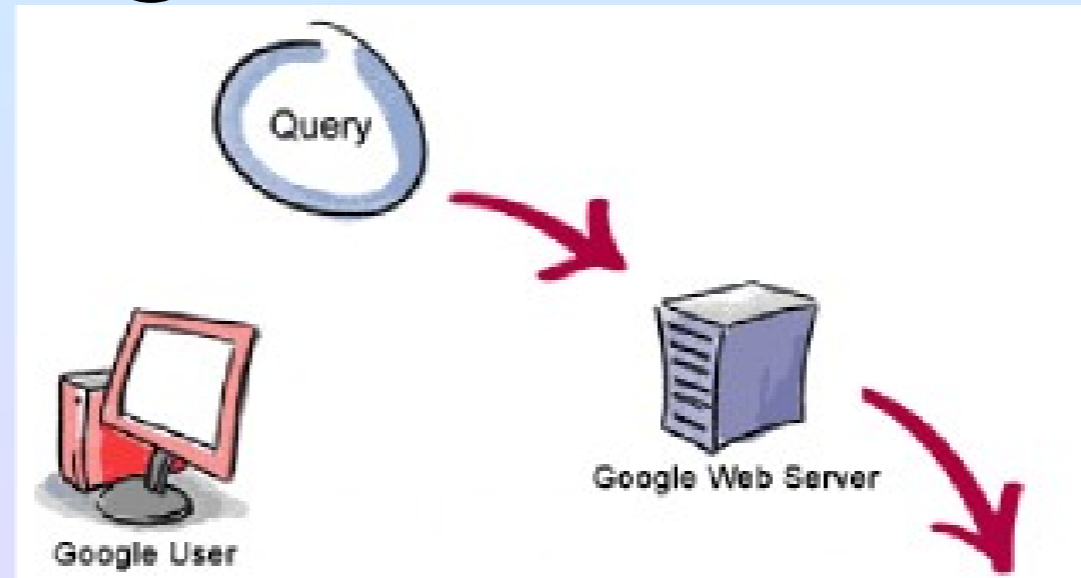


Getting the Best
from Google

How Google Serves Queries



3. The search results are returned to the user in a fraction of a second.

1. The web server sends the query to the index servers. The content inside the index servers is similar to the index in the back of a book--it tells which pages contain the words that match any particular query term.



2. The query travels to the doc servers, which actually retrieve the stored documents. Snippets are generated to describe each search result.



The Index Server

- The *Index Server* contains a list of words. For each word there is a list of all pages where that word occurs.
- Alternative spellings are considered
- Some *Stop Words*, such as 'the', are not indexed.

The Doc Servers

- The *Document Servers* are used to retrieve the full text of the pages.
- *Snippets* are extracted which are displayed to the user, *in order of Page Rank*.

What Affects Page Rank?

- Popularity
- Number of links to the page
- Number of links from the page
- Position of search terms
- Closeness of search terms
- About 100 other things ...

How Can I Improve the Rank of My Pages?

- Popularity: *Offer useful resources*
- Links In: *Ask related organisations*
- Links Out: *Link to useful resources and related organisations.*
- Search terms: *Put them in the **Title!***
(The Keywords section is ignored.)

How Can I Get Google to Notice My Pages?

- Use Google's *SubmitURL* form.
- Let *GoogleBot* find it:
 - *GoogleBot* visits all URLs in the pages it finds recursively.
 - *GoogleBot* re-indexes pages from time to time, e.g., once per month.
 - Some sites are re-indexed daily, e.g., news media.

Simple Queries

Case is ignored, but not ' or -

All search terms must match (AND)

Word *stems* expanded: *kid kids kid's..*

Some abbreviations allowed, *NYC*.

Stop words are ignored. *Usually*.

Proximity and *order* affect rank.

Advanced Query Operators

Quoted Phrases

The * Operator

The – Operator

The + Operator

The ~ Operator

The OR and | Operators

The .. Operator

Prefix Operators

Advanced Operators

Quoted Phrases

Query:

Search Results

No results found for "yvette fanshawe".

Results for [yvette fanshawe](#) (without quotes):

[Letter to the editor... Police Foundations student get ...](#)

27 Oct 2008 ... **Fanshawe** Student Union - London, Ontario, Canada. ... Click here to read more Interrobang articles written by **Yvette** Thornton ...

www.fsu.ca/story.asp?storyID=322§ionID=2&issueID... - [Cached](#)

[Interrobang - Fanshawe's Student Voice](#)

1 Oct 2007 ... **Fanshawe** Student Union - London, Ontario, Canada. ...

www.fsu.ca/story.asp?ibangYear=0708&storyID=225...2... - [Cached](#)

* The Wild Card

Query:

[Michael Jackson - Wikipedia, the free encyclopedia](#)

Michael Joseph Jackson Jr (commonly known as Prince) was born on February 13, 1997; his sister Paris-**Michael Katherine Jackson** was born a year later on ...

[Albums](#) - [Death](#) - [Michael \(album\)](#) - [Singles](#)

en.wikipedia.org/wiki/Michael_Jackson - [Cached](#) - [Similar](#)

[Michael Jackson's This Is It - Wikipedia, the free encyclopedia](#)

"The recordings were made so we could use them, then the tapes were destined ...

en.wikipedia.org/wiki/Michael_Jackson's_This_Is_It - [Cached](#) - [Similar](#)

[Michael A. Jackson - Wikipedia, the free encyclopedia](#)

Michael Anthony Jackson (born 1936) is a British computer scientist, and ...

en.wikipedia.org/wiki/Michael_A._Jackson - [Cached](#) - [Similar](#)

- The NOT Operator

michael jackson -singer -album -video -music -images -lyrics -.com

[Videos for michael jackson -singer -album -video ...](#) - Report videos

[Mohammed Al Fayed unveils Michael Jackson ...](#)

3 min - 20 hours ago [bbc.co.uk](#)

[arm show on USTREAM: hip hop michael jackson.](#)

5 days ago [ustream.tv](#)

[Images for michael jackson -singer -album -video ...](#) - Report images

[MchaelJackson.net - They Don't Care About Us](#)

MchaelJackson.net - They Don't Care About Us.

[www.michaeljackson.net/](#) - [Cached](#) - [Similar](#)

[Michael Jackson \(anthropologist\) - Wikipedia, the free encyclopedia](#)

Michael D. Jackson (born 1940) is a post-modern New Zealand anthropologist who has taught in the anthropology departments at the University of Copenhagen ...

[en.wikipedia.org/wiki/Michael_Jackson_\(anthropologist\)](#) - [Cached](#) - [Similar](#)

Note that -video does not stop actual videos being retrieved, just the word.

+ The *Force* Operator

Query:

[Videos for +the +who](#) - Report videos

[Baba O'Riley](#) 5 min - 7 Apr 2006 Uploaded by gawlerpete [youtube.com](#)

[Wont Get Fooled Again](#) 9 min - 7 Apr 2006 Uploaded by gawlerpete [youtube.com](#)

[The Who's Official Website - News from Roger Daltrey, Pete ...](#)

ENTER HERE >> · Welcome to thewho.com, the official home of **The Who** online.
[www.thewho.com/](#) - [Cached](#) - [Similar](#)

[The Who - Wikipedia, the free encyclopedia](#)

The Who are an English rock band formed in 1964 by Roger Daltrey (vocals), Pete Townshend (guitar), John Entwistle (bass) and Keith Moon (drums). ...

[The Who discography - Keith Moon - Pete Townshend - The Who personnel](#)
[en.wikipedia.org/wiki/The_Who](#) - [Cached](#) - [Similar](#)

[The Who discography - Wikipedia, the free encyclopedia](#)

The following is a discography of albums and singles released (1964-Present ...
[en.wikipedia.org/wiki/The_Who_discography](#) - [Cached](#) - [Similar](#)

[Show more results from wikipedia.org](#)

~ The *Synonym* Operator

Query:

[Machine](#) - [Wikipedia, the free encyclopedia](#)

A **machine** is a device that uses energy to perform some activity. In common usage , the meaning is that of a device having parts that perform or assist in ...

[Usage](#) - [Types and related components](#) - [See also](#) - [References](#)
en.wikipedia.org/wiki/Machine - [Cached](#) - [Similar](#)

[desktop](#) | [The Culture of Design](#)

desktop magazine now available on iPad · [Features](#) · [The Occupation: Jellymonger ... Desktop Magazine ... desktop](#) April issue is now on sale ...
[Contact](#) - [Careers](#) - [Project Wall](#) - [Advertising](#)
www.desktopmag.com.au/ - [Cached](#) - [Similar](#)

[Google Videos](#)

Advanced **Video** Search · Moderate SafeSearch is on · [Help Center](#) - [Uploaded Videos](#) - [Help for Publishers](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home ...](#)
video.google.com.au/ - [Cached](#) - [Similar](#)

[Google Video](#)

Search and watch millions of videos. Includes forum and personalized recommendations.
video.google.com/ - [Cached](#) - [Similar](#)

| The OR Operator

Query: `debian -ubuntu | ubuntu -debian`

Your search - **debian - ubuntu | ubuntu -debian** - did not match any documents.

Suggestions:

Make sure all words are spelled correctly.

Try different keywords.

Try more general keywords.

Try fewer keywords.

Interpretation:

`debian (-ubuntu | ubuntu) -debian`

= `debian AND (NOT ubuntu OR ubuntu) AND NOT debian`

= `debian AND TRUE AND NOT debian`

= `debian AND NOT debian`

Let's Try That Again!

Query:

[Debian on CDs](#)

25 Mar 2011 ... Walks the user through obtaining CDs, if needed, for installation.

www.debian.org/CD/ - [Cached](#) - [Similar](#)

[Debian -- Security Information](#)

Debian security alerts from 1997 to today, containing descriptions of the ...

www.debian.org/security/ - [Cached](#) - [Similar](#)

[Debian -- PowerPC Port](#)

14 Mar 2011 ... A free distribution of the GNU/Linux operating system. It is ...

www.debian.org/ports/powerpc/ - [Cached](#) - [Similar](#)

[News for debian | ubuntu -ubuntu | -debian](#)

ZDNet UK

[Natty Narwhal with Unity: Worst **Ubuntu** beta ever](#)

2 days ago

By Scott Gilbertson • Get more from this author Review Last year, Mark Shuttleworth christened **Ubuntu** 11.04 "Natty Narwhal", saying the disto would be ...

Register - [27 related articles](#) - [Shared by 20+](#)

The .. *Range* Operator

Query:

[The Historical harpsichord - Google Books Result](#)

[Frank Hubbard](#), [Howard Schott](#) - 2002 - Music - 241 pages

50000 F."2 The earliest modern reference to this Taskin **harpsichord** is by Philip James,3who in 1930 ... Therefore, the purchase price amounted to **\$2350**. ...

books.google.com.au/books?isbn=0945193750...

[Billboard - 12 May 1958 - Google Books Result](#)

84 pages - Magazine

With the aid of some **\$3500** amplifiers and speakers, Ferrer amuses himself Today more **harpsichord** recitals are scheduled across the country than you can ...

books.google.com.au/books?id=3Q... - [More book results »](#)

[Popular Mechanics - Feb 1980 - Google Books Result](#) Vol. 153, No. 2 - 200 pages - Magazine

Harpsichord is priced from \$1200 for the basic precut kit to **\$4200** for the built -up instrument. Frank Hubbard Inc., 185A Ly- man St., Waltham, Mass. 02154. ...

books.google.com.au/books?id=m9UDAAAAMBAJ... - [More book results »](#)

[Texas Monthly - Dec 1983 - Google Books Result](#)

Prefix Operators

adl syd:

Flights from Adelaide to Sydney

link:http://linuxlsga.net

Pages linking to the given URL

site:www.courts.sa.gov.au sentences

Information about sentences in adelaide courts

google tips ext:pdf

Find printable tips about Google

movie: the king's speech

Find reviews, show times, etc.

And many others ...

Summary

biking italy

both the words *biking* and *Italy*

recycle steel | iron

recycling steel or recycling iron

“I have a dream”

the exact phrase *I have a dream*

salsa -dance

the word *salsa* but NOT the word *dance*

Louis +I France

information about Louis the First (I),
weeding out other kings of France

castle ~glossary

glossaries about castles, as well as
dictionaries, lists of terms, terminology...

fortune-telling

all forms of the term, whether spelled as a
single word, a phrase, or hyphenated

define:imbroglio

definitions of the word *imbroglio*