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DTC 356

02/23/20

Project #3

Typically going with the search information works better, but this is dependent whether the initial search term yields credible and relevant information using a search engine such as Google. For example, when trying to research something like Koalas the urge is to click the first link. But according to Sergey Brin “PageRank is an excellent way to prioritize the results of web keyword searches.” (Brin, Sergey) Usually the optimal choices tend to be after the top two results of the query. However, to ensure that the information is credible the next step would be to check to see if the site is filled with typos or advertisements, and other signs that the information could be false or incorrect. The next step would be to follow links on the page, for example with National Geographic there were only two advertisements but the information presented clarified that “The Koala ‘bear,’ this cuddly animal is not a bear at all; it is a marsupial or pouched mammal.” (Koalas 101) With this information then the search could be narrowed from Koala Bear to just Koala and another search could be made utilizing key terms like marsupial to see what animals are related to Koalas. So, to recap the two major methods employed to find relevant and credible information are key terms and page ranking that is utilized by Google’s SEO.

When focusing on how to organize information, different strategies are necessary to ensure that the information, and or website that contains it is going to have both a good page rank and be captured if someone uses key terms. When creating a website, the descriptive metadata will be gathered by “Google’s Web Crawler” then ran through “Google’s Indexer” before finally being delivered to the person doing the searching via “Google’s Query Processor.” (How Google Works) By reverse engineering the strategy to capture one of the largest web browsers the effectiveness is proven in and of itself. A good example of this would be Dr. John Barber’s Nouspace collective of websites that feature a variety of topics including Re-Imagined Radio, a site that hosts his radio projects that either have been performed or will be performed with additional information available on the site. By utilizing SEO with metadata tags his website is featured as number three on the page rank. (Barber, John)

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