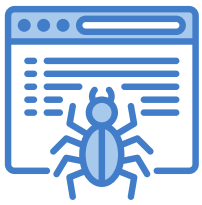


How Google Crawls the Web

2



Google is constantly discovering current & new web pages for keywords that will help Searchers find what they're looking for. Computer programs called algorithms do this via "bots" or crawlers."

1



Google has an index (similar to what's found in the back of a book) that holds over 100M GB of data including web pages, their keywords, media, and more.

3



These crawlers travel across the web via links. When they arrive on a page, they follow link after link, adding new data to the index.

4



Pages and keywords in Google's index is then ranked based on the evaluation of its web crawlers when they last crawled the site.

6



Google is obsessed with providing a superior search appearance for its users. Each year, the algorithm evolves to include only the most relevant and quality content for each search.

5

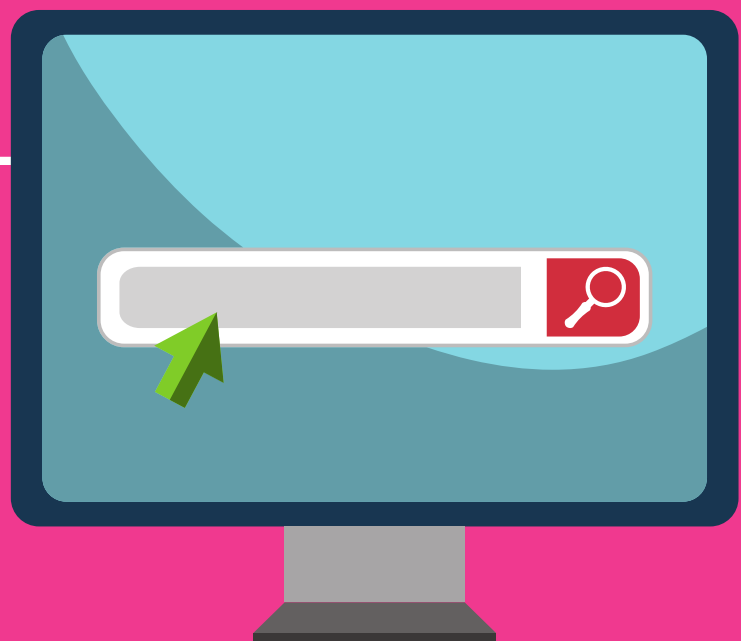


Based on Google's current algorithm (it changes 100s of each year), the data found is ranked as it will appear when someone searches for certain keywords.

7

Try It!

Next time you search for anything, think about the process that happens. How much data is currently being scanned to find you the most relevant results? Why do you think Google chose those search results? How accurate are the results?



Google Stats



Over

5

Billion

Searches every day

69.7%

Of searches
have 4+ terms

Most
searched
query

"facebook"

