

IMPACT OF GOOGLE ON OTHER SEARCH ENGINES

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Abstract - With the establishment of the Web and search engines, online searching has become a common method for obtaining information. People search for information and data on a daily basis, for various purposes: for help with job-related tasks or schoolwork, or just for enjoyment. Searching is the second most common online activity after electronic-mail. Everyday more than half of Internet users are searching the Internet using a search engine. Web searching is an easy and fast way to find information. Web search provide users with almost instant access to millions of search results, but the quality of the information linked to by these search results is uneven. Some of this data may be incorrect or come from unreliable sources. Today, so many search engines are available on the Internet, such as Google, Yahoo, Bing, AltaVista, MSN Search and Ice rocket. These search engines provide different features and efficiencies. Obviously, we cannot use all of them at the same time, so we can get confused, which one is the best? Which one should I use? The present study is trying to answer these questions by comparing Google with other search engines.

Key words – Search engines, web search, online searching, Google, Yahoo, Bing.

1. Introduction

WWW plays a vital role in day to day life of people. A large amount of information is available on the web. The friendly program and adequate options of the web attract the users to access the online. Web holds text documents likewise as transmission info like pictures, videos, sounds, graphics etc. Internet has become the foremost major and necessary network that connects millions and even billions of individuals all round the world. It's the cheapest, fastest and easiest way of communication. Internet provide many services like e-mail, messaging, video conferencing, online banking, social networking, online shopping, weather forecasting and many more. A web program may be a code that's designed to look for info on the web. SE may be a computer code program or script offered through the net that searches documents and files with keywords and returns a listing of the documents wherever the keywords were found. It is a sort of web site that helps individual to find info on the net. Search engines area unit a number of the foremost advanced websites on the online. These programs permit users to input keywords or queries into the interface, then the program systems now search the knowledge associated with the question. Quickly once a groundwork is submitted the results seem on screen. This is referred to as a groundwork

engine results page (SERP). The SERP may be a list of web content that contain matches to the keywords that were searched. The SERP typically shows web content names, short descriptions and a link for each matching web page. The user can click on any of the links to go to one of the websites. Search Engine uses the special algorithms to type the online pages on SERPs. The most well-liked or highest quality web content are close to the highest. Search engines area unit terribly helpful to seek out info regarding something quickly and simply. Using additional keywords or totally different keywords improves the results of searches.

2. Literature Review

The concept of a search engine has gained huge importance from the beginning of the invention of the first search engine in 1990s. The search engine is primarily considered to be a basic activity such as email and other general activities over the internet. The search engines are hence measured to be guide for the digital network ecology. At present the current search engines have a very good access to the huge information. The search engine optimization has acquired a crucial place in the daily life of the web users as common as checking their emails. The search engine optimization is considered to be a process that is intended to improve the visibility of the particular website. This increased by selecting particular axiom or a phrase related to it. The search engine optimization transacts with the data and design related issues which are necessary to solve the issue with ranking or rating of a site. The task of search engine optimization is not confined to a single attempt as it hinders testing through trace and slip technique, updating on a regular basis, enhancing the performance level periodically so that the rank of the site is preserved. For this purpose, the companies generally contract out this task to the companies or individuals that are experts in this field. (The concept of search engine optimization, 2018) [5]

3. Methods and Materials

The primary data was collected by a questionnaire (Google Forms). The observations and conclusions have been drawn based on the survey results.

The population samples for this survey are of age groups between 15 and 45. The areas that are preferred or best suited to target all the age groups has access to internet are the ones who mostly work in Bank sector, College students, IT sector.

This research is conducted to know the thinking of users regarding the search engines:

- Which search engine has more search capabilities?
- Which provides great ease of use?
- Which is the best from the user's point of view?

4. Data and Results

According to survey total sample size selected and surveyed, out of which 77.8% is of age group between 15 to 25, 15.6% is of age group between 25 to 45, 6.7% is of age group between 45 and above **Fig 4.1**.

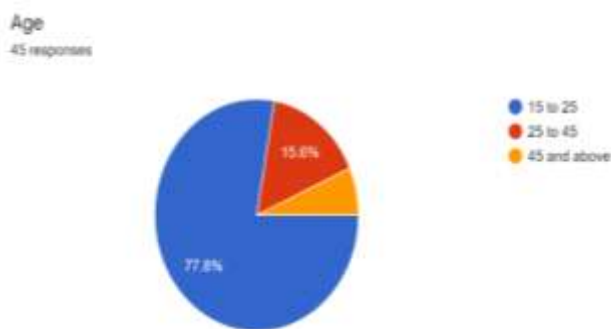


Fig 4.1 Age Group

It is observed that 100% of population sample is frequently using internet, as shown in **Fig 4.2**.

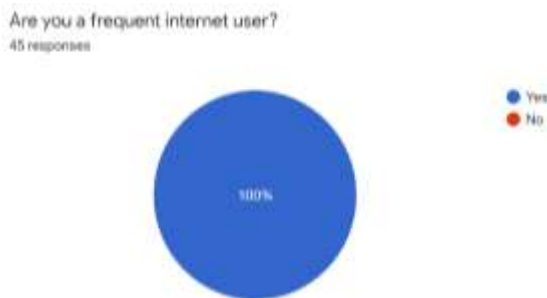


Fig 4.2 Internet Users

According to survey total sample size are selected 100% of users are acquainted with Google, 11.1% of users are acquainted with Yahoo and 6.7% of users are acquainted with Bing showed in **Fig 4.3**.

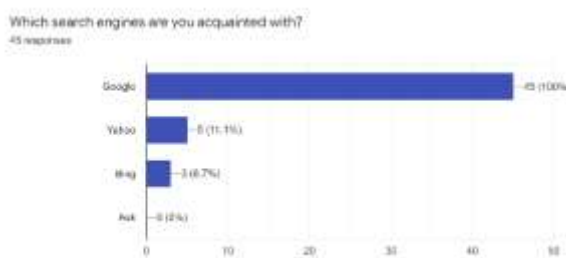


Fig 4.3 Most familiarized search engine

From the survey it is observed that Google search engine is mostly used as compared to other search engines i.e. 100% of the sample population is using Google search engine as illustrated in **Fig 4.4**.

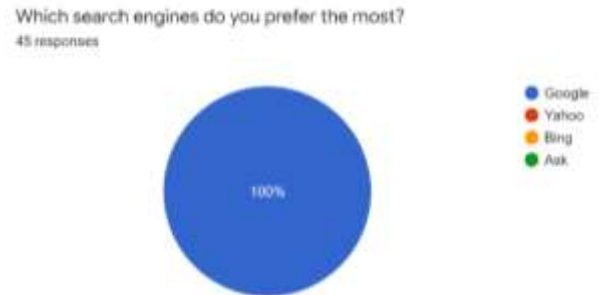


Fig 4.4 Most preferred search engines.

According to the research, there are many users who use google services from more than 5yrs. **Fig 4.5** illustrates from how long is google service used.

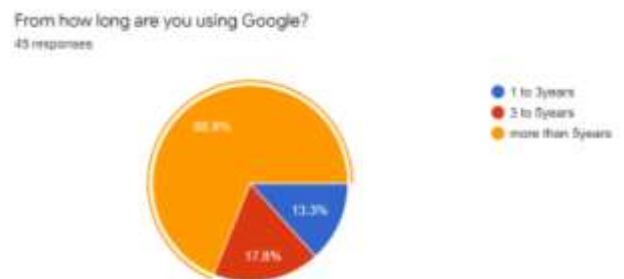


Fig 4.5 From how long is Google service used.

According to survey all users are frequently using internet. Most users are using Google search engine and its services such as Gmail, Google Drive, Google Photos, YouTube, Google Map, Google keep etc. According to the users Google search engine is easy to use, has better search result, more accessible and provides better result. **Fig 4.6** shows the most used google services.

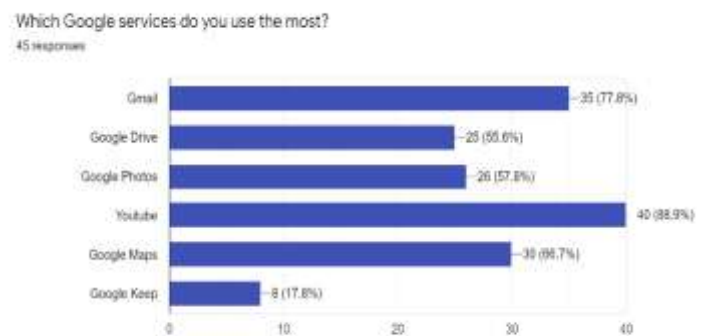


Fig 4.6 Most used Google services

5. Discussion

Google provides simple, better results. If users like the search results they find, based on the search queries, then they will be happy. Happy users turn into repeat users. Repeat users become loyal to the platform.

It focuses on the relationships between websites (primarily links).

Its ability to provide higher-quality results for each user. Understanding search intent and finding the most accurate and reliable websites that match each query have allowed Google to stand out from the competition. Online satisfaction of users is a major part of their core business model.

Google's trust has continued to increase over the past years by:

1. Constantly updating their search algorithms (technology and process for collecting relevant information)
2. Focusing on the user, their intent, and their satisfaction

6. Conclusions

The purpose of this survey is to presents the extensive review and analysis of search engines and examines the user behaviour while interacting with search engines.

From our analysis of the search engines, I conclude that Google is best till date. People like to search information and data on Google as it provides better interface, features and ease of use. It performs better than the other search engines. Search Engine is really useful tool in today's generation of web. There are many of search engines ready to use in market, but most popular search engine is Google.

To get the best search engine visibility, web designers should follow the 5 Basic Rules of Web Design, which shows that a web site should be:

- Easy to read
- Easy to navigate
- Easy to find
- Consistent in layout and design
- Quick to download

As Google continues to add capabilities and features to the Assistant, it reinforces usage and loyalty. The Assistant is Google's cross-platform UI that reach multiple channels and hardware devices

The ease of access and usage is another factor to decide which search engine is the best. Google provides the feature Google Instant which allows for much quicker and faster results without the user pressing enter.

However, while Google offers its users such fast results, Yahoo's homepage attracts more its users. With a wide range of interactive features like news, sports, finance, weather and much more on their page; some users find it easy to access their required information and connect with the world.

As Google algorithm favors quality content over well-established links and pages, it is much better than any other search engine. Not only Google is good for users as it provides them with reliable and relevant results, it is also used by new bloggers and site owners because it gives them opportunity to build valuable links.

7. Acknowledgement

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