DEVISING A NEW SEARCH ENGINE

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 ABSTRACT

My search engine SEARCH DEVICE is a proper work made by me in the language PHP as a front-end and MySQL as its back-end with the help of WampServer . WampServer is an interface on which the front-end (PHP) and back-end (MySQL) will interact to each other. First, we are making various PHP web pages in that we have various thing (web pages) to be developed and then we with the help of MySQL make database tables and make connectivity with the help of a Server called WampServer or ExampServer where it will interact to the user as a localhost or as we upload this application called the search engine on the internet. When it is uploaded on the internet after that it will be working as a search engine like Google, Yahoo, Bing, MSN, Ask, etc.

Key words: front end,Wamp Server,Data base table.

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 INTRODUCTION:

As a local host, on my PC its working is like double click on WampServer then it will ask for localhost and appear in a browser. Then, we go to your projects, there is an icon in your project, double click that i.e. SEARCH DEVICE. It is opened the Index of SEARCH DEVICE where lots of files are there and also the supporting files are there that I had made in my development work. Then, we opened the file called search engine. It is opened the main home page of the SEARCH DEVICE search engine. In it

there are web pages are as Searching Search Device , Algorithm, FAQ, SEO, and CONTACTUS web pages are there. The main subpage is SD, when we click on that it opens its advanced search and then when we type any keyword in the search box first it will search as its local database and on the other hand also when it is uploaded on the internet the keyword can be search from distributed databases and after that we can search lots of keywords by SDsearch engine as we do it like we discussed with other search engine which i describe in my different chapters formation of my dissertation. There is an admin tools in that also it has some username and some password, when we click login command button. It will open the admin interface. It contains different interfaces as sites, categories, index, clean tables, settings, statistics, database and logout. Its main purpose is that we can search the website and URL which we enter through this admin tool interface. In this there is an interface called index its main purpose is that it is having fields like address in which we are writing the URL of a websites there are other field is Indexing options are there it is containing full, to depth and re -index. When we enter the URL it will enter into the database of the search engine as a URL and have entry into the database of the search engine by doing so the search engine when working on internet will search only the data, keywords, contents, indexing of only these websites which are having the feeding into this admin tool otherwise this search engine does not open the contents of any website there are other interfaces also in admin tools, it is sites we can see the list of the different URLs website which took the permission by the search engine authorities other interface also have the working regarding their needs. In Index interface there is a option i.e. advanced options it is containing the same thing as Index but there are two new fields I had joined i.e. URL must include and URL and URL must not include this is because of indexing. It will show that currently in database how much sites are there, how many links are there, how many categories are there and how many keywords there. This is the Internet structure of a search engine. Now I want to introduce my External structure to the readers which is seen by all the users around the world. First is Home, it tell about SD search engine that it is a software program that searches for sites based on the keywords that we designate as search terms. SD search engine look through their own databases of information in order to find what it is that we are looking for. SD search engine is automatically create website listings by using spiders that "crawl" web pages, index their information and optimally follows that sites links to other pages. The search engine's spiders return to already crawled sites on a regular basis in order to check for updates or changes and everything that these spiders find goes into the search engine database.

Second is Searching tells us how SD search engine is searching the contents because of its very different from subject directories. While humans organize and catalog subject directories, search engines rely on computer program called spiders or robots to crawl the web and log the words on each page. With a search engine keywords related to a topic are typed into a search box. The SD search engine scans its database and returns a file with links to websites containing the keyword or keywords specified. Because these databases are very large, SD search engine often returns thousands of results. Without search strategies or techniques, finding what we need can be like finding a needle in a haystack. To use SD search engine effectively, it is essential to apply techniques that narrow results and push the most relevant pages to the top of the results list.

PROCESS IN CONSTITUTION:

Below are a number of strategies for boosting SD search engine performance.

- **Identify keywords:-** When conducting a search, break down the topic into key concepts.
- **Boolean AND:-** Connecting search terms with AND tells the search engine to retrieve web pages containing all the keywords.
- **Boolean OR:-** Connecting search terms with OR tells the search engine to retrieve web pages containing ANY and ALL the keywords.
- **Boolean AND NOT:-** AND NOT tells the search engine to retrieve web pages containing one keyword but not the other.
- **Implied Boolean:** Plus & Minus:- In many search engines, the plus and minus symbols can be used as alternatives to full Boolean AND and AND NOT.The plus sign(+) is the equivalent of AND, and the minus sign(-) is the equivalent of AND NOT. SD search engine also have no space between the plus or minus sign and the keyword.
- **Phrase Searching:-**Surrounding a group of words with double quotes tells the search engine to only retrieve documents in which those words appear side-by-side.Phrase searching is a powerful search technique for significantly narrowing your search results, and it should be used as often as possible.SD search engine also have justified that technique.
- **Plural Forms, Capital Letters & Alternative Spellings**:- SD & most search engines interpret lower case letters as either upper or lower case.Thus, if you want both upper and lower case occurences returned, type your keywords in all lower case letters.However, if you

want to limit your results to initial capital letters or all upper case letters, type your keywords that way. Like capitalization, SACSUR & most search engines interpret singular keywords as singular or plural.Some of search engines support truncation or wildcard features that allow variations in spelling or word forms.The (*) symbol tells the search engine to return alternate spellings for a word at the point that the (*) appears.

- **Title Search**:- Field searching is one of the most effective techniques for narrowing results and getting the most relevant websites listed at the top of the results page. SD is searching effectiveness increases as you combine field searches with phrase searches and Boolean logic.

- **Domain Search**:-   allows the domain search for user to limit results to certain domains such as websites from the United Kingdom(.uk),educational institutions(.edu), or government sites(.gov).

- **Host Search**:-   allows host search to find something located at a large site that does not have an internal search engine.With SACSUR search engine, user can search all pages at a website for keywords or phrases of interest

- **URL Search** :- allows the url search that limits search results to web pages where the keyword appears in the URL or website address. A URL search can narrow very broad results to web pages devoted to the keyword topic.

- **Link Search**:- allows the LINK SEARCH when user want to know what websites are linked to a particular site of interest. Researchers use link searches for conducting backward citations.

Third is SD i.e. is the crawler of SD search engine in this there are advanced search and admin tools which is explained before in this chapter. Fourth is ALGORITHM i.e. it is telling to the users that how SD search engine is working.

Fifth is FAQ(Frequently Asked Questions),In that users have asked some questions from SD search engine administration i.e.

Q1. Why do you need a search engine like SD search engine and it is useful for whom?
Ans1. For finding any important information we always not followed the books as it is a difficult task. For the same reason you need a card catalogue in a library. There is lots of great and useful information

in a library, but it's physically impossible to examine all the books personally. For finding information we also have a tool like search engine and SD search engine can have the capacity to search the information for the user and also it is useful for different kind of users.

Q2. If it's impossible to examine all the documents on the Web, how do the SD search engine do it?

Ans 2. SD search engine use software programs known as robots. A robot is a piece of software that automatically follows hyperlinks from one document to the next around the Web. When a robot discovers a new site, it sends information back to its main site to be indexed. And that is how SD search engine works.

Q3. How do SD search engine works, Technologically?

Ans 3.SD search engine have a specific algorithm on which its robot is working and that is being displayed on www.sacsur.com as a link.

Q4. How can I get a higher search engine ranking for my website on SD search engine?

Ans 4. It used to be true that if we posted a page on the Web, sooner or later the search engines would find it and index it, as long as it's not too deep into the particular site's hierarchy.SD search engine's robots catch them and display them as a link.

Sixth is SEO, it tells about how SD search engine is supporting SEO as a killer application on the SD search engine.

ANALYSIS;

SEO has emerged as a killer application of the Internet. According here ,content is one of the most important considerations for search engines in determining where a site ranks among its peers (i.e., the competition). SEO is a discipline of its own but should be a major consideration during the content development process. According to the ClickZ network, one of the authorities on Internet marketing, SEO is defined as "the art and science of helping sites get found on the major search engines and directories for relevant keywords and phrases. SEO is the process of making sure that Web surfers and other interested parties can easily find you on the Internet. Search engines help organizations drive traffic to their individual websites in essentially two ways:

- By analyzing the millions of websites in existence and making effective matches between key word searches and the websites. This process is formulaic and maintains a precise level of integrity, i.e. you cannot "buy" your way onto the top of search lists.

- By allowing companies to purchase keywords for both banner ads and/or favorable placement in the search process.

- Good writing takes time. Great writing takes a lot of time. Don't expect anything quality to come from a hurried job.

- Develop an outline that results in a coherent presentation of content and use that as a guide for writing.

- The actual act of writing helps authors to organize thoughts, dig into issues and produce meaningful copy.

- Gather company print marketing collateral, sales presentations, executive memos, etc., and incorporate them into the website copy.

- The appropriate use of visuals conveys information effectively and makes content more readable for users, thereby making messages more powerful.

- Writing isn't a solo endeavor. Seek out people around you to brainstorm with and critique your work.

CONTACT US t page I have given my own details.

In this also I had covered that how it will operate internally & externally by the users. In above analysis and research, the proposed algorithm would be beneficial for improving the ranking of the site. The proposed algorithm would consider the important factors (i.e. Number of links, Number of clicks and term frequency) for ranking the site. This algorithm will not only improves the ranking but also gives the accurate results with quality and relevant pages. This would also gives chance to the new site to get higher ranking, if that are relevant. The design recommendations also helps the designers for designing the website in order to get higher ranking.

The above analysis is targeted to benefit all entities involved in SEO. The user gets benefited by seeing the most optimized results in the Top 10 list, the site owner gets the benefit as his site listed amongst the top site provided the owner regularly updates the site with latest information and of course, the SEO company gets benefited by providing over expected results.

FINDINGS & SUGGESTIONS

Benefits of my Search Engine at present

1.) Tagging.

2.) Meta – tags.

3.) Content originality.

4.) Speed.

5.) Frequency of updating (re crawling).

6.) New page crawling.

7.) Frequency of revisiting new pages.

8.) We use it for better SEO.

Constraints or shortcomings of my Search Engine at present

1.) It does not have better framework.

2.) It understands only English language.

3.) Captures keywords stemming.

4.) It is not crawled images.

Future Enhancement of my Search Engine

Further more, I will explore SD search engine and make it commercially more viable..
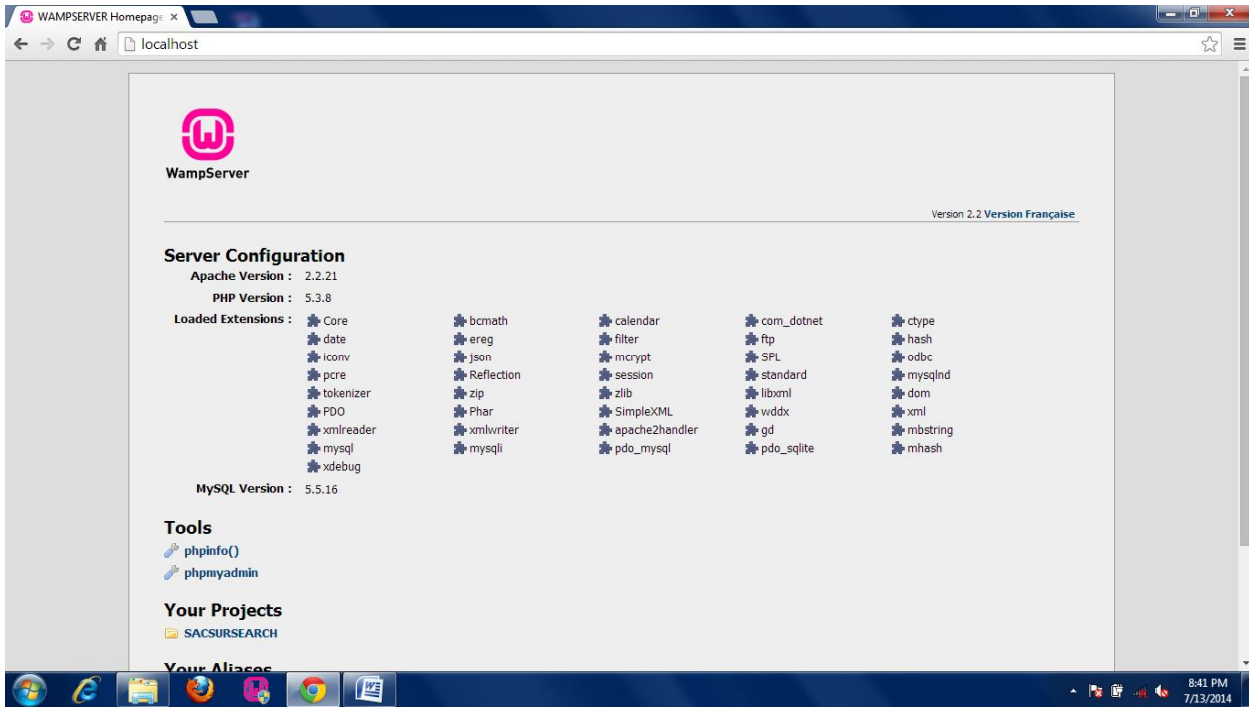
Fig-1.:- It shows the Local host of Wamp Server of the SD search engine
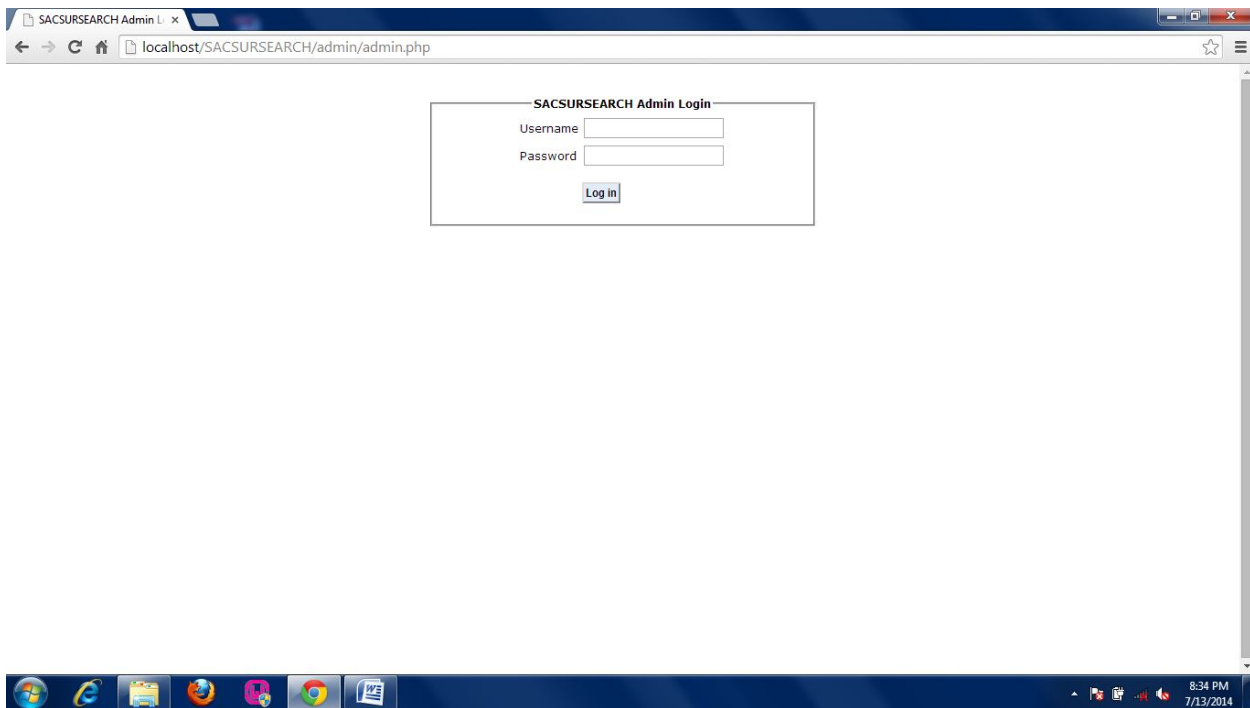
Fig:- It shows the main Admin login of the SD search engine
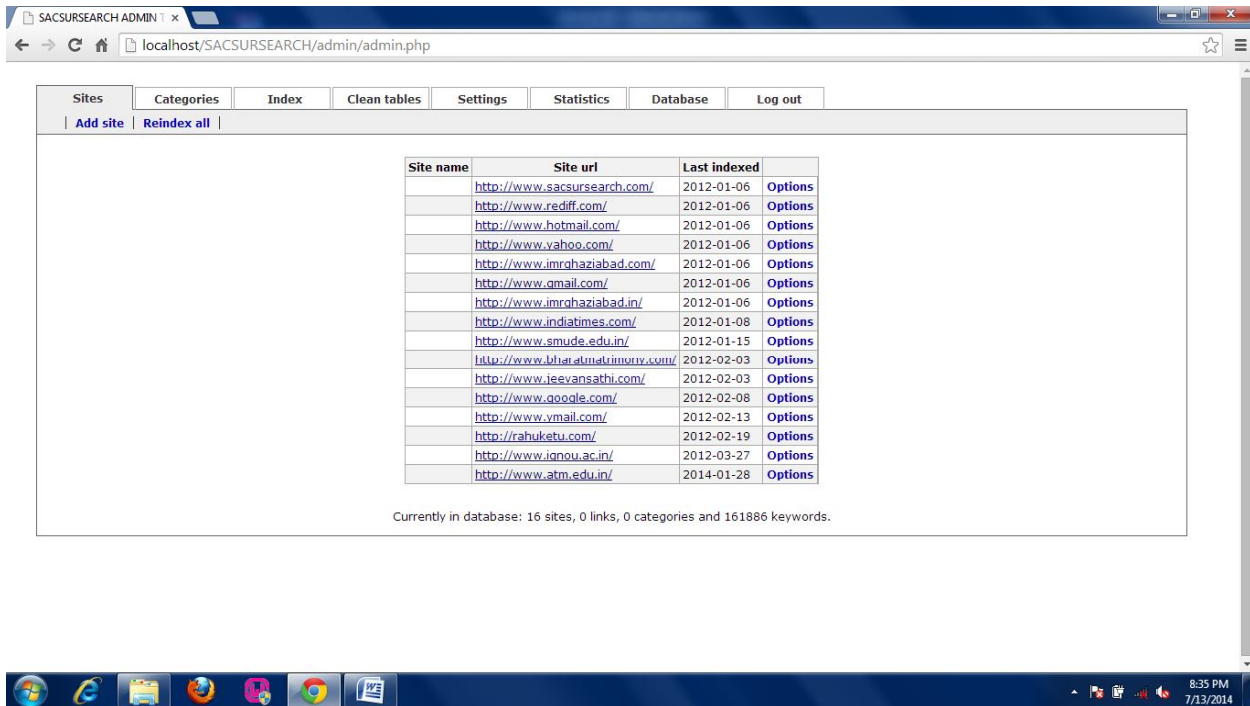
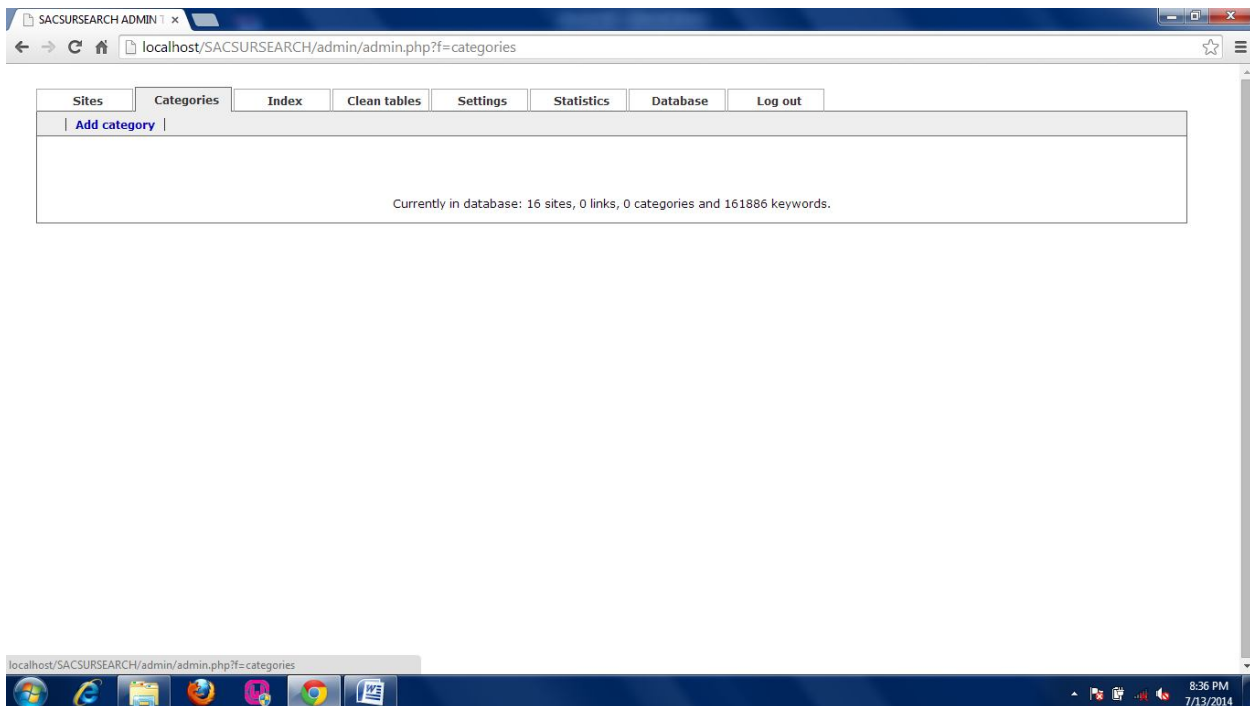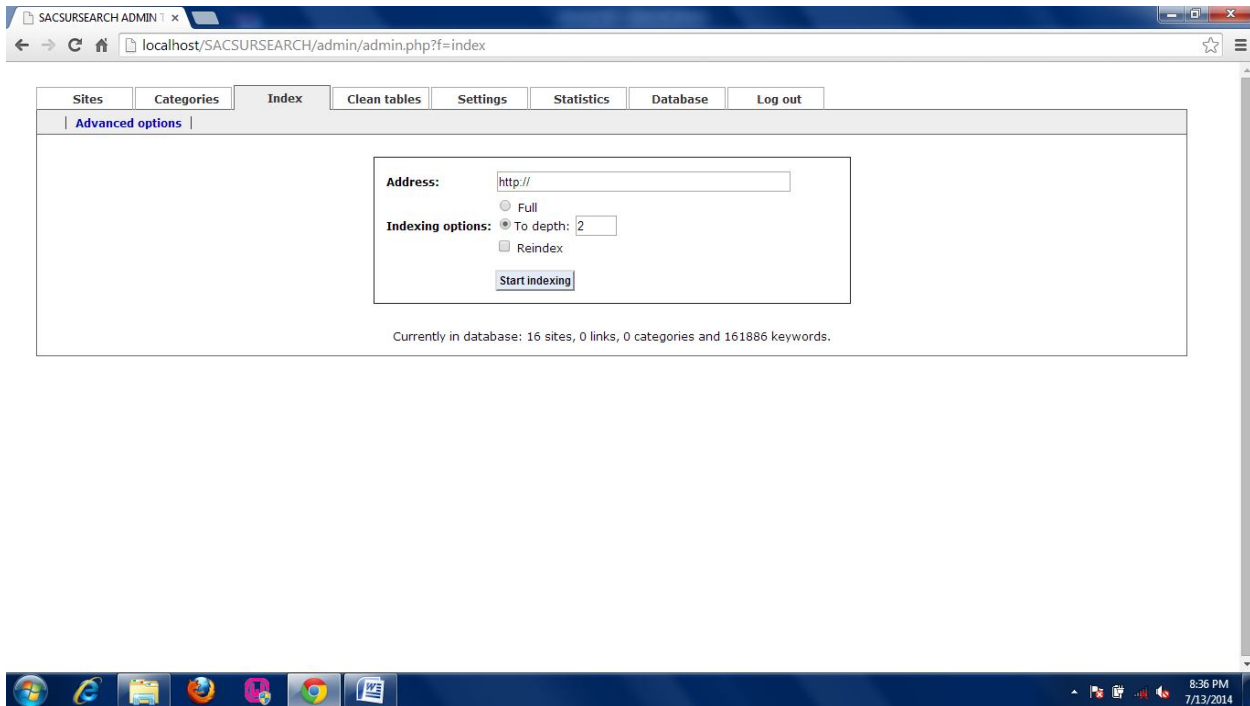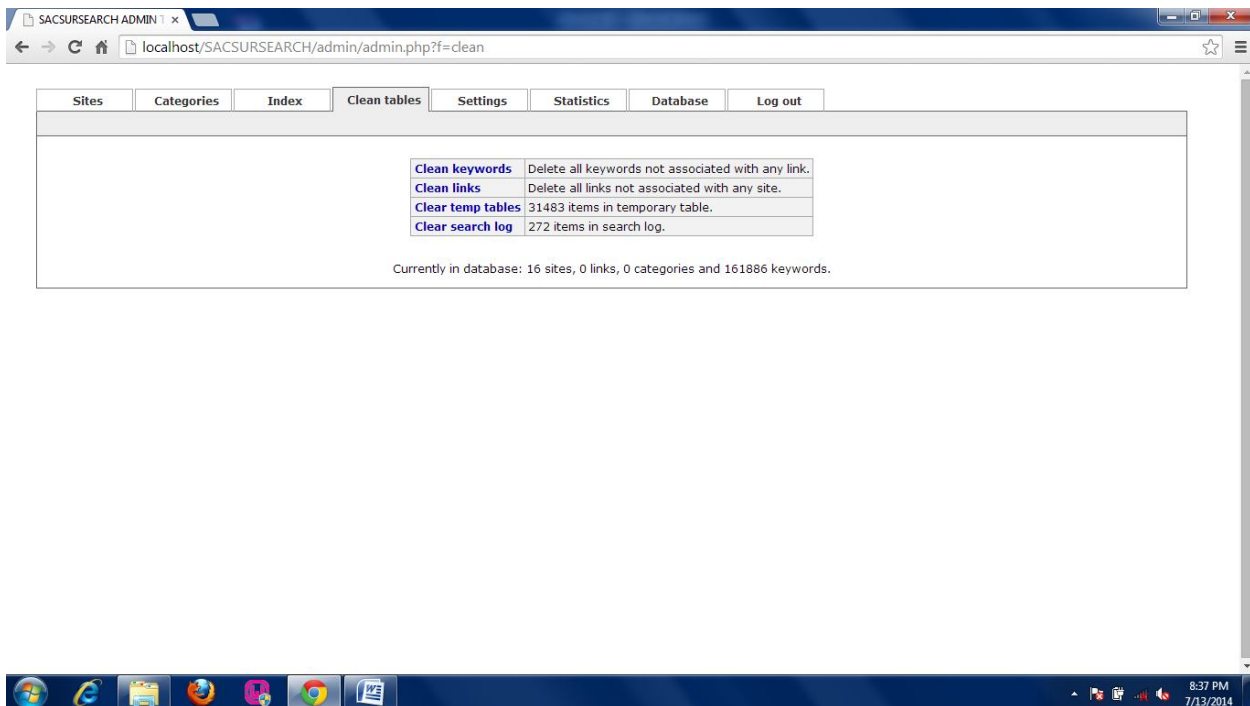**Fig:- It shows the main admin search tools page of the SD search engine**

Fig:- It shows the main internal admin categories page of the SD search engine

Fig:- It shows the main internal admin index page of the SD search engine

Fig:- It shows the main internal admin clean tables page of the SDsearch engine
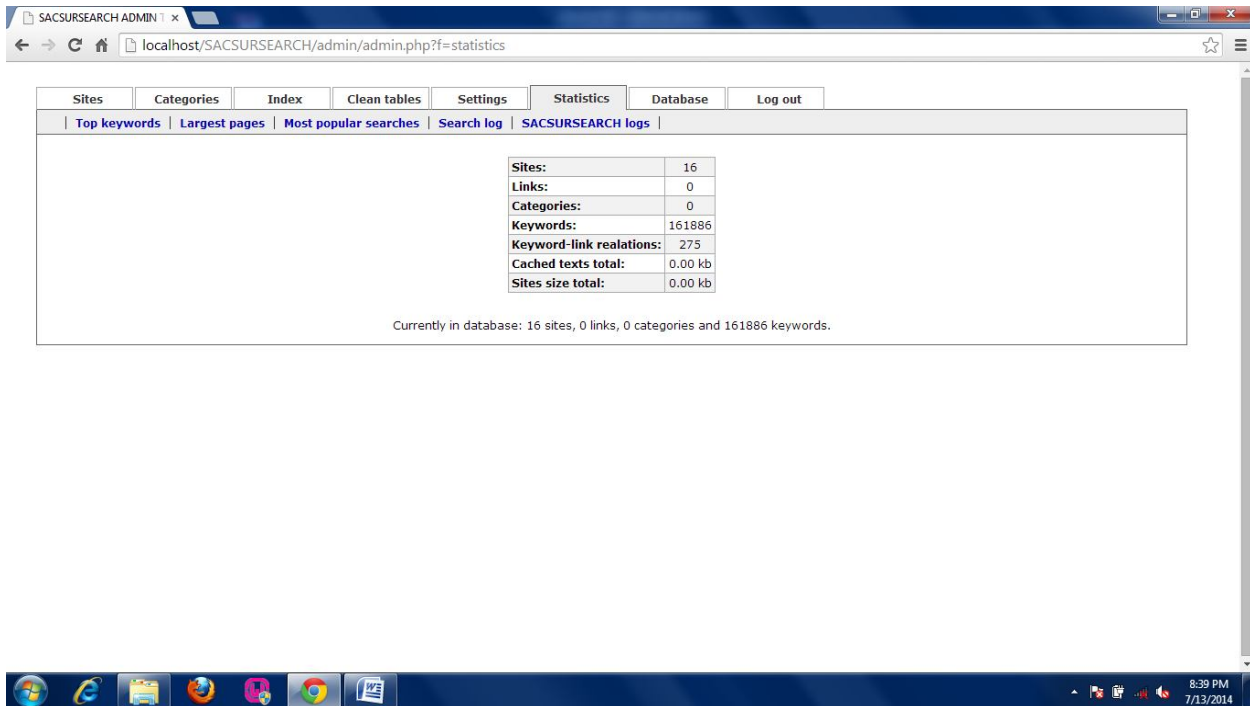
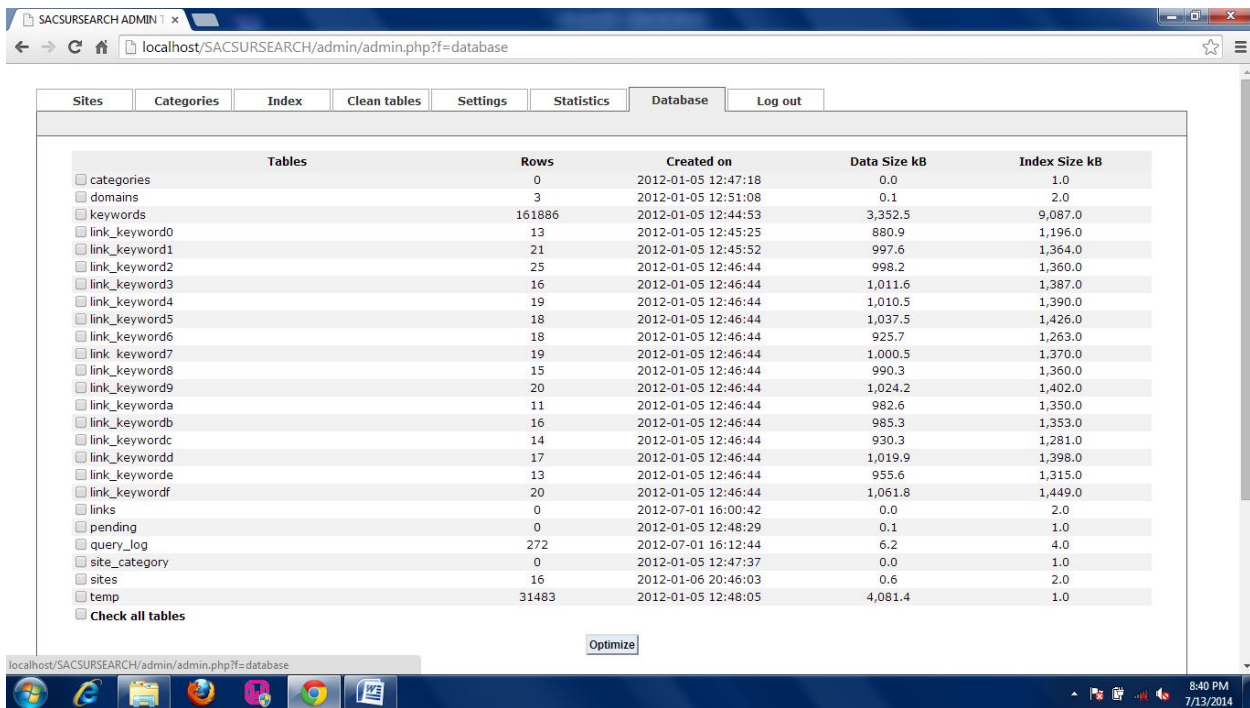**Fig:- It shows the main internal admin Statistics page of the SD search engine**

Fig:- It shows the main internal admin Database page of the SD search engine