TASK 1 – SEARCHING

WHAT A SEARCH ENGINE IS AND WHAT IT DOES.

A search engine is a coordinated set of programs which searches an index and returns matches to a specified keyword. Google and Yahoo are examples of search engines. Web search engines work by storing information about many web pages, which they retrieve from the WWW (World Wide Web) itself. These pages are retrieved by a web crawler also known as a spider. Some search engines, such as Google, store all or part of the source page (referred to as a cache) as well as information about the web pages.

Allot of websites provide Meta elements, these are HTML or XHTML elements used to provide structured metadata about a web page. Such elements must be placed as tags in the `head` section of an HTML or XHTML document. Meta elements can be used to specify page description, keywords and any other metadata not provided through the other `head` elements and attributes.

KEYWORD SEARCHES

The two search engines I have chosen to work with are leading search provider Google and DogPile. I will be searching the same keywords into each search engine and then comparing results at the end. I will also define the keywords which I will be searching to give a better idea of what I am searching for.

Keywords:

1. **Car** - *A motor vehicle with four wheels; usually propelled by an internal combustion engine.*
2. **Used** - *Previously used or owned by another person.*
3. **Second-hand** – *Same as "Used"*

Using multiple keywords will bring up more results and help get better information on what I am looking for.

TYPES OF CARS

I have two types of cars I will be looking for. Searching for a preferred car will minimize the results to fewer results which are more relevant.

1. **Renault Clio 1.2 –** Old classic car at the top of the price range.
2. **2001 Volkswagen Polo 1.3 –** Old affordable car.

BASIC SEARCH RESULTS

First search I did was in Google; I searched "Used Cars" and came up with 78,500,000 results. On this search I just did a normal basic search with no advanced searching methods so I can compare the results later on with advanced searching. I then did a search in DogPile which searches most popular search engines such as google, yahoo and msn.

Most common web sites that came up were trading websites, with certain features like auction and buy it now.
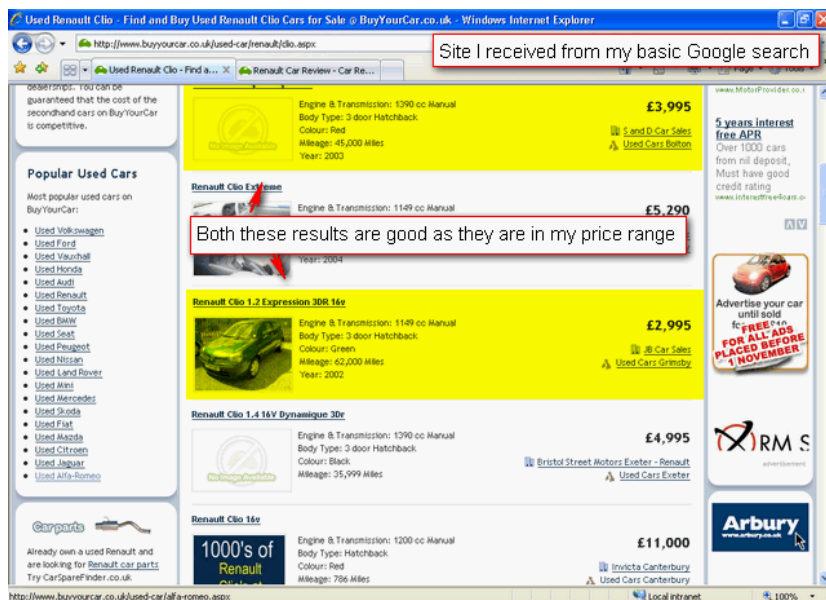
GOOGLE BASIC SEARCH RESULTS 1:

I searched the terms "Renault Clio Used Car" to bring up 760,000 in 0.30 seconds.
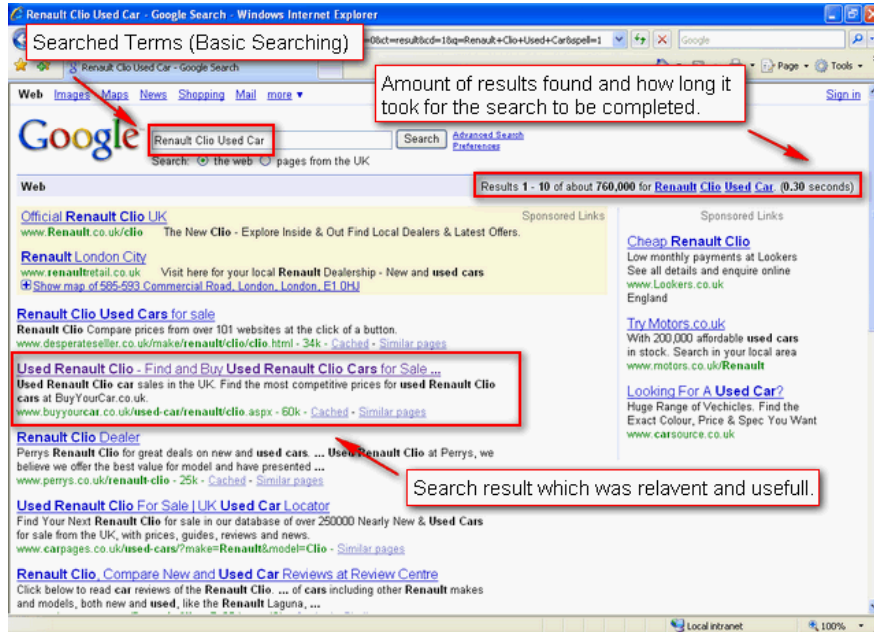
SITE FROM GOOGLE RESULTS 1

This is the site I received from my basic google search. It is very useful as I came up with 2 helpful results. The reason why there are helpful are because they are inside the price range which was set (£2000 - £4000).
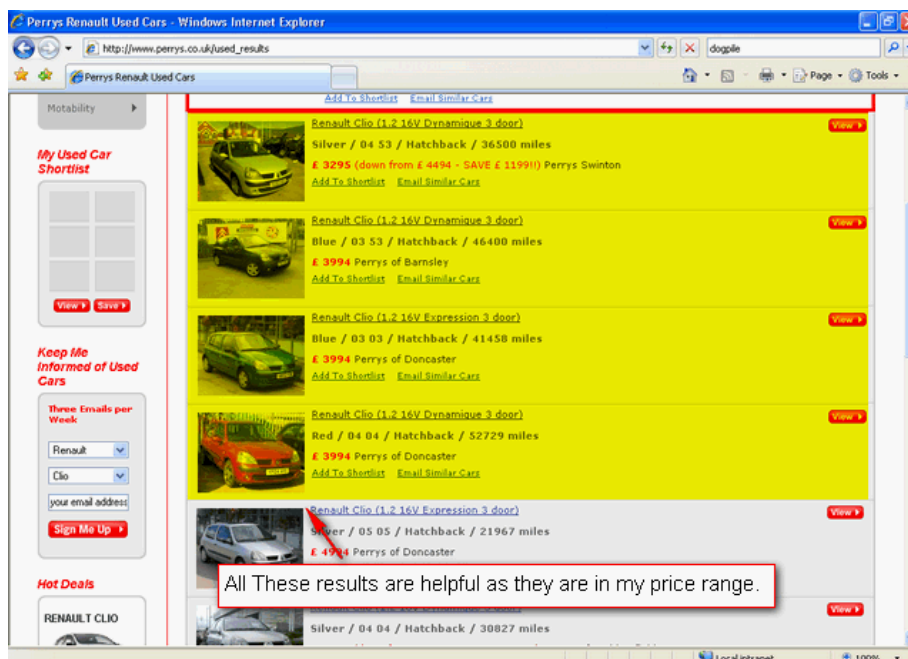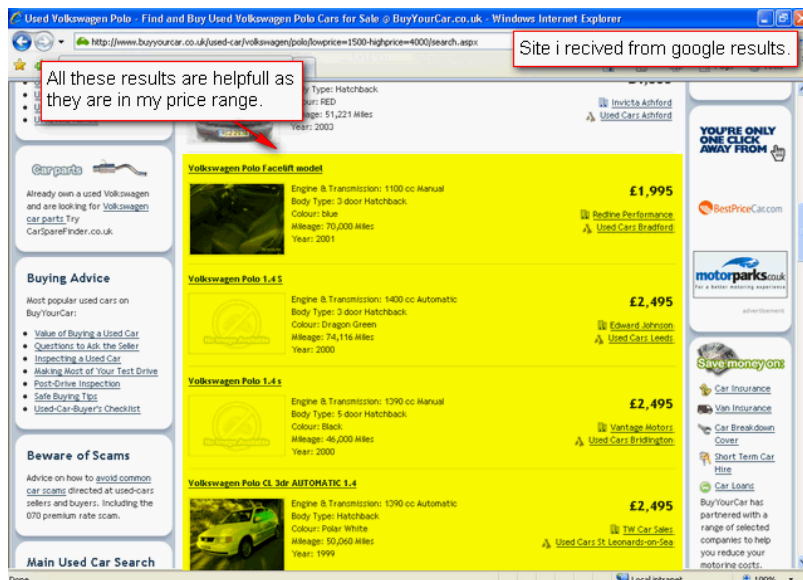
DogPile Basic Search 1

I searched the terms "Renault Clio Used Car" into DogPile, the search results weren't helpful as most of them were sponsored links
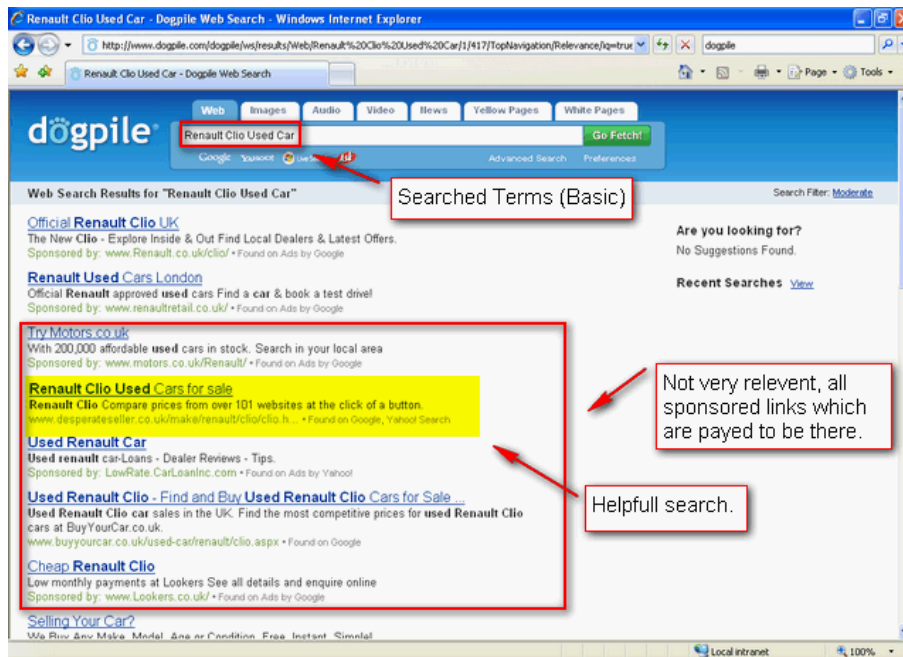
Site from DogPile Results 1

This is the site I received from my basic DogPile search. This site was very useful as it came up with allot of results which were in my price range.

Basic Search RESULTS CONCLUSION

After comparing the results and the outcome given by both search engines Google and DogPile, I came up with a decision that google gave back the better results. The reason for this is DogPile was giving back to many sponsored links which were unrelated to what I was searching for.

Google does the same but separates them to the right hand side of the page but they are also related to what I am searching. So in my eye google is better the search engine.

GOOGLE BASIC SEARCH RESULTS 2:

I searched the terms "2001 Volkswagen Polo Used Car" to bring up 79,600 in 0.52 seconds.
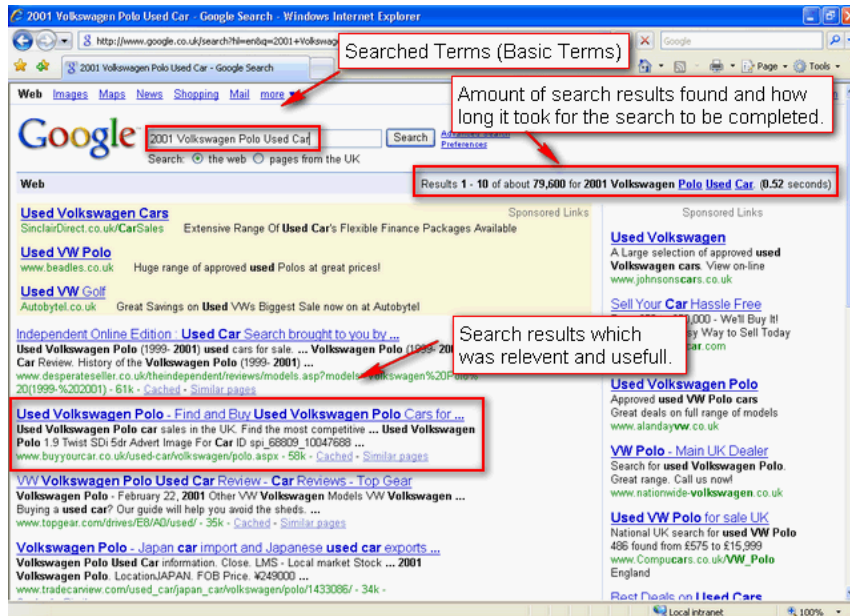
SITE FROM GOOGLE RESULTS 2

This is the site I received from my 2 basic google search. It is very useful as I came up with 4 helpful results. The reason why there are helpful are because they are inside the price range which was set (£2000 - £4000)

DOGPILE BASIC SEARCH 2

This is the site I received from my 2 basic DogPile search. This site was very useful as it came up with allot of results which were in my price range.
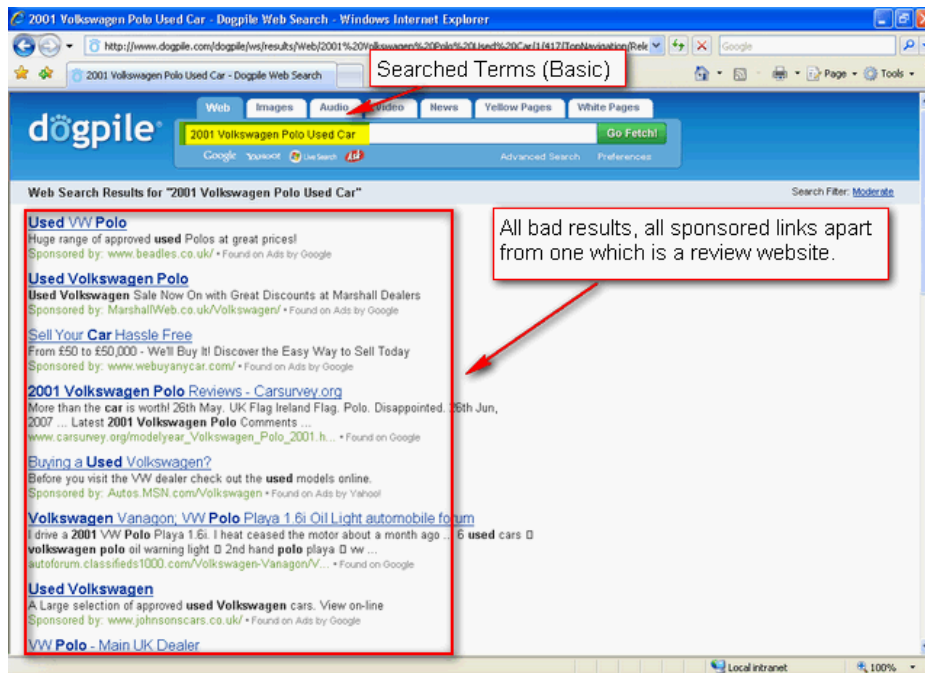
The results I received from DogPile were not very good, so I decided to shorten the keywords used to get a wider search. I changed the searched terms to "Volkswagen Polo Used".
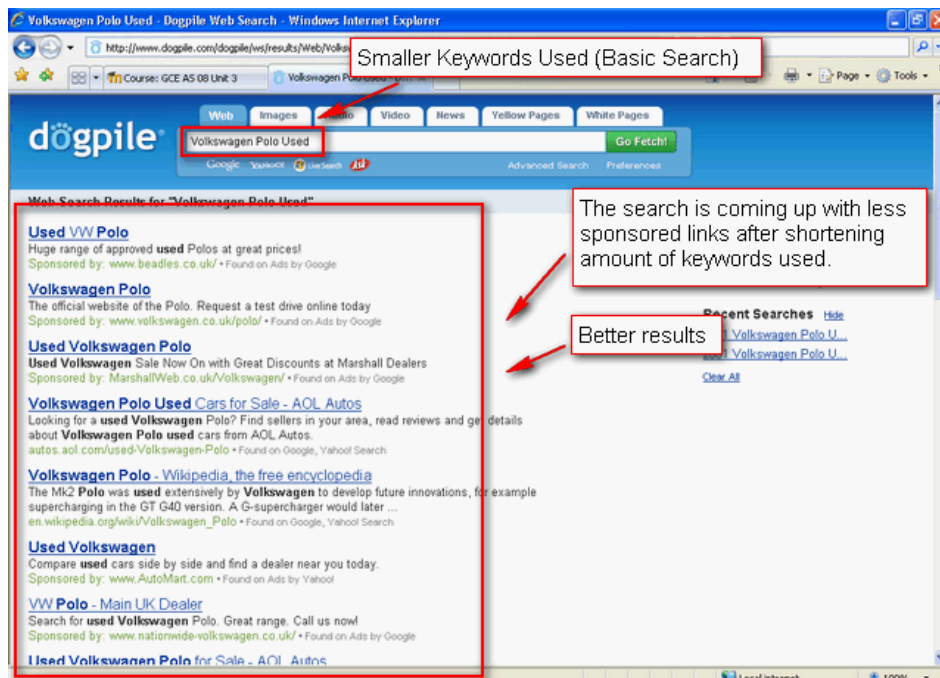
SITE FROM DOGPILE RESULTS 2

This is the site I received from my basic DogPile search. This site was very useful as it came up with allot of results which were in my price range.

BASIC SEARCH RESULTS CONCLUSION

After comparing the results and the outcome given by both search engines Google and DogPile, I came up with a decision that google gave back the better results. The reason for this is DogPile was giving back to many sponsored links which were unrelated to what I was searching for.

GOOGLE ADVANCED SEARCH 1

SITE FROM GOOGLE ADVANCED SEARCH 1
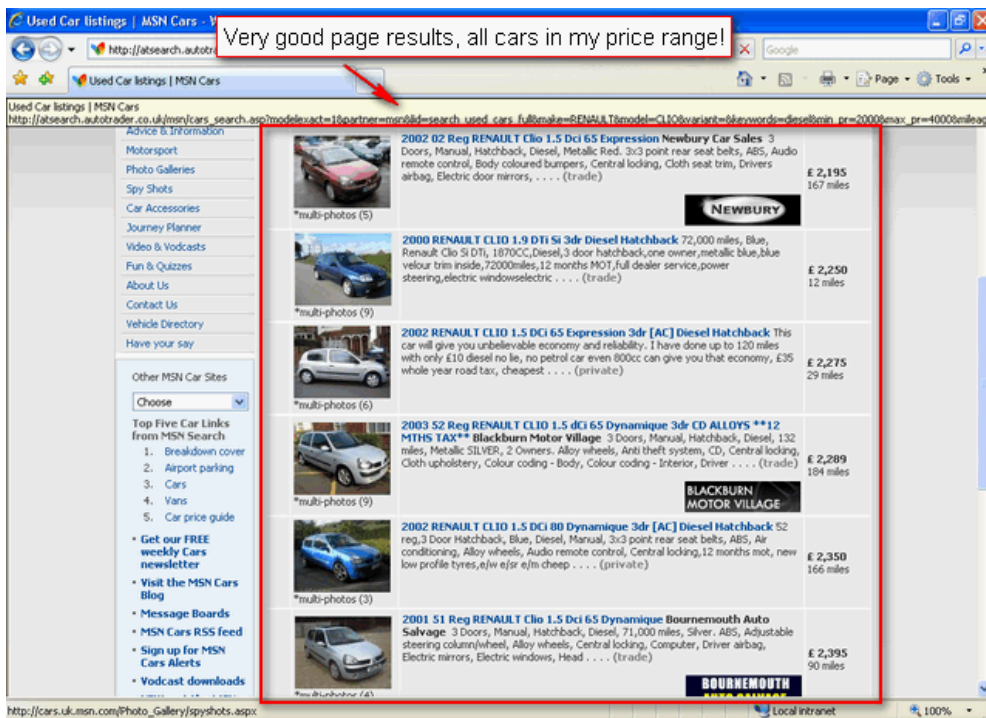
DOGPILE ADVANCED SEARCH 1
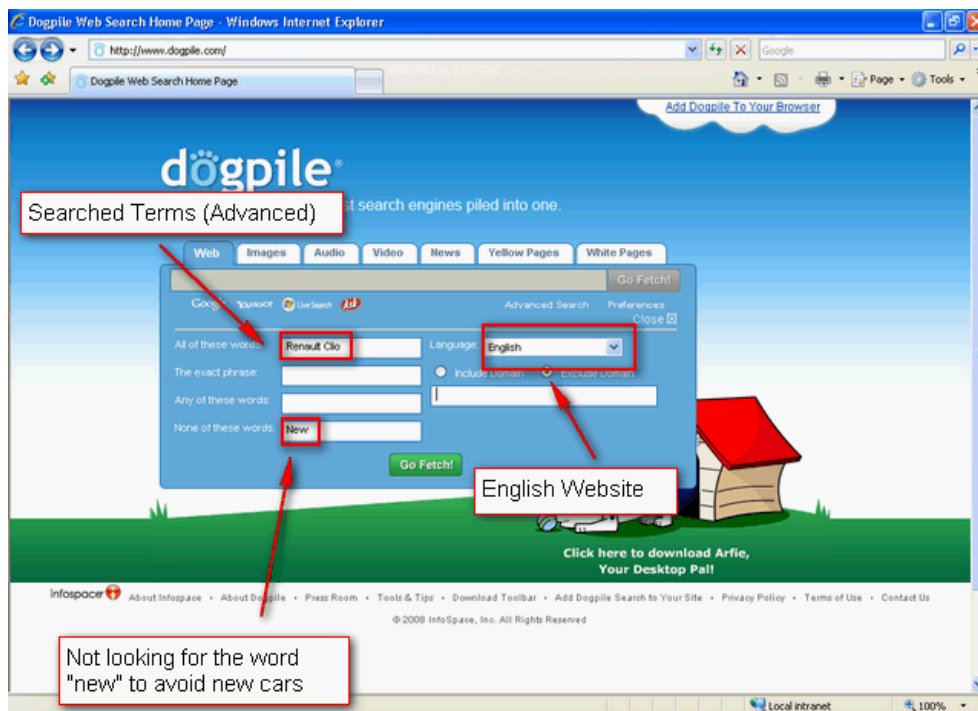
- Using Logic Operators in this search

SITE FROM DOGPILE ADVANCED SEARCH 1

GOOGLE ADVANCED SEARCH 2

SITE FROM GOOGLE ADVANCED SEARCH 2

DOGPILE ADVANCED SEARCH 2

SITE FROM DOGPILE ADVANCED SEARCH 2

ADVANCED SEARCH RESULTS CONCLUSION

Once again comparing the results and the outcome given by both search engines Google and DogPile, I came up with a decision that google gave back the better results for advanced searching as well. The same reason applies; DogPile was giving back to many sponsored links which were unrelated to what I was searching for.

I am using the AND logic operation, I am searching for both cars by using the AND Operator. It is searching for "Renault Clio 1.2" AND "Volkswagen Polo 1.3" and brings back results for both.
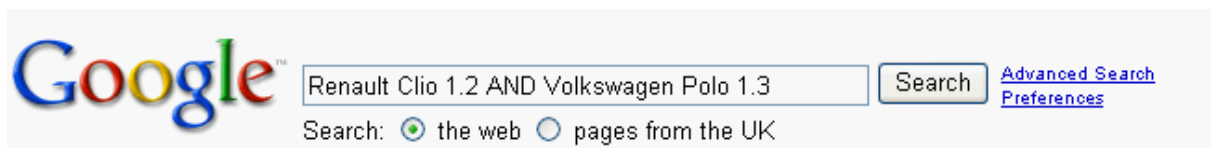
CO2 AND FINAL CARS

RENAULT Clio 1.2

Vehicle Details

(From 1st March 2001 the annual VED rates for cars is determined by their CO_2 emissions and type of fuel used)

C02 emissions figures for RENAULT Clio 1.2

Vehicle Excise Duty for 12 months for:
RENAULT Clio 1.2 16V 75
is **£120.00**

VED Band:	C
Engine Capacity:	1149
Transmission:	M5
Fuel Type:	Petrol
CO_2:	139 g/km
Euro Standard:	4

Show 6 month cost

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Public services all in one place

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DVLA Terms & Conditions
Please address any enquiries to: vehicles.dvla@gtnet.gov.uk

£120.00

For 12 months

Volkswagen Polo 1.2

Vehicle Details

(From 1st March 2001 the annual VED rates for cars is determined by their CO_2 emissions and type of fuel used)

C02 emissions figures for Volkswagen Polo 1.2

Vehicle Excise Duty for 12 months for:
VOLKSWAGEN Polo 3 / 5 Door 1.2 (60 PS) E
is **£120.00**

VED Band:	C
Engine Capacity:	1198
Transmission:	M5
Fuel Type:	Petrol
CO_2:	138 g/km
Euro Standard:	4

Show 6 month cost

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Visit the DVLA web site
DVLA Terms & Conditions
Please address any enquiries to: vehicles.dvla@gtnet.gov.uk

£120.00

For 12 months

First Choice Chosen Car

Make	Model	Diesel Or Petrol	C02 emissions figures	Engine Size	Year	Manual Or Auto	
Renault	Clio	Petrol	139 g/km	1.2	2003	Manual	

Seconds Choice Chosen Car

Make	Model	Diesel Or Petrol	C02 emissions figures	Engine Size	Year	Manual Or Auto	
Volkswagen	Polo	Petrol	138 g/km	1.2	2003	Manual	

SEARCH ENGINE COMPARISON, LOGIC OPERATORS

At the start of this I believed google is the best search engine for both basic and advanced searching and I still do after this. This is for many reasons; Dogpile produces too many sponsored links and mixes them in with standard results. Also the search is very slow and hardly comes up with helpful results. Dogpile also struggles with allot of keywords and finds it hard to bring back results with mass amounts.

Advanced searching with google is a lot easier and has a lot more features in the search GUI (Graphics User Interface) on the website. I decided to use logic operators to help my search to narrow them down to a smaller list on google. I used the – (minus) feature to take away certain related words that were popping up results I didn't want. Such as e.g. "-mint" from Volkswagen polo search" to take away mint sweats away from my search. I used that method to improve my searching.

I found some decent results from google and a few from Dogpile. Most websites I found were big company's and there website had allot of features such as pictures, allot of information about the vehicles and internal search engines to help me find the certain car.