

## **AN INTRODUCTION TO SEARCH ENGINE ARCHITECTURE**

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### TUTORIAL ABSTRACT

Web search engines are used by millions of people around the world. Google indexes over 3.3 billion documents and serves around 250 million queries per day. In this tutorial we will provide an overview of how search engines work. We will explore some of the many factors that can be considered by search engines to determine which documents best satisfy a query. Attendees will learn about the internal workings of search engines, improve their search skills, and understand how to create Web pages that are better ranked by public search engines.