

# 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.

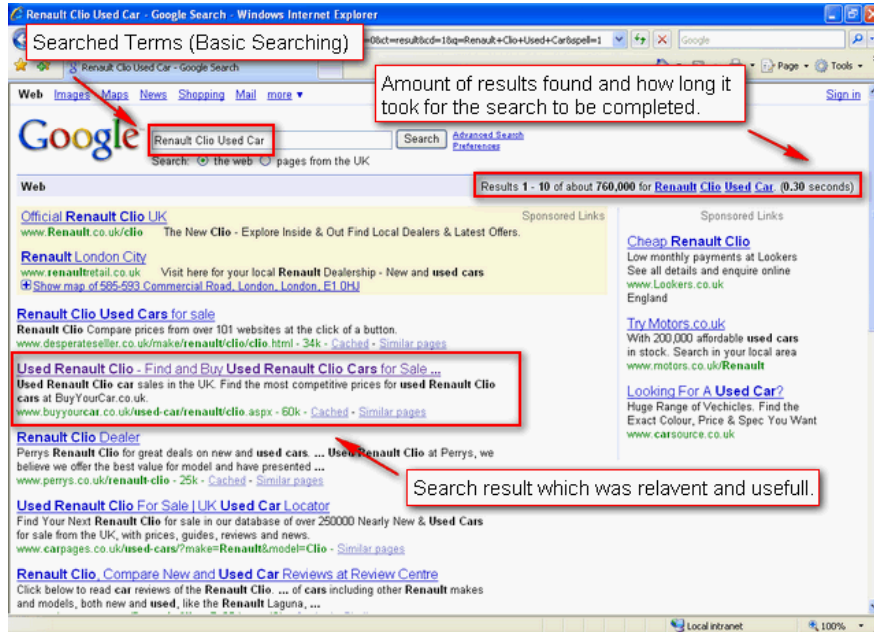
## BASIC SEARCH RESULTS

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.

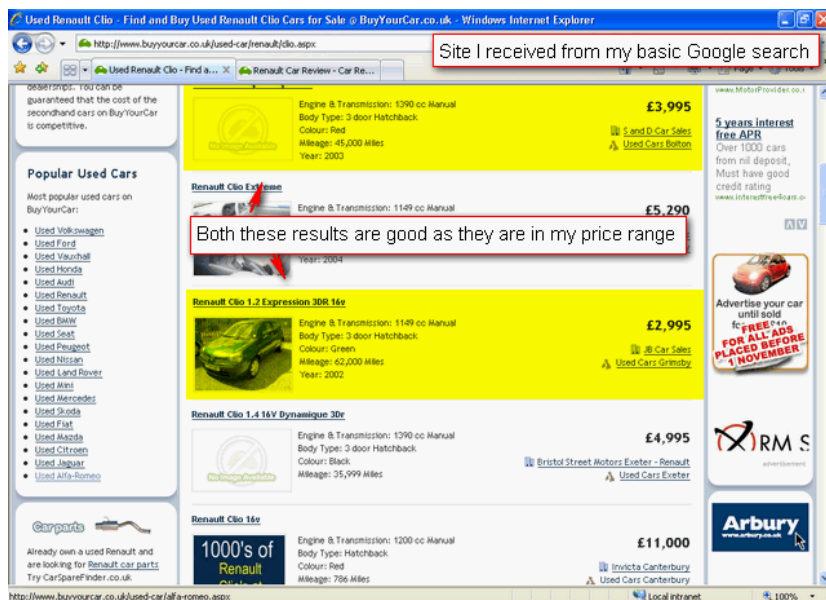
## GOOGLE BASIC SEARCH RESULTS 1:

I searched the terms "Renault Clio Used Car" to bring up 760,000 in 0.30 seconds.



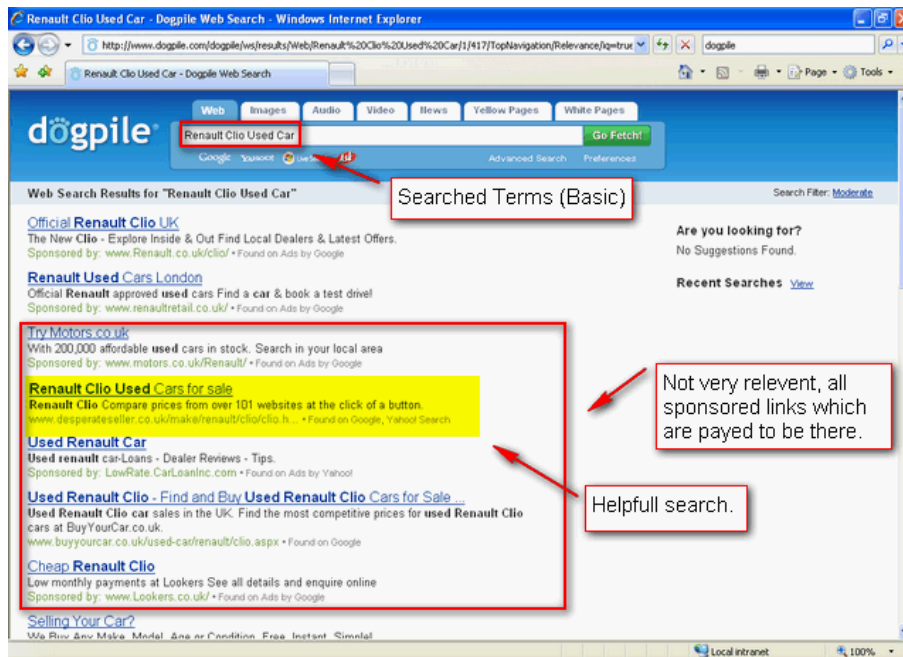
## SITE FROM GOOGLE RESULTS 1

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).



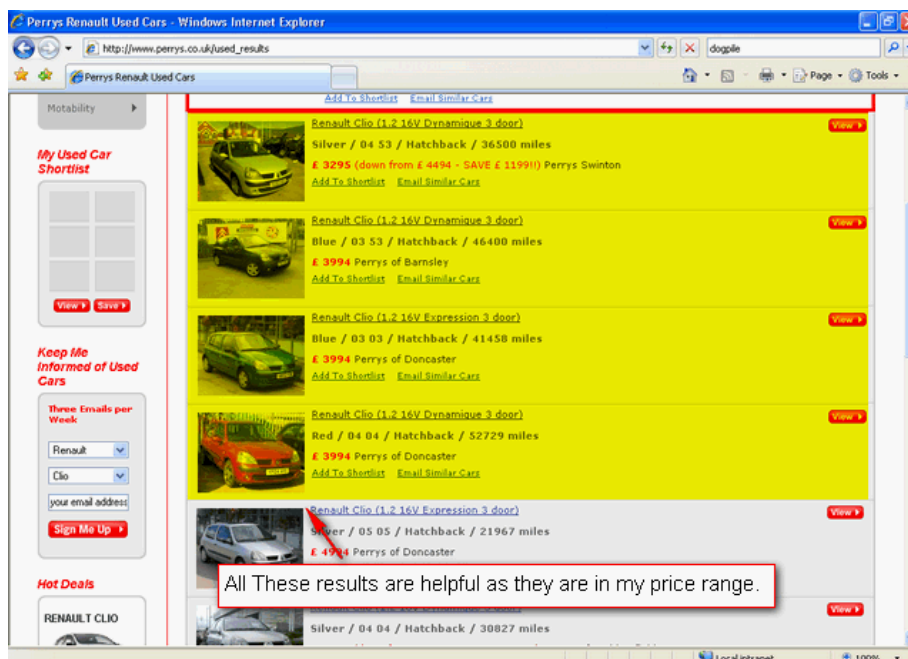
## DOGPILE BASIC SEARCH 1

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.



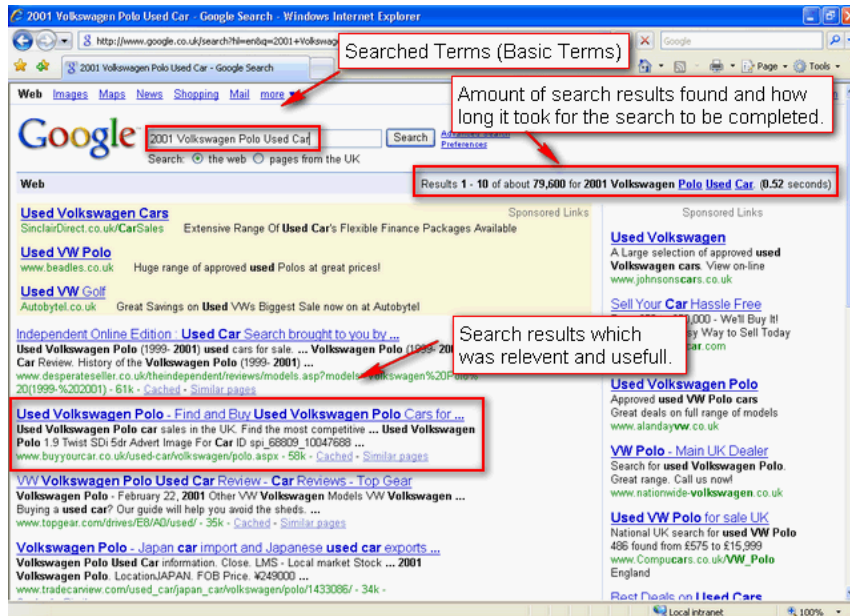
## BASIC SEARCH RESULTS CONCLUSION

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.

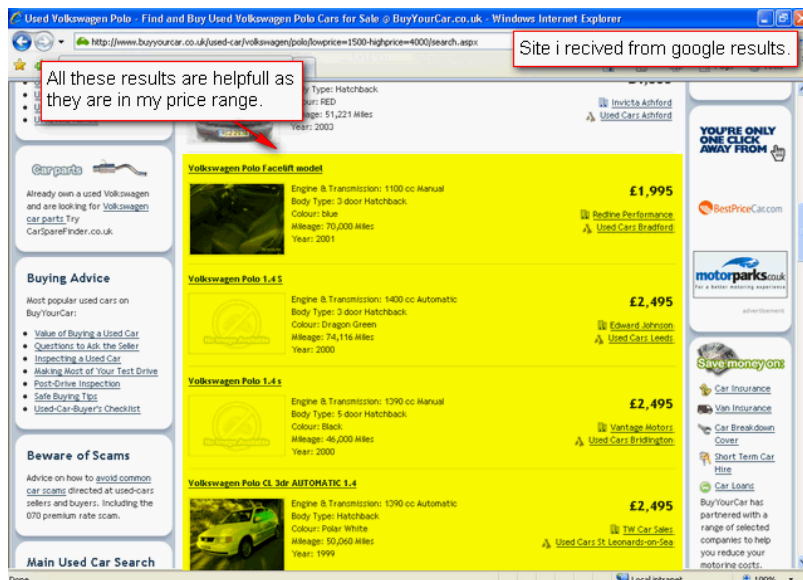
## GOOGLE BASIC SEARCH RESULTS 2:

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



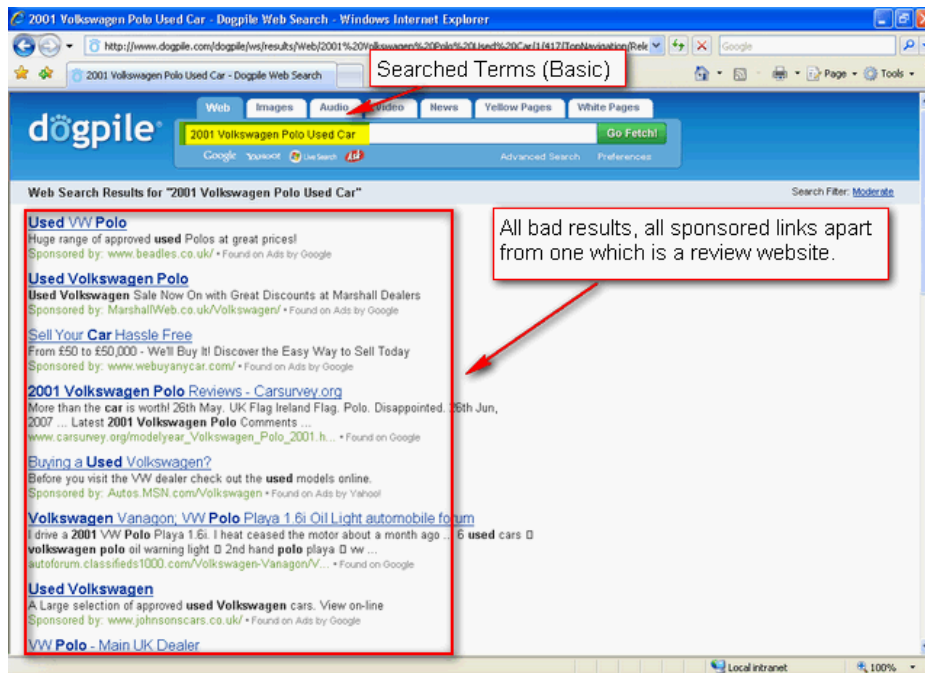
## SITE FROM GOOGLE RESULTS 2

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)

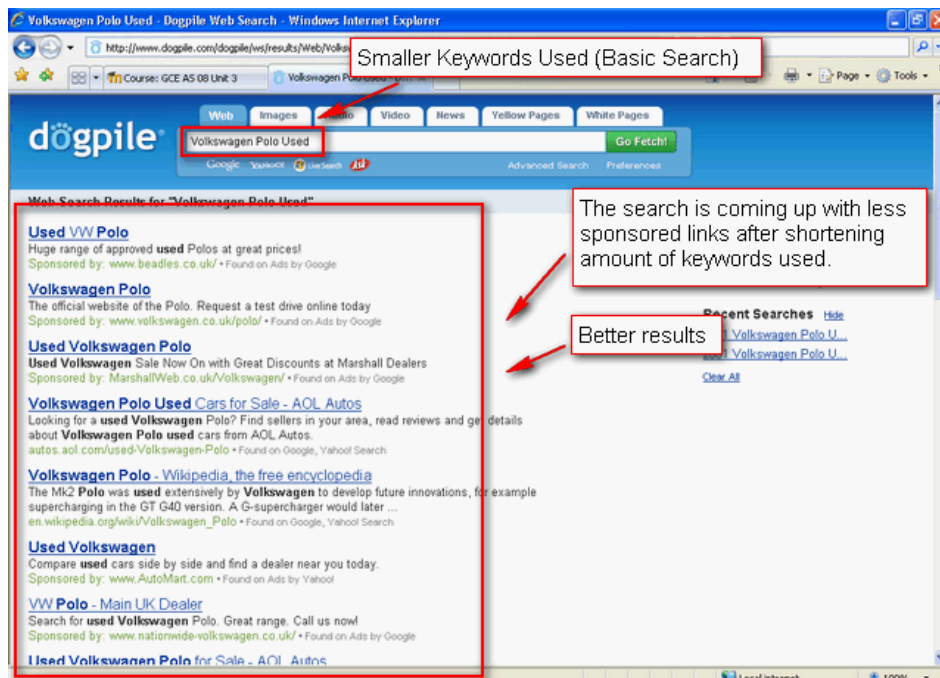


## DOGPILE BASIC SEARCH 2

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.

Good search features to find a w polo in my price range (£2000 - £4000).

All these results are very helpful

Model	Year	Price	Mileage	Location
Volkswagen Polo CL	1999	£2,995	56,384	London
Volkswagen Polo SE	2001	£2,995	78,909	Dagenham
Volkswagen Polo S	2000	£2,595	63,000	Barking
Volkswagen Polo S	2001	£3,295	41,000	Watford
Volkswagen Polo SE	2000	£2,999	35,020	Whitley Bay

## 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

Searched Terms "Renault Clio" (Advanced Searching)

Renault Clio £2000..£4000

Find web pages that have...  
all these words: Renault Clio  
this exact wording or phrase:  
one or more of these words: Renault Clio (Searching for)

But don't show pages that have...  
any of these unwanted words:

Need more tools?  
Results per page: 10 results  
Language: any language

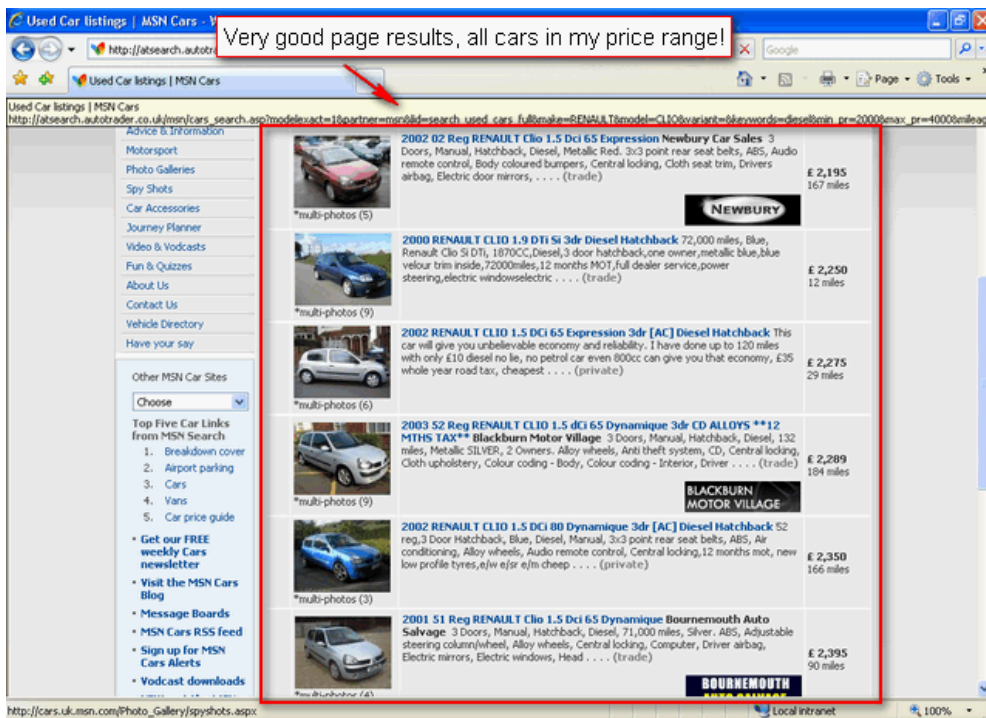
Price range option in advanced searching.

£2000 .. £4000

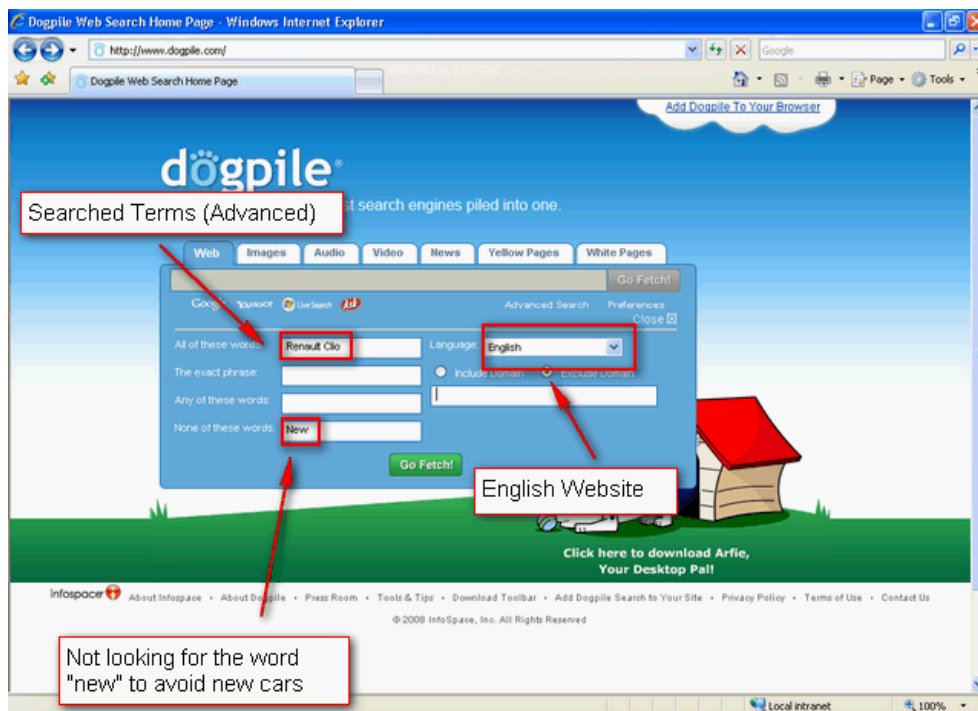




## SITE FROM GOOGLE ADVANCED SEARCH 1

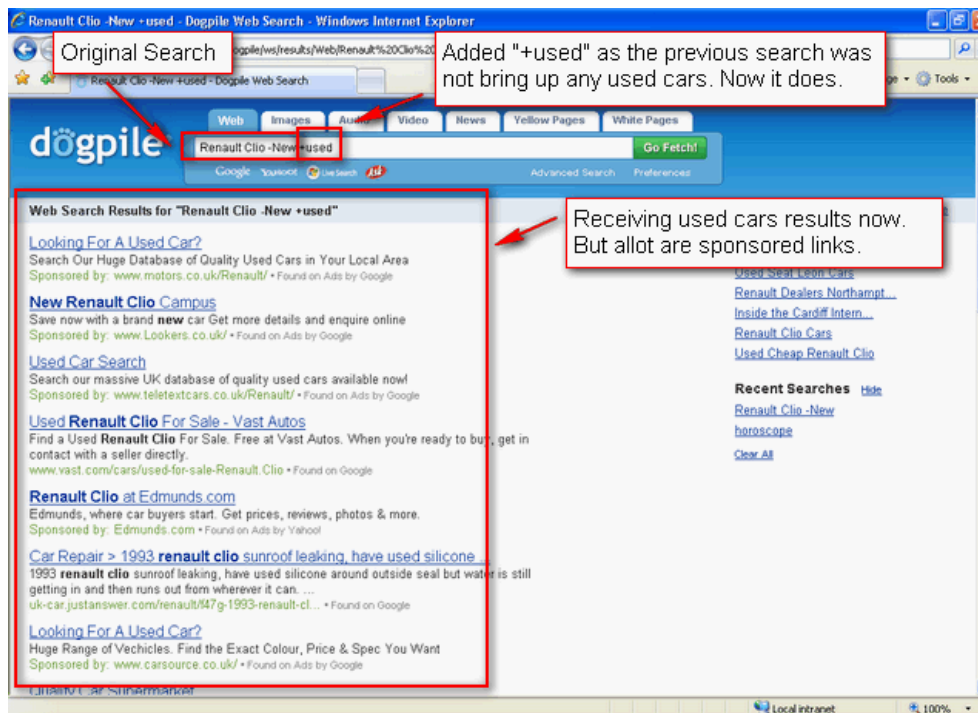


# DOGPILE ADVANCED SEARCH 1



Not looking for the word "new" to avoid new cars

- Using Logic Operators in this search





## SITE FROM DOGPILE ADVANCED SEARCH 1

Helpfull results from advanced search

Used Renault Clio for sale at Motors UK - Buy cheap R...

**Find a particular Renault model**

- Used Renault 19
- Used Renault 21
- Used Renault 5
- Used Renault Avantage
- Used Renault Clio
- Used Renault Espace
- Used Renault Grand Espace
- Used Renault Grand Modus
- Used Renault Grand Scenic
- Used Renault Kangoo
- Used Renault Koleos
- Used Renault Laguna
- Used Renault Megane
- Used Renault Modus
- Used Renault Renault Megane
- Used Renault Scenic
- Used Renault Twingo
- Used Renault Vel Satis

**Renault Clio**  
1.2 16v  
Star 05 06  
£4,000

View Details Print car details Add To Shortlist Insure this car

Over 5,000 Cars Available Nationwide From Bristol Street Motors

**Renault Clio**  
1.2 16v Expression 5dr (2...  
Silver 02 02  
£4,000  
Click To Dealer Online

View Details Print car details Add To Shortlist Email Dealer Insure this car

**Renault Clio**  
Dynamique 1616sbong  
Blue 03 03  
£4,000

View Details Print car details Add To Shortlist Email Dealer Insure this car

**Renault Clio**  
Expression  
Blue 04 04  
£4,000  
Click To Dealer Online

View Dealer Site Print car details Add To Shortlist Email Dealer Insure this car

**Renault Clio**  
1.6 16v Dynamique (AC)  
Black 03 03  
£4,000

View Details Print car details Add To Shortlist Email Dealer Insure this car

For 1000s of Great Deals At MotorParks.co.uk Click Here

**Renault Clio**  
1.2 Rush 5 door

**Special Offers...**

**Renault Clio (1.5TD Expression)**  
£2995 (down from £3,995 - Save £1,000) at West Way Manchester  
[Click Here](#)

**Renault Clio (1.2 Authentique 5Dr)**  
£3895 (down from £3,995 - Save £500) at Motor Nation  
[Click Here](#)

**Renault Clio (1.2 Rush 3Dr)**  
£3995 (down from £4,299 - Save £300) at Bristol Street Moppeth - Ford  
[Click Here](#)

**Shortlist...**

View

http://www.motors.co.uk/Renault-Megane

## GOOGLE ADVANCED SEARCH 2

Remove these words.

Advanced Searching

Advanced Search

Volkswagen Polo -Mint -New 2000..4000

**Find web pages that have...**

all these words: Volkswagen Polo

this exact wording or phrase:

one or more of these words:  OR  OR

**But don't show pages that have...**

any of these unwanted words: Mint New

**Need more tools?**

Results per page: 10 results

Language: any language

File type: any format

Search within a site or domain:

(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is) anytime

Usage rights: not filtered by license

Where your keywords show up: anywhere in the page

Region: any region

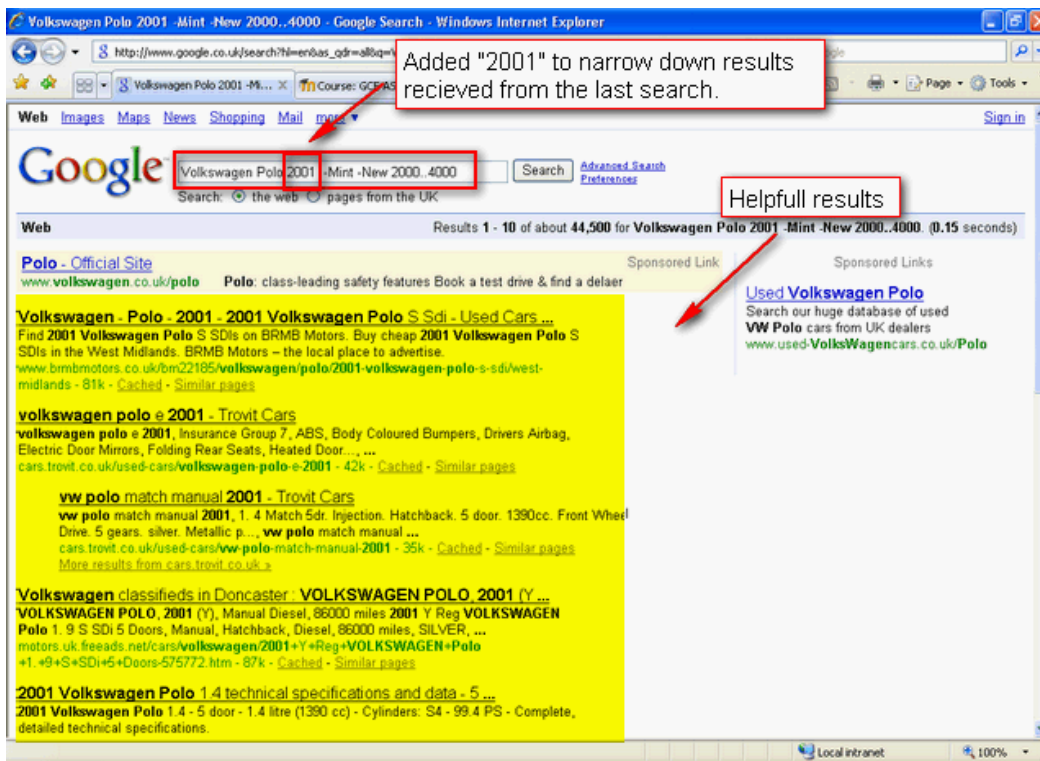
Numeric range: 2000 .. 4000

Price Range

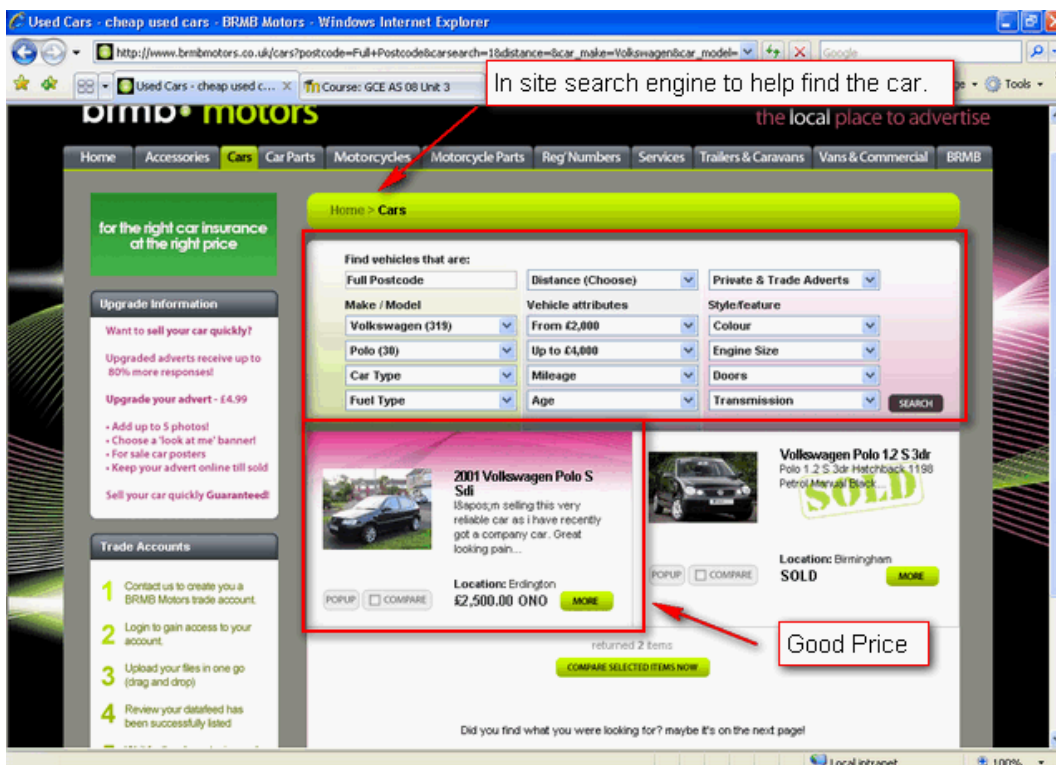
Done

Local intranet

100%



## SITE FROM GOOGLE ADVANCED SEARCH 2



## DOGPILE ADVANCED SEARCH 2

Searching these terms

English website

Not looking for this.

...by downloading our cool new pet toolbar today.

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Search Results

Some good trading websites.

Web Search Results for "2001 Volkswagen Polo -Mint, -2003"

[2001 Volkswagen Polo Reviews - Carsurvey.org](#)  
12th Jan, 2007 Latest 2001 Volkswagen Polo Comments ... Volkswagen Polo Images.  
Volkswagen Polo Volkswagen Polo Volkswagen Polo. 2001 Volkswagen Polo ...  
www.carsurvey.org/reviews/volkswagen/polo/2001/ • Found on Google

[2001 Volkswagen Polo SE Review - Carsurvey.org](#)  
Region: UK and Ireland, Summary: Great to look at - but VERY unreliable.  
www.carsurvey.org/review\_89521.html • Found on Google

[Volkswagen Polo Rides Sorted by Overall Rating - CarDomain Community](#)  
Custom Volkswagen Polo pictures and videos ranked by Overall Rating. ... Valek's 1966 Blue  
Polo Coupe. Volkswagen. Polo. 2001. 12. BokicaR. Currently 4/5 Stars. ...  
www.cardomain.com/MakeModel/Volkswagen/Polo • Found on Yahoo! Search, Windows Live

[2001 Volkswagen Polo SE Comments - Carsurvey.org](#)  
Home > Volkswagen > Polo > 2001 > Review > Comments. Airline Flights. Cars. Mobile  
Phones ... 2001 Volkswagen Polo SE from UK and Ireland - Comments. Comments: ...  
www.carsurvey.org/viewmorecomments\_review\_89521\_1... • Found on Yahoo! Search

[Vw POLO: Mi carro es un vw polo sport año 2001 con distintos ...](#)  
Aug 28, 2008 ... BokicaR's 2001 Volkswagen Polo in santo domingo, DO. ... 1 guestbook  
comment. BokicaR's 2001 Volkswagen Polo santo domingo, DO - 1 ...  
www.cardomain.com/ride/3143186 • Found on Google

[2001 VOLKSWAGEN POLO 1.4 Match on eBay, also, Volkswagen, Cars,](#)  
[Cars](#) ...  
Find 2001 VOLKSWAGEN POLO 1.4 Match in the , Volkswagen , Cars , Cars, Parts Vehicles  
category on eBay.co.uk.  
cgi.ebay.co.uk/ws/eBayISAPI.dll?ViewItem&item=3600... • Found on Windows Live

Are you looking for?  
No Suggestions Found.

Recent Searches [Hide](#)  
[2001 Volkswagen Polo](#) ...  
[Renault Clio -New +use](#) ...  
[Clear All](#)

## SITE FROM DOGPILE ADVANCED SEARCH 2

2001 VOLKSWAGEN POLO 1.4 Match on eBay

http://cgi.ebay.co.uk/ws/0eBay1SAP

2001 VOLKSWAGEN POL... Course: GCE AS 08 Unit 3

dogpile

Back to homepage Listed in category: [Cars, Parts](#) Very good price

**2001 VOLKSWAGEN POLO 1.4 Match** Item number: 350097935463  
3 Door Hatchback Reflex silver 3499GBP

Bidder or seller of this item? [Sign in](#) for your status [Watch this item](#) in My eBay

**Classified Ad price: £3,499.00**

Location: 1 Cheltenham Road  
Evesham  
Worcestershire  
WR11 1LA  
United Kingdom

Contact: **+44.(0)1386.422533**  
[Email the seller](#)

You can also: [Watch This Item](#)  
Get alerts via [Text message](#) or [Instant Messaging](#)  
[Email to a friend](#)

**Meet the seller**  
Seller: [proprestige \(Z\)](#) Motors Dealer  
No feedback is given for Classified Ads.  
Feedback: **100 % Positive**  
Member: since 17-Jul-06 in United Kingdom  
Account type: Business  
= [See detailed feedback](#)  
= [Email the seller](#)  
= [Add to Favourite Sellers](#)  
= [View seller's other items](#)

**Buy safely**  
1. Do not pay by using Western Union or other money transfer services.

**Listing details: Hide**  
List date: 12-Sep-08 16:54:34 BST  
This listing is a [Classified Ad](#). There is no bidding. If you are interested in this item, you may contact the seller to request additional information.

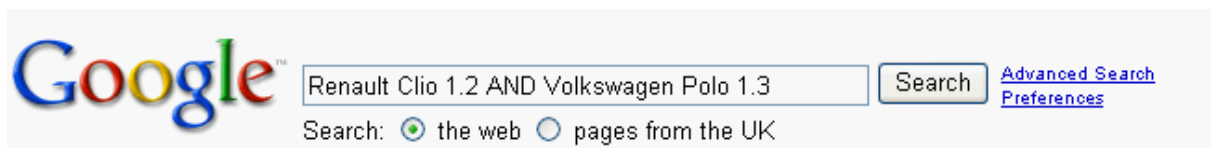
**Description** Seller assumes all responsibility for listing this item.

[Click here to begin](#) Local intranet 100%

## 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.



# C02 AND FINAL CARS

## RENAULT Clio 1.2


**Vehicle Details**  
(From 1st March 2001 the annual VED rates for cars is determined by their CO<sub>2</sub> emissions and type of fuel used)

**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 <sub>2</sub> :	139 g/km
Euro Standard:	4


[Show 6 month cost](#)

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DVLA [Terms & Conditions](#)  
Please address any enquiries to: [vehicles.dvla@qinet.gov.uk](mailto:vehicles.dvla@qinet.gov.uk)

**CO2 emissions figures for RENAULT Clio 1.2**



For 12 months

## Volkswagen Polo 1.2


**Vehicle Details**  
(From 1st March 2001 the annual VED rates for cars is determined by their CO<sub>2</sub> emissions and type of fuel used)

**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 <sub>2</sub> :	138 g/km
Euro Standard:	4


[Show 6 month cost](#)

Apply For Your Tax Disc Online



Visit the [DVLA web site](#)  
DVLA [Terms & Conditions](#)  
Please address any enquiries to: [vehicles.dvla@qinet.gov.uk](mailto:vehicles.dvla@qinet.gov.uk)

**CO2 emissions figures for Volkswagen Polo 1.2**



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	


**Renault Clio**





**£3,995**

Contact This Dealer

01273 738185

Final Car



**Car Details**

<b>Car</b>	Renault Clio
<b>Price</b>	£3,995
<b>Registration</b>	--NA--
<b>Mileage</b>	52,000
<b>Specification</b>	1.2 Extreme 2 Authentique 16v 5dr
<b>Transmission</b>	Manual
<b>Engine Size</b>	1149 cc
<b>Body Style</b>	Hatchback
<b>Year</b>	2003
<b>Fuel Type</b>	Petrol
<b>Exterior Colour</b>	Aluminium Silver


Need a loan? The best rate online for Renault Clio Car Loans



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	

**Volkswagen Polo** 2nd Final Car

**£3,495**

Contact This Dealer  
 **01892 534242**

**Car Details**

<b>Car</b>	Volkswagen Polo
<b>Price</b>	£3,495
<b>Registration</b>	--NA--
<b>Mileage</b>	29,000
<b>Specification</b>	1.2 E 12v 55bhp Hatch
<b>Transmission</b>	Manual
<b>Engine Size</b>	0 cc
<b>Body Style</b>	
<b>Year</b>	2003
<b>Fuel Type</b>	Petrol
<b>Exterior Colour</b>	Metallic Grey

## 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.