



Video transcript for 'How Search Works'

Hello Mr Bear, you must be looking for some honey. Perhaps you need to search online for it. Have you ever wondered how **search** works?

Imagine if each webpage was a tree, then the **web** would be a forest, made up of over 60 trillion trees! Each of which might have honey.

We'll need something to help search through them all!

A **search engine** looks around the web using automated programs called **web crawlers**. The crawlers follow links from page to page.

Some people might choose to hide their honey from search engines, so not everything can be found.

The crawlers send a copy of each page back to the search engine, which then builds an **index** of the words on each page.

Just searching the index for 'honey' would bring back too many results though, and it would be hard to find the best stuff.

Instead, **algorithms** are used to look for clues to better understand what you are searching for.

This could include alternative spellings or how you searched. And then the relevant items are pulled up out of the index.

That's still a whole lot of honey though! To find the very best honey, the results are **ranked**.

Over 200 different factors can affect the rank of the results, such as how frequently the page is updated, how well it is written, or whether lots of other webpages link to it.

You'll then have links to the very best, tastiest honey that the web can offer!

Who am I kidding? He doesn't care. He's just a bear!