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Some search engines are crawler-based meaning that they use computer programscalled "spiders" to scan the Internet continually. Examples are Yahoo
and Google.Everything the spider finds goes into the search engine index sometimes called thecatalog. Other search engines are more correctly referred to as human-powereddirectories like Open Directory which rely on humans to build listings to describeWeb sites. Still other search engines are hybrids or mixed results in that they returnresults that combine crawler-based and human-powered listings. Metasearch engines also called metacrawlers send searches to several searchengines at the same time. The results from each engine are then blended to form onepage for the user. Some experts recommend using an all-in-one engine at the begin-ning of the search other experts like to begin with a single engine before conductinga metasearch. Drawbacks of metasearches are the slight increase in retrieval time andthe lack of precision in syntax allowed on individual search engines. All-in-one search pages unlike metacrawlers do not send your query to manysearch engines at the same time. Instead they generally list a wide variety of searchengines and allow you to search at your choice without having to go directly to thatsearch engine. Search engines vary widely in their range of search features and in the waythey index and present their search results. Some index complete Web pages or pagetitles others add material selectively and review sites based on content still otherspresent subject indexes for users to browse by keywords. Some Web site administra-tors include coding that instructs indexing robots to omit particular pages fromsearch results. Another difference in search engines is that most guarantee pages will be in-cluded in their index in exchange for a fee. Google is an exception to this busi-ness model. All rely on advertising for revenue but some engines maintain separate"editorial" services. This isnt to imply that paid listings dont contain worthwhileinformation on the Web pages but search engine users arent always informed aboutwhich results lead to editorial material rather than advertisements in disguise. Ananalogy would be a newspaper or TV station that did not delineate between newscontent and advertising messages. Previous editions of this textbook contained names and URLs for popularsearch engines. Rapid changes in Internet technology and the financial instabil-ity of many Internet-based companies threaten long-term accuracy of such a list.Consequently readers are directed instead to Search Engine Watch at http //www.searchenginewatch.com a Web site that stays abreast of developments in the worldof search engines——which ones are most usable are most popular possess specialfeatures or require payment for listings. In addition this site offers Web searchingtips and reviews ratings and tests about how well individual engines perform. Thesite links users to all the major search engines popular metasearch engines kid-safeservices and others. This site was created and is maintained by Danny Sullivan anInternet consultant and journalist with no potentially compromising entanglementswith the search engine industry.

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