

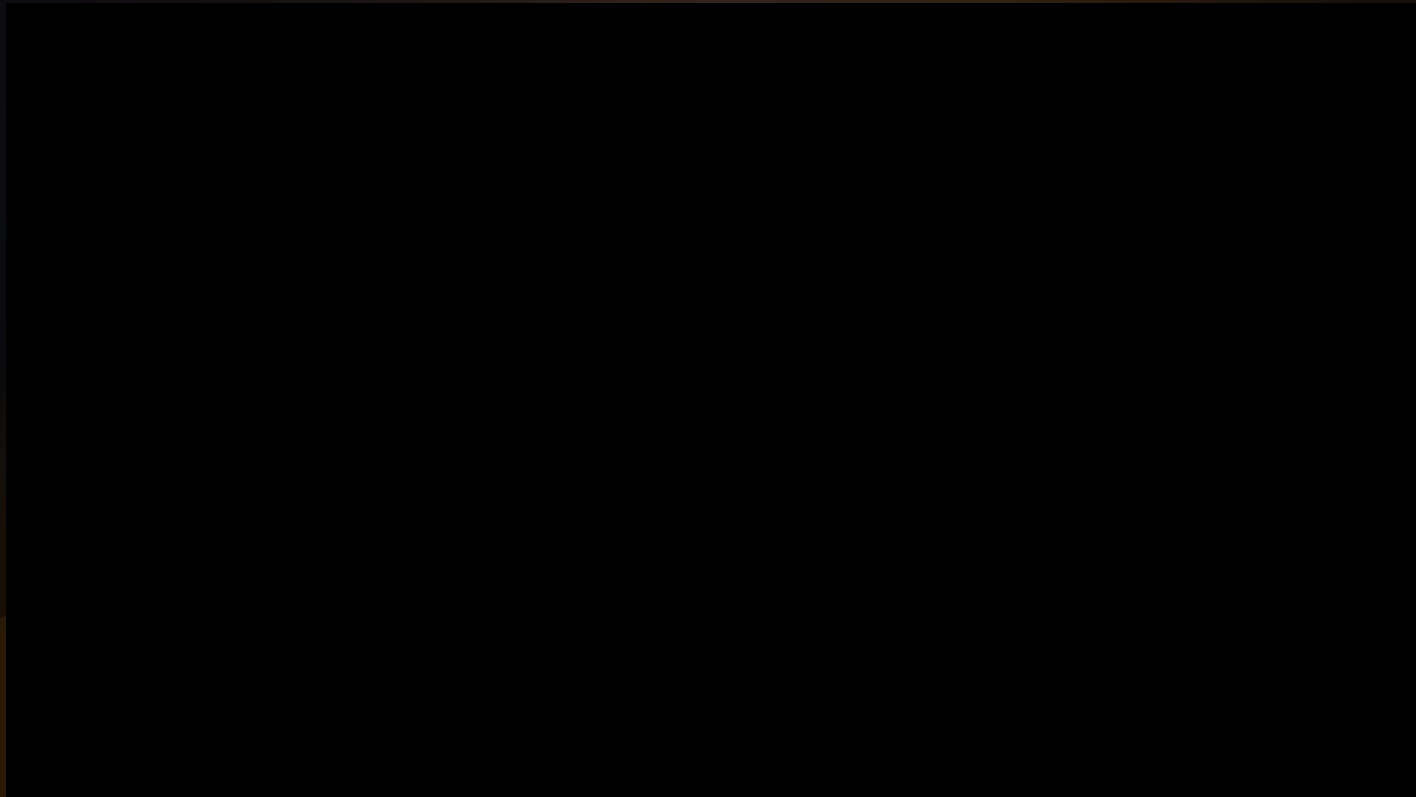


Palm Creek Computer Club

Browsers, Search Engines,
Cookies, Tracking

2015 ~ 2016

What is the difference between a Browser and a Search Engine?



Sowhat is the difference between a Browser and a Search Engine?

- ▶ In most cases the term is used interchangeably.
- ▶ For example:
 - ▶ a Search Engine = a Browser
 - ▶ or alternatively
 - ▶ a Browser = a Search Engine.
- ▶ **Bzzzz – wrong!**



What is the difference between a Browser and a Search Engine?

▶ Browser:

- ▶ This is a tool used to “browse” the Internet.
- ▶ For example:
 - ▶ Google Chrome (my browser of choice) is used to peruse (browse) the Internet. The other current popular web browsers include: Internet Explorer (PC only), Safari (Mac only), Flock, Opera.








▶ Search Engine:





- ▶ This tool is used to search for information on the Internet. It resides within a Browser.
- ▶ Current popular search engines include: Google, Yahoo! Bing and Ask.








Top 15 Search Engines

Rank	Name	Unique Monthly Visitors	Icon
1	Google	1,100,000,000	
2	Bing	350,000,000	
3	Yahoo! Search	300,000,000	
4	Ask	245,000,000	
5	Aol Search	125,000,000	

Top 15 Search Engines – cont'd

Rank	Name	Unique Monthly Visitors	Icon
6	Wow	100,000,000	
7	WebCrawler	65,000,000	
8	MyWebSearch	60,000,000	
9	Infospace	24,000,000	
10	Info	13,500,000	

Top 15 Search Engines – cont'd

Rank	Name	Unique Monthly Visitors	Icon
11	DuckDuckGo	13,000,000	
12	Blekk0	12,500,555	
13	Contentko	11,000,000	
14	Dogpile	10,500,000	
15	Alhea	7,500,000	

Where does it all come from????

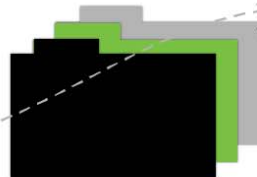
How search engines work (nutshell version).



The search engine sends its SPIDERS out to crawl the web.



The SPIDERS consolidate their findings to determine where to serve you up on the web.



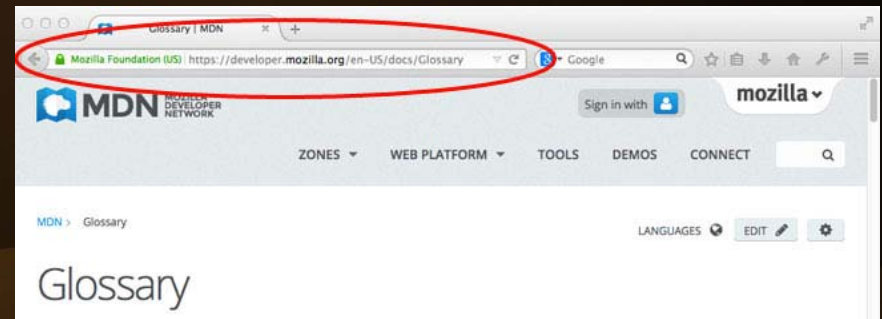
The SPIDERS take notes on your titles, keywords, description tags, navigation, (basically everything) to learn what your site is about and where to put you.

Let's Dig a bit deeper

- ▶ Webpage
- ▶ Website
- ▶ Web Server
- ▶ Search Engine

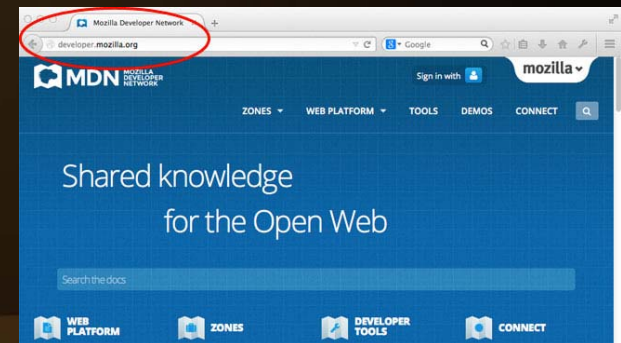
Webpage

- ▶ A **webpage** is a simple document displayable by a browser. Such document is written in the HTML language. A webpage can embed a variety of different types of resources such as:
 - ▶ *style information* — controlling a page's look-and-feel
 - ▶ *scripts* — which add interactivity to the page
 - ▶ *media* — images, sounds, and videos.
- ▶ **Note:** Browsers can also display other documents such as PDF files or images, but the term **webpage** specifically refers to HTML documents.
- ▶ All webpages available on the web are reachable through a unique address. To access a page, just type its address in your browser address bar:



Website

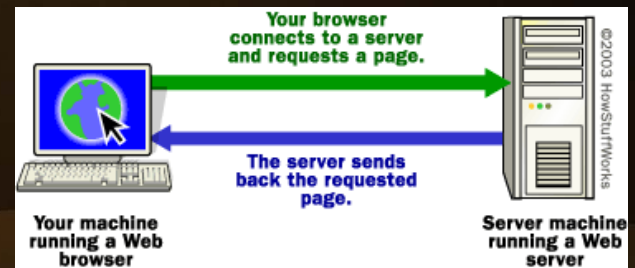
- ▶ A *website* is a collection of linked webpages (plus their associated resources) that share a unique domain name. Each webpage of a given website provides explicit links—most of the time in the form of clickable portion of text—that allow the user to move from one page of the website to another.
- ▶ To access a website, type its domain name in your browser address bar, and the browser will display the website's main webpage, or *homepage* (casually referred as "the home"):



Webpage and *website* are especially easy to confuse when a *website* contains only one *webpage*. Such a website is sometimes called a *single-page website*.

Web server

- ▶ A *web server* is a computer hosting one or more *websites*. "Hosting" means that all the *webpages* and their supporting files are available on that computer.
- ▶ Don't confuse *websites* and *web servers*.
 - ▶ For example, if you hear someone say, "My website is not responding", it actually means that the *web server* is not responding and therefore the *website* is not available.



Search Engine

- ▶ A search engine is a special kind of website that helps users find webpages from *other* websites.
- ▶ There are plenty out there: [Google](#), [Bing](#), [Yandex](#), [DuckDuckGo](#), and many more. Some are generic, some are specialized about certain topics. Use whichever you prefer.
- ▶ Many beginners on the web confuse search engines and browsers.
 - ▶ A **browser** is a software that retrieves and displays webpages; a **search engine** is a website that helps people find webpages from other websites.
 - ▶ The confusion arises because, the first time someone launches a browser, the browser displays a search engine's homepage. This makes sense, because, obviously, the first thing you want to do with a browser is to find a web page to display. anxious about it.

