

SPLIT SECOND SEARCH

O BEFORE YOU SEARCH

The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.

Our index 100,000,000 is well over 100,000

ve've 1 million computing hours building the index so far

AS YOU SEARCH

When you start your search, that's when Google's algorithm begins to find the information you're looking for.

1,500 miles to get the answer back to you (and may hit different data centers around the world along the way), at a speed that's close to the speed of light, bundreds of millions of miles per hour

AS you type your query, you'll start seeing predictions of searches you might be looking for and results showing up, without you having to hit enter. It saves you time and gets you to your answer as quickly as possible.

This is what we call Google Instant

3 RANKING

The algorithm looks at your query and uses over **200 signals** to decide which of the millions of pages and content are the most relevant answers for that query. Google finesses its ranking algorithms with over **500 improvements per year**.

Examples of these signals include:

Ine freshness of content on a website

The number of other websites linking to a particular site & the authority of those links

words on the webpage

Spell Check

Synonyms of your search keywords

Quality the URL & title content on the site of webpage

Whether the best result is a webpage, image video, news article, personal result, etc.

Personalization

Results recommended by people you're connected to

PRESULT

Results are ranked in order by relevance and displayed on the page. In addition to showing you results instantly, we also render a preview of those webpages which you can see by hovering on the arrows to the right of the result, so you can quickly decide if it's a site you want to visit.

There are billions of searches each day on Google

The Instant Previews load in 1/10th

450 billion new unique queries

16% of searches we see every