

Where Do Search Results Come From?

When you put words or questions into a search engine, the algorithm takes in to account some of the following questions before it shows you your results!

What words did you use?

- ➊ What words did you type? How did you mean to spell them?
- ➋ Of all the information on the internet, what matches the words you used?

Is this what you want?

If a website has the words you used, will this website answer your question or be the information you are looking for? For example, if you search for “pizza,” do you want a website telling you where to buy pizza or a website explaining what pizza is?

If a website has the words you used, is this website paying to have itself listed close to the top of your search results?

What does the internet know about you?

Where do you live and what does that tell us about what you are searching for? For example, if you search for “zoo,” does the algorithm show you a website for your local zoo or a website explaining what a zoo is?

What have you searched for before and what does that tell us about what you are searching for now?