

08

Search Engine

Pengantar Teknik Informatika (HUG1M2)

20131

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Google Search

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百度一下

Jadikan Y! halaman awal Anda

YAHOO!
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Ask

Find Answers

 **WolframAlpha** computational...
knowledge engine

Enter what you want to **calculate** or **know** about:



Examples

Random



ittelkom



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Applications

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Search tools

About 1,250,000 results (0.37 seconds)

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)

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www.ittelkom.ac.id/ ▾ [Translate this page](#)

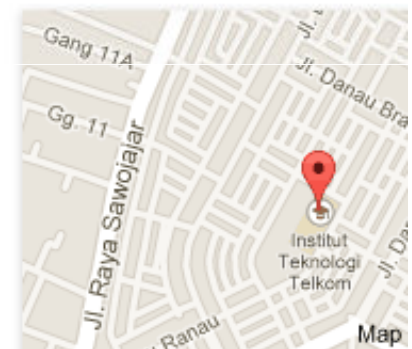
Upacara Bendera HUT Kemerdekaan RI ke 68 tahun dan Halal Bihalal Keluarga Besar IT Telkom. IT Telkom Raih Peringkat 1 TESCA 2013 Kategori Institut, ...

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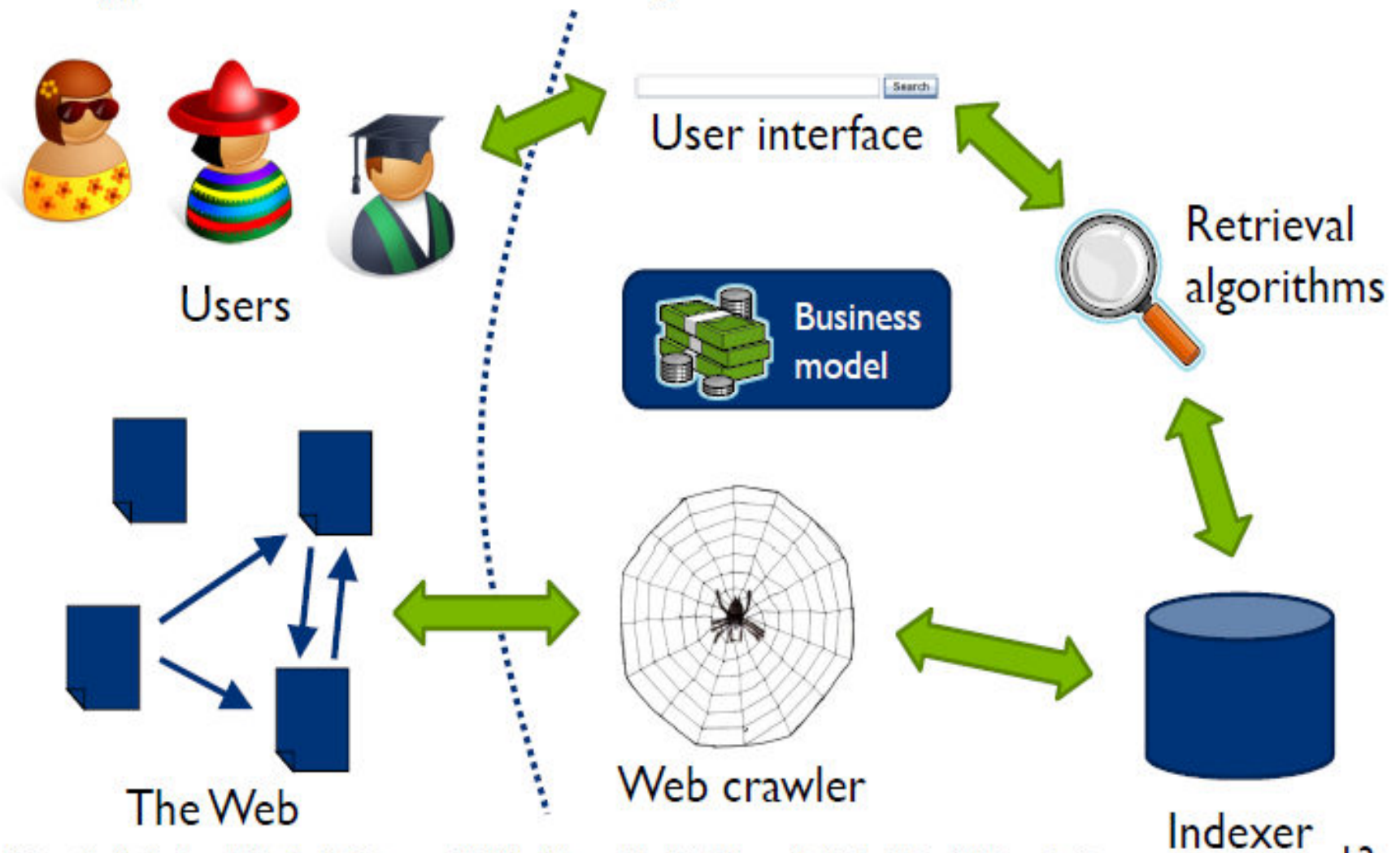
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A typical Web search engine:



Browser: <https://www.google.co.id/#q=nike>

Search: **Google** nike

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About 332,000,000 results (0.32 seconds)

Ad related to **nike**

Koleksi Nike - Produk Nike Pilihanmu - zalora.co.id
www.zalora.co.id/Nike
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Nike, Inc.
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Nike, Inc. is an American multinational corporation engaged in the design, development, marketing and selling of equipment, accessories and services. Wikipedia

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 Experience sports, training, shopping and everything else that's new at Nike.

[NikeStore](#)
 Men's Shoes - Clearance - Jordans - New Releases - Shoes

Browser: <https://www.google.co.uk/#q=nike>

Search: **Google** nike

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Ad related to **nike**

Nike.com - Nike Official Store
www.nike.com/
 ★★★★★ 35 reviews for nike.com
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 Nike has 1,511,287 followers on Google+

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Nike, Inc.
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Nike, Inc. is an American multinational corporation that engaged in the design, development and worldwide marketing and selling of footwear, apparel, equipment, accessories and services. Wikipedia

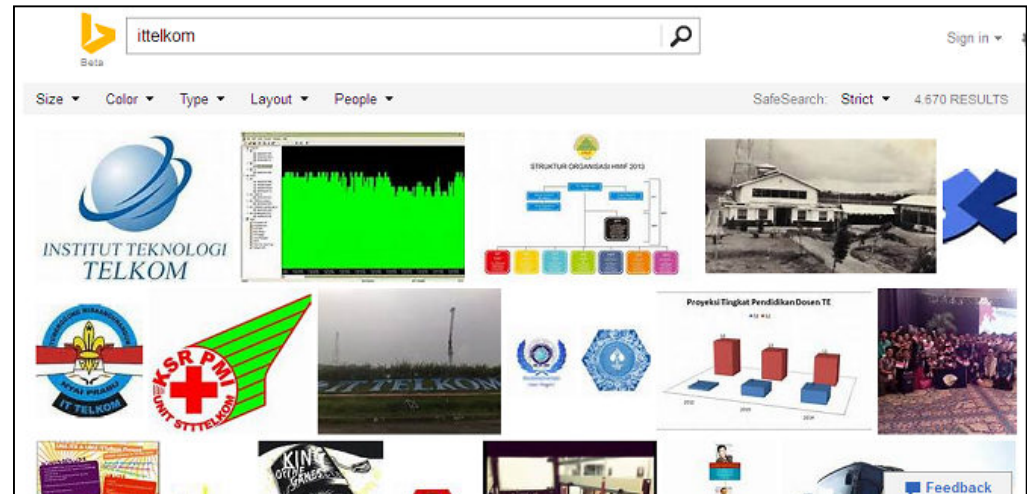
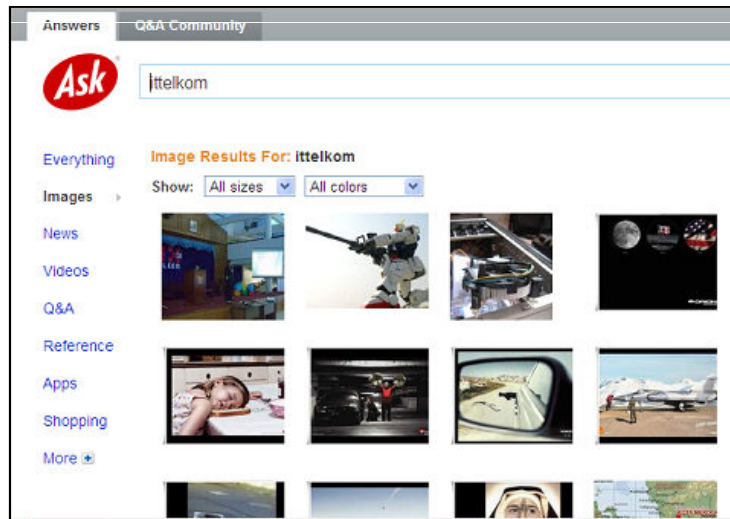
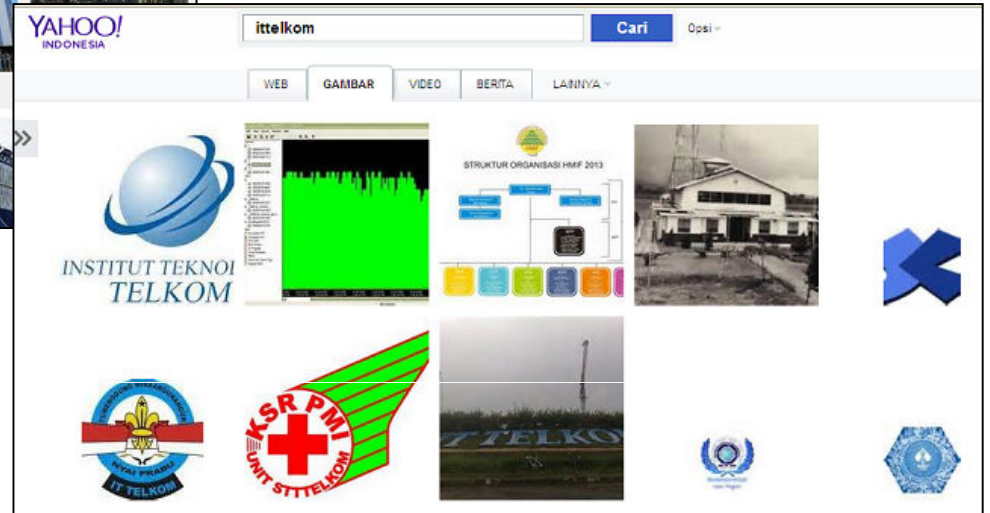
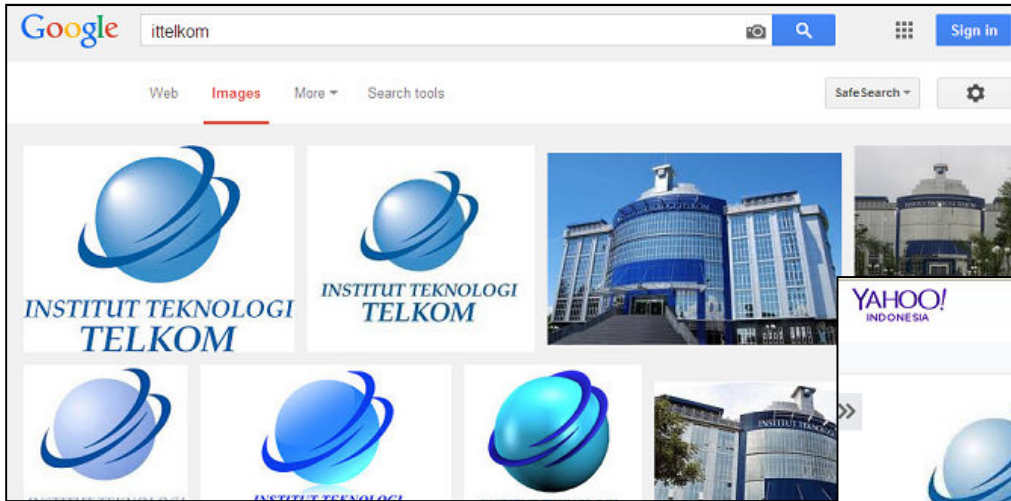
Stock price: NKE (NYSE) \$71.88
 18 Nov 16:00 GMT-5 - Disclaimer

Headquarters: Beaverton, Oregon, United States

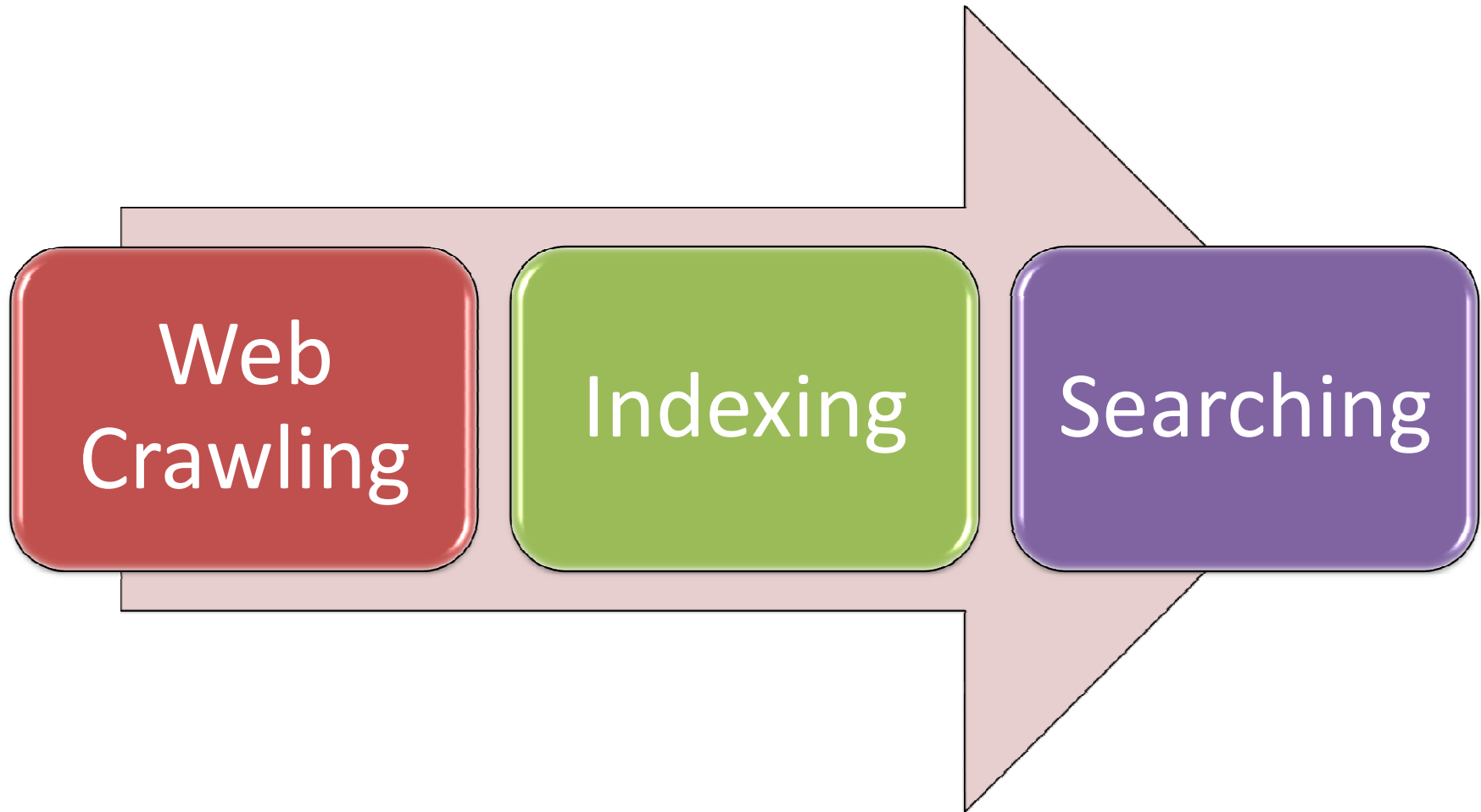
Founded: January 25, 1964

CEO: Mark Parker

Founders: Bill Bowerman, Phil Knight



Web Searching Operation



HOW SEARCH WORKS

From algorithms to answers.

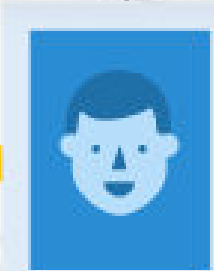
SCROLL TO SEE THE STORY

<http://www.google.com/insidesearch/howsearchworks/thestory/>

The perfect search engine

"The perfect search engine would understand exactly what you mean and give you back exactly what you want."

Larry Page
Co-founder & CEO



How to be #1 in SERP?

Search engine optimization (SEO)

- the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results
- White hat & black hat techniques

http://en.wikipedia.org/wiki/Search_engine_optimization



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<http://www.rtdesigngroup.com/blog/naples-seo.html>