

# Search Me!?

## A few words about Internet Searches – mlt 2009

1. **Search Engine:** A geeky way of talking about a web site designed to help you find something in the pile of billions of internet web pages. Search engines can be as austere as a one-room library in a small town or as complicated as the automated card catalog system of the Library of Congress.
2. **Spider:** A software tool deployed by some search engines that automatically identifies web sites and ads them to the search database.
3. **Meta Data:** Descriptive information about a web site, sometimes used by Spiders to simplify the indexing process. Ref. newsletter article: [www.mltweb.com/tools/buytrain/news0709.htm#Hotlinks0](http://www.mltweb.com/tools/buytrain/news0709.htm#Hotlinks0)
4. **Key Words:** Buzzwords that lead people to a suitable web site.
5. **Page Ranking:** Web site popularity arbitrarily by a specific search engine.
6. **Paid Content:** Advertisements which buy their way to the top of the page.



Google.  
Not the first – but now the biggest and most creative. Includes many options to customize it and lots of cool tools to download.

DEMO: Tips and Tricks with Google.

[www.mltweb.com/tools/PC/Searching\\_Google.doc](http://www.mltweb.com/tools/PC/Searching_Google.doc)



[Dogpile](#)  
Searches and compiles results from multiple search engines. Also has some advanced search filtering options.



[Search Engine News](#)  
[www.searchengineshowdown.com](http://www.searchengineshowdown.com)

What's new in searching, how to search and search engine reviews.

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[www.searchengineshowdown.com/features/](http://www.searchengineshowdown.com/features/)



The Spider's Apprentice  
<http://www.monash.com/spidap.html>  
 How to guide to web search engines.



<http://www.freepint.com/gary/direct.htm>  
 Descriptions and links to many 'hidden' sources of data that can be searched. Such as this web site: *Access to Freely Available British and Irish Public Legal Information*



Search Engine Watch. Great in-depth information about search engines and how they work

This is a link to a good article describing various search engines.  
<http://searchenginewatch.com/showPage.html?page=2156221>

*Suggestion for some fun practice: Hold informal web search contests. One person starts by finding something interesting on the web (workplace appropriate) and sends a message to the rest of the group. "I'm looking at a web site that ....xyz..." Challenge for the participants is to find it. Could also be done in a newsletter with winner announced at the meetings. A variation would be to ask a specific question that participants have to track down using the web. Such as; name a commercial carrier who can deliver machinery to APIA. Could also be a game of oneupmanship. Example: Did you know that the CIA has a Kids page on their web site?*