



Scope of Keywords, how Search Engine works on Sorting and Extract data from Facebook

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Keywords are much more important words in daily life.

Abstract— In order to make the search engine transfer information efficiently and accurately and to improve the web search ranking, beginning with understanding the principle of search engine, this paper exports the specific scope of Keywords where we are known about the value of Keyword that is "Human Commonly search Phrase" which will search by the End Users. And then it introduces the new website building concepts and design concepts for the purpose of the construction of search engine according to keywords how algorithm will search for particular keyword from the database and after matching appropriately keywords will show the results by their priority. We are also developing new concept of extracting the data from Facebook like today's business is shifting online for their marketing purpose and we are used to search data from Facebook pages which are appropriately done with their active profile, likes and Views.

Keywords— Search Engine, Extract Data, Search Phrase, Sorting.

1. INTRODUCTION

Search engine is something which is available all over the internet which is used to search documents or files for keywords and give the particular result. Keyword is nothing but daily phrases which is used by common user, in day to day life we are going with many words which is going to search in the search box for particular results. Today, there are numbers of different search engines available on the Internet, each with their own techniques and specialties.

Search engine is web software or application or web based script available on the Internet that search images, files, documents, locations etc. by appropriate keywords and give us a list of results. Today there are many local as well global search engine, they have their own techniques and features. Search engine is a technique to improve the visibility of listing, content or website.

2. BACKGROUND

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Keyword is somehow different from phrases or sentences which help in search engine to get the accurate desired output. Keyword is a word which is defines in the websites as well in Meta keyword option, for optimize the website. Because of Meta keywords which are assign in website the Search Engine searches for keywords in various listings and websites. According to similar keywords we saw the results in Search Engine. Whenever we enter a keyword in a search engine and press enter key we get a list of web pages as a results that contain that putted query term.

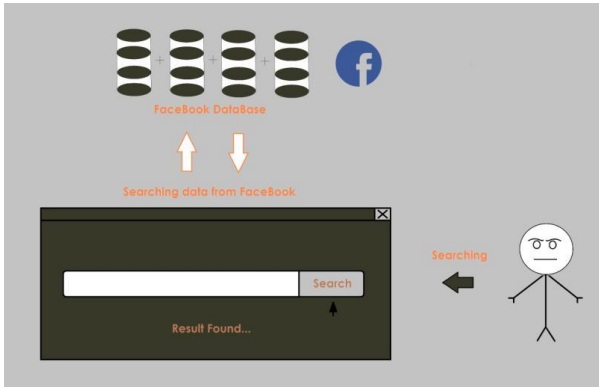
In Search engine companies list Archie was at first position, which was used to search for FTP "File Transfer Protocol" files and in Text based Search Engine list Veronica was first. Search Engine contains millions or billions of web pages, listings etc. Search Engine also display results depending upon their importance which was set by Algorithm. There are many types of Search Engine available over the internet such as Google, Yahoo, Bing, Baidu etc. which are using their own algorithm to search keywords and show there results in there priority basis.



Facebook comes under the leading social networking site which was developed to make people connected online but after sometime they also used to start earning money by the advertisements and people started to do their listing about their businesses in Facebook for the advertisement purpose. From



the list of businesses we are going to search the data category wise with some specific algorithm and start to show results as a Search Engine. It also requires the appropriate Keywords for Searching. In Algorithm we also use to sort the data where it is used to checks the most updated business profile page, Most liked pages, Most Searched Pages and show the results or output in proper predefined way or sequential manner.



3. WHAT IS A SEARCH ENGINE ALGORITHM?

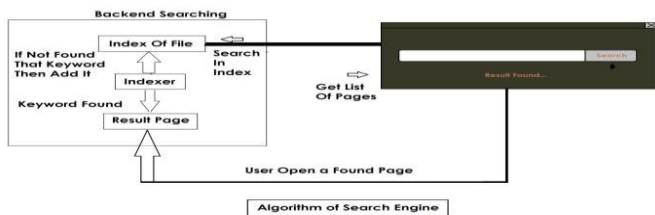
A search engine is nothing but it is simply a math formula that uses to take a problem as input and returns a solution to that problem. Search Engine algorithm uses its keywords as the input problem

And returns the relevant result as the solution and after that, those results get stored in its database. These keywords which are determined by the search engine can analyze web page content and keywords based on a math formula will vary from search engine to the next.

A) PROCEDURE 1: (SEARCH ENGINE)

1)Algorithm can define us how to work in the process then it may be sequenced or manually.

2)Each and every algorithm can provide their own unique key which is most important for search engine ranking.



3)Search Engine can search their result by using proper keywords which are used in our daily life.

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4)And then those keywords can use to search for appropriate indexer if found then the result is shown automatically otherwise it get store into the index. B) PROCEDURE 2: (FACEBOOK)

1)Facebook used appropriate algorithm through their user post, interest, creator, Type which is used to show your daily news feed and those data can be fetched to the Google through their particular post.

Thoroughly, Two major functions: Crawling and Providing Answers

Search Engine automate Robots called crawlers to reach many billions of interconnected documents on the web.

Search engines are nothing but the answer machines. When some user goes for online searching billions of documents scours and gives the two results i.e. it returns only those results which are relevant or useful for user's query. And second, it gives the result according to the popularity of the websites. It is both popularity and relevance and visibility too for the process of search engine which meant to influence.

$$\text{News Feed} = \text{Interest} * \text{Post} * \text{Type} * \text{Creator} * \text{Recency}$$

Algorithm Of Facebook

4. WHY ARE SEARCH ENGINES SO DIFFERENT?

In Today's World, There are many types of Search Engine which have their own technique to search or crawl data from database by specific keywords. Such as, Google and Bing are the two most popular search engine which are based on the crawler, they have their unique bots which "crawl" and store keyword within their own Index. Each index is, therefore, a search engine's representation that shows how they see the web. So that we see the search engine different from the web.

Unique Algorithm defines in different - different search engine so that they can search data uniquely and with the help of bots and indexes, rank the websites or listing in their own way. One more unique thing which shows that algorithm place an important part in Search Engine i.e. yahoo is powered by Bing but their results are different because both use different algorithms, unique ranking queries to search websites or listing.

Nowadays Facebook is also treated as a search engine which searches data in a multidimensional way. where it means Facebook search the generic data where people choose their best choice by likes, views, and shares. It refines data by



user choice which helps to find results in very appropriate manner. There are also many types of refinement which are used by the Facebook such as Facebook graph search where Facebook have a giant graph in that they search data on the their connections basis. Facebook results are shown on the priority wise list where they use many of unique and extraordinary refinements.

5. TYPES OF SEARCH ENGINE

Here as a technique search engine can be divided into two parts: first one is ON PAGE SEO and another is OFF PAGE SEO.

A. On Page SEO:

This technique would only be done in the coding of website

The related elements of On PAGE SEO are;

1) *Title Tag*: The title tag is too much essential for good Search engine.

2) *Meta Tag*: Mainly only two Meta tags are use in search engine that is keywords and description tag.

3) *Attribute*: Search engine only reads the alternate attribute of IMG tag.

4) *Header tags (H1, H2 and H3)*: HTML Heading tag is equally use for search engine point of view.

5) *Permalinks of Web Pages*: Permalink is nothing but the URL of a Webpage.

It should be keyword oriented and SEO friendly.

6) *Internal Linking*: Internal Links are hyperlinks that point to the same domain. This is also most important linking for search engine point of view.

7) *Keyword Density*: Keyword density is the percentage of times of keyword appears on the web page which is used to compare with the total number of words on the page. It is really important in SEO.

8) *Sitemap*: In Sitemap, the entire website which is most important is available with date and updated information of page. They are search on the priority basis.

B. Off Page SEO: This off page SEO is for making back links.

They are normally link back from other website to our website through which back links get more important for SEO as search engine algorithm give credits, if any website has large number of back links website will increase its popularity. As website increase its back links its also shows its popularity, visibility and more credits. SEO makes more easy for the user to search any type of search which make more efficient.

6. HOW CAN I FIND USING FACEBOOK

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SEARCH?

In Facebook there are many search option available to search any kind of post and activity whichever you want.

Searching in Facebook and search engine are different because in Facebook they can only show their suggestion through their post and search engine only work on how user search it.

when you have to search somebody name in Facebook, Facebook start showing you a suggestion. These suggestion can show u different results for all Facebook users and changes according their past activity.

User can find through the Facebook such as:

1. Friends, Groups
2. Interest, Photos
3. Hotels, Restaurants
4. News
5. Games, Music
6. Online Shopping
7. Phone Number(if its public)

In Facebook you can get the exact search result through combine keywords.

example: photos of kishor before 2017

7. BENEFIT

1) *Popularity*: By this technique popularity will increase.

2) *Visibility*: Once a website has been optimized, it will increase the visibility of website in search engine. More people will visit website.

3) *Targeted Traffic*: Search Engine can increase the number of visitors to the website for the targeted keywords.

4) *Online Marketing And Promotion*: best strategy for promotion.

8. CONCLUSION

Search Engine is very useful technique used our daily life which is used in web. There are lot many search engine available at market.

Search Engine is something which is more powerful for on page and off page SEO. Search Engine is also a technique which can use to extract the information from to appropriate result or it may be from various social media



databases.

Search Engine can increase the number of visitors to the website for the targeted keywords. And also use to increase the visibility of website in search engine.

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