs"	5,780,000
	"Kansas City Chiefs" site:nfl.com	51,200
Yahoo!	"Kansas City Chiefs"	24,200,000
	"Kansas City Chiefs" site:nfl.com	127,000
Ask.com	"Kansas City Chiefs"	484,200
	"Kansas City Chiefs" site:nfl.com	32,900
Dogpile	"Kansas City Chiefs"	Not provided
	"Kansas City Chiefs" site:nfl.com	Not provided

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## File Type

<u>Search Engine Used</u>	<u>Search Strategy Used</u>	<u># of Results</u>
Google	"The Taming of the Shrew"	648,000
	"The Taming of the Shrew" filetype:pdf	10,600
Yahoo!	Not supported	
Ask.com	Not supported	
Dogpile	Not supported	

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## Title

Search Engine Used	Search Strategy Used	# of Results
Google	"censorship in the media"	8,340
	intitle:"censorship in the media"	790
Yahoo!	"censorship in the media"	32,400
	intitle:"censorship in the media"	101
Ask.com	"censorship in the media"	1,430
	intitle:"censorship in the media"	12
Dogpile	"censorship in the media"	Not provided
	intitle:"censorship in the media"	Not provided

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## Search within URL

Search Engine Used	Search Strategy Used	# of Results
Google	Ghana	106,000,000
	inurl:Ghana	946,000
Yahoo!	Ghana	412,000,000
	inurl:Ghana	2,020,000
Ask.com	Ghana	16,900,000
	inurl:Ghana	248,000
Dogpile	Ghana	Not provided
	inurl:Ghana	Not provided

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## Text

Search Engine Used	Search Strategy Used	# of Results
Google	"international global warming"	31,100
	intext:"international global warming"	24,800
Yahoo!	Not supported	
Ask.com	Not supported	
Dogpile	Not supported	

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## Terms

Selecting terms for an Internet search strategy is quite different from selecting terms for library databases.

There are two reasons for this:

1. Unlike a database that has individuals assigning subject headings and other related terms that assist you in finding a source, a search engine uses an algorithm that provides results according to popularity or to the fees paid by the owners of the web page so theirs is among the top results.
2. Library databases are in the business of creating an environment that makes searching for relevant information easy and effective. Search engines are actually not in the search business but in promoting web pages that have had a fee paid for it to appear in the top results.

In other words, although search engines are free, you do not receive the same quality of searching service as provided by databases.



## Terms (cont.)

Therefore, when considering terms, you need to think like the author of the web page.

- What terms would the author use to describe what you want?
- What specialized vocabulary would be used?
- What regional language and/or slang would be used?
- What unique words would describe the information you need?



## Time Out

Another good Internet searching practice is to give yourself a time limit.

For example - After 15 minutes of searching without any success, re-think your search strategy or consider searching somewhere else, such as another search engine, a database, or a print source.



## Conclusion

If you have any questions, please  
contact a librarian.

[Library Contact Directory](#)

