

Marketing Minute ~ How Does Google Find You?

From an article/blog on The Sixty-Second Marketer

When you have an Internet presence, have you ever wondered how you get found? Most people 'Google' you, but Google needs to know you are there first. So, exactly how does that work? Jamie Turner sent this to me, and I love it. It makes the whole scenario so easy to understand. So, here goes...



If you're like most people, you use Google on a daily (maybe even minutely) basis without truly knowing how it works. In reality, it's a complex system rife with scientific analysis and billion-dollar algorithms, all to come up with the best results possible. [This infographic](#) from [Quick Sprout](#) does a great job of breaking down the functions of a search inquiry (and Google in general) to make it easy to understand and digest. The process basically breaks down as follows:

- "Spiders" crawl all over the web, digesting information and traveling through links.
- Auto-completion and behavior predictability help Google know what information collected by the spiders you will be interested in.
- It gives you plenty of options to choose from, partly so that it can learn better what exactly you were looking for (and therefore will be looking for in the future).
- These results come up crazy-fast because of Google's vast history of searches to pull from.
- By offering other methods of search (voice, image, etc.), Google learns even more about what you want, as well as when and how you want it, and in what context.
- Access to almost every online news source keeps the results as up to date (and even up to the second) as possible.
- Now, Google knows what you want so well, based both on your past behaviors and the behaviors of all searchers, that it can sometimes tell you in the search results page without making you click away from Google.

Impressive, right? Here's the [full infographic](#) with more information:

The pictures are large, so this continues on the next page...

(continues on page 2)

HOW GOOGLE WORKS

SPIDERS AND CRAWLING

SPIDERS
FETCH THE WEB

ON A
FEW PAGES

THEN FOLLOW
THE LINKS

ON THOSE
PAGES

IT ALLOWS GOOGLE TO INDEX OVER OVER

100 MILLION
GIGABYTES

OF INFORMATION

ALGORITHMS

GOOGLE WRITES PROGRAMS

1 2 3 4 5 6 TO GIVE YOU THE BEST RESULTS

1

SPELL
CORRECTION

R

2

auto
COMPLETE

R

3

SYNONYMS
FINDER

R

4

QUERY
UNDERSTANDING

Little animal
which likes
carrots

5

GOOGLE
INSTANT

R

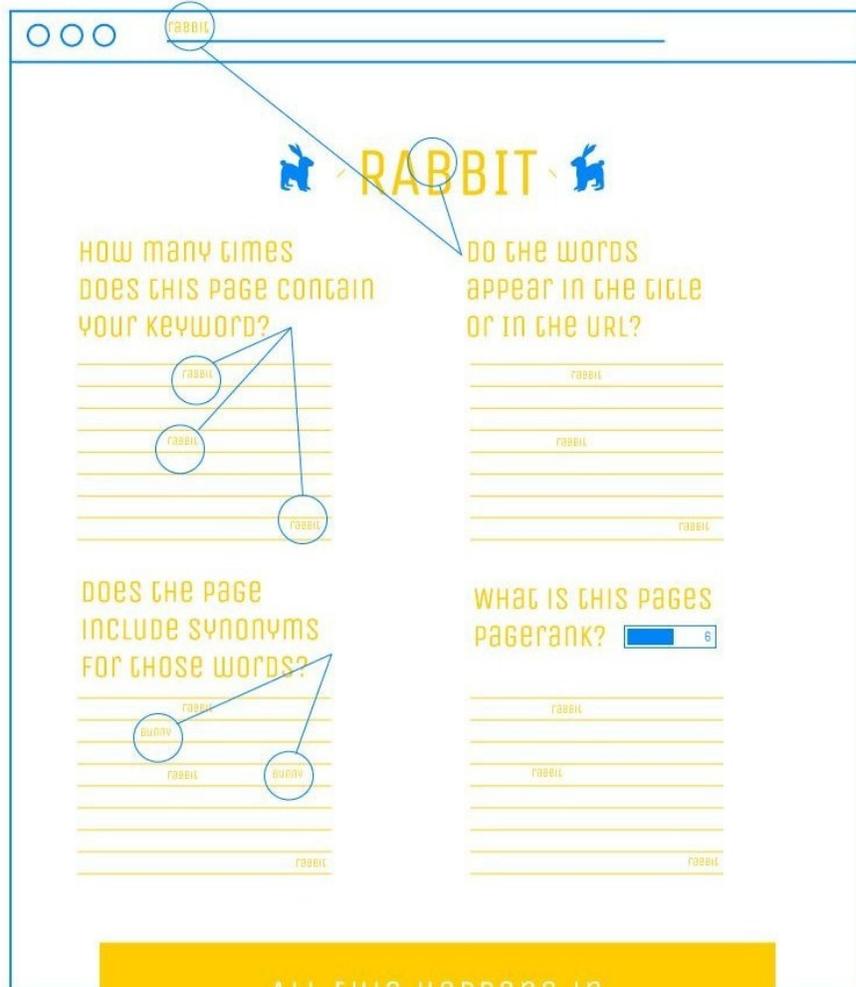
6

SEARCH
METHODS



GOOGLE DECIDES WHAT TO SHOW
YOU BY ASKING OVER

200  QUESTIONS



ALL THIS HAPPENS IN

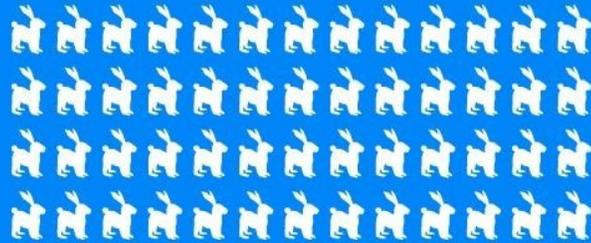
1/8
SECOND



RESULTS

KNOWLEDGE GRAPH

SHOWS RESULTS BASED ON A DATABASE OF



REAL WORLD PEOPLE
PLACES & THINGS

& CONNECTIONS
BETWEEN THEM

SNIPPETS

SHOWS SMALL PREVIEWS OF INFORMATION



SUCH AS
A PAGE'S TITLE

& SHORT DESCRIPTIVE
FOR EACH RESULT

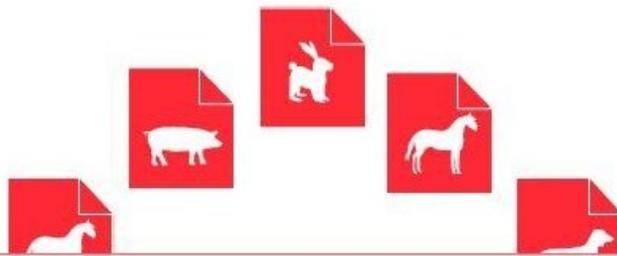
VOICE SEARCH

ASK WHAT YOU WANT
AND THE ANSWERS ARE
SPOKEN BACK TO YOU



IMAGES

DISPLAYS IMAGE
BASED RESULTS WITH
THUMBNAILS



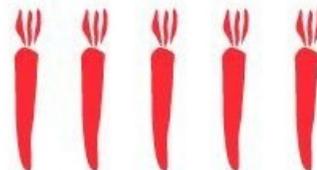
ANSWERS

SHOWS ANSWERS AND
INFORMATION FOR SPORTS
SCORES, THE WEATHER,
AND QUICK FACTS



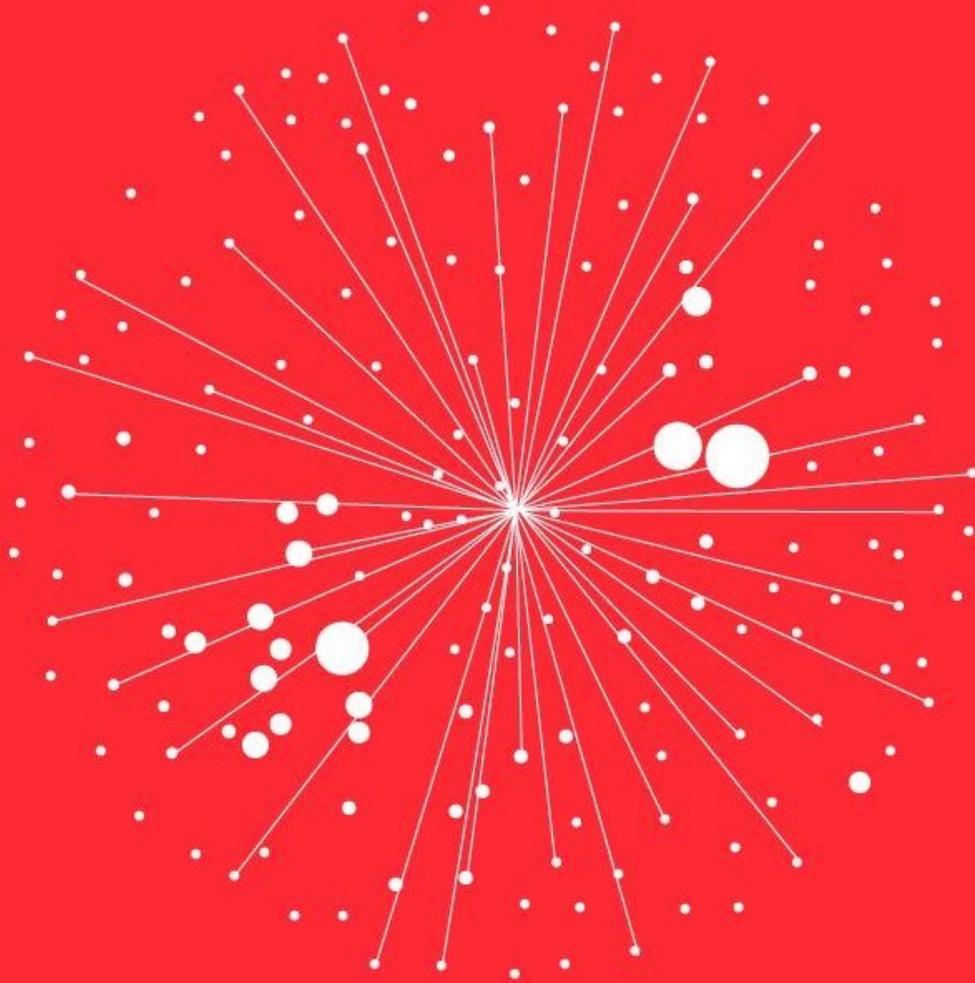
VIDEOS

VIDEOS THUMBNAILS
TO HELP YOU DECIDE
WHAT TO WATCH



NEWS

ACCESS TO ONLINE NEWSPAPERS AND BLOGS
FROM AROUND THE WORLD



QUICKSPROUT

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