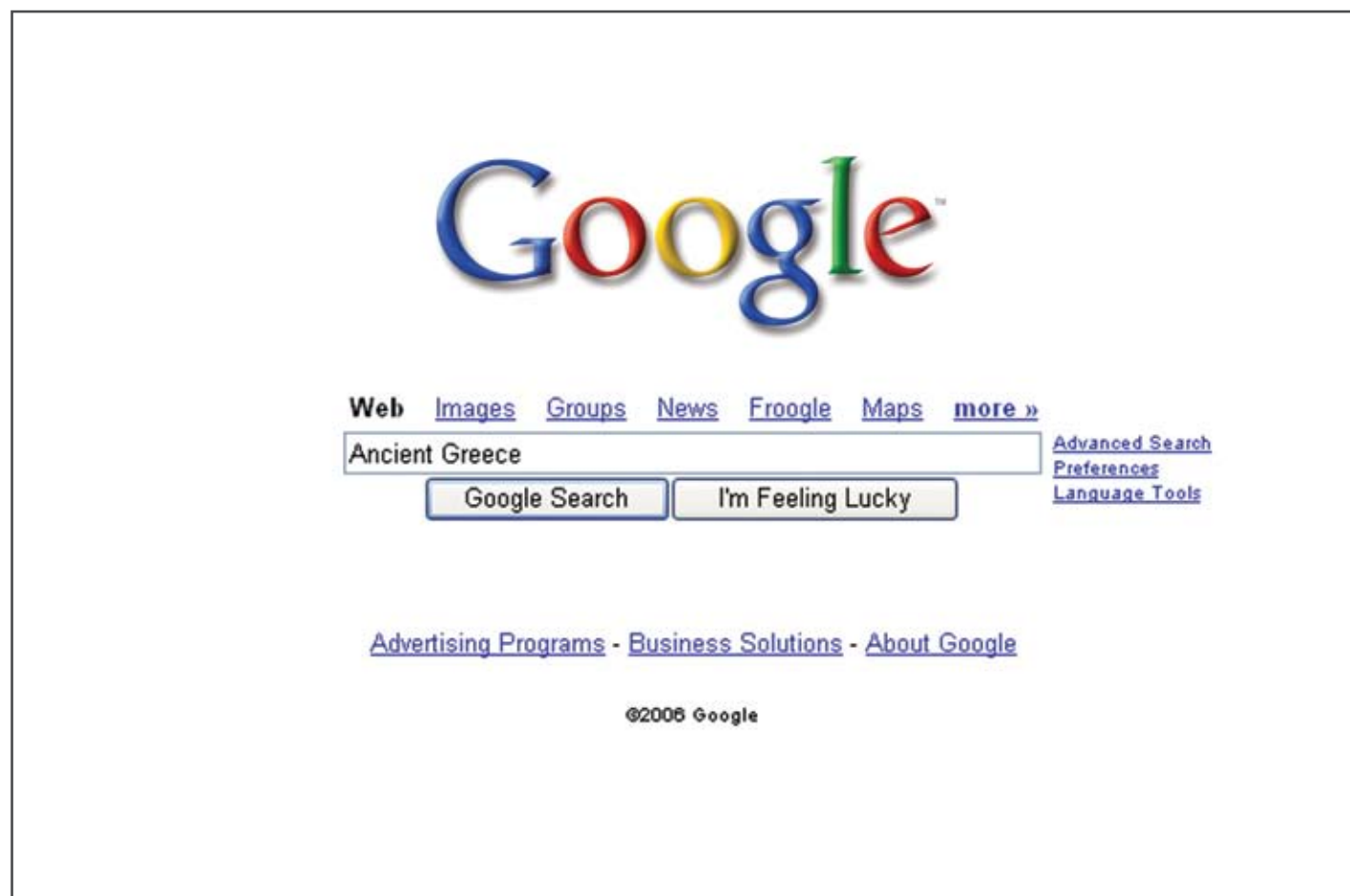


Anatomy of a Search.

How does Google help you find what you're looking for? To give you the best search results, Google maintains an index of the billions of pages of content on the web. Here's what happens in that fraction of a second after you type a few words into the Google search box:



1

Search the index: When you click the Google Search button, Google races through its billions of web pages to find every page that contains the word or phrase or group of words you've used.

2

Analyze the web pages for relevance: Google screens web pages in the index to see which ones are most likely to have what you're looking for, based on such factors as the number of times the words you searched for appear on a particular page, whether they are in the title, and – if you entered multiple words – how close together they appear.

3

Evaluate the site's reputation: Google looks at how often other websites link to these pages to determine how popular or useful each one is.

4

Rank the web pages: Having scrutinized the web pages in terms of their relevance to your search words, Google presents your results, with what we believe are the most useful pages at the top.

