Google-Search Changing Scenario

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1. Abstract

Google is a crucial part of everybody’s daily life now. It has changed the entire approach towards being curious; it has given a new life to curiosity. We use Google quite a few times in a day. There are no second thoughts about the fact that Google search is quite able to give answers to our almost all the searches, almost is used here because sometimes it takes time to find out the solution as one doesn’t actually realize what is actually searching for. For that to understand the Google language becomes important to make right use of Google search. This article throws light on how to effectively use Google search and what are the ways to make the search easy, precise and convenient and how useful it is for the users.

Keywords: Google, Search Engine, Internet, Google Search.

2. Introduction

For a number of people around the world, the Internet has become an inseparable component of their everyday social and business lives. And the “Search Engines” that make them navigate through the plethora of pages, images, video clips, and audio recordings found on the World Wide Web have also become indispensable. Search technology—shortened simply to “search” in the IT world, is only two decades young, and it has become a foundation stone of the internet ecosphere.

Search includes any online search activity using general, horizontal Web search engines, such as Google and Yahoo!, and specialized, vertical ones, such as Amazon or YouTube. It also includes consumer searches and those conducted by people in businesses. It covers searches of all types of media, including text, images, and video, and through any type of device, including personal computers and mobile devices such as smartphone.

The word “Google” has become nearly synonymous with the concept of “search” over the past couple of decades. With the emergence of technology such as voice searches, if one says that the word “Google” will someday replace the word “search” entirely it would not be exaggeration.

In this modern era of internet technologies, businesses are learning that without a presence on Google’s search results pages they will not be able to sustain in the market. Gone are the days of direct mail and billboards. If the customer is unable to find the brand on the first page of search results, they will doubt on their existence. If one wants to capture the market, then it is most essential to know about the evolution of Google search. No matters size of organization, to beat the competition one will have to be present on priority pages of google search engine. Hence, looking into the fundamentals of the Google search engine, the world’s most famous algorithm, is bible for the modern marketer.

While the full history of search engines began several years before, Google started in 1996 as a concept engineered by two Stanford students in a dorm room. While other search engines primarily collected and retrieved URLS and titles based on pure keyword match, the earliest iteration of Google was different. The early Google search algorithm, then named “BackRub”, utilized citations to help provide searchers with valuable search results. It gave pages “value” based on how many times they were mentioned (linked to) across the web. Pages that had a lot of links pointing towards them were given stronger rankings on the search results pages, as the number of mentions indicated that the page was important to readers.

The minds behind Google spent the years after its inception looking for ways to make the algorithm produce more relevant results for searchers. They found a lot of nifty ways to achieve this. In 2000, the great evolution of the Google search engine began when the team started to tweak the algorithm that helped bring trustworthy and relevant pages to the top of the search results.
The continuous improvement of Google’s algorithm is one of the reasons it has dominated the history of internet search. While Yahoo! technically existed before Google, people flocked to Google due to the ever-improving relevancy of its search results. Sounds as if we like having our minds read – and sounds like we should be trying to read our site visitors’ minds when creating our sites, too. Google’s doing it, after all.

3. Importance of search

Google now processes over 40,000 search queries every second on average (visualize them here), which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide. The chart below shows the number of searches per year throughout Google's history:

Statistics Google Search

- The chart below shows the number of searches per year throughout Google’s history:

![Google Searches per Year Chart](source-url)

When Google was founded in September 1998, it was serving ten thousand search queries per day [1] (by the end of 2006 that same amount would be served in a single second). In September 1999, one year after being launched, Google was already answering 3.5 million search queries daily. [1]

Nine months later and, in mid-2000, search volume had increased fivefold, reaching 18 million queries on an average day. [1] By the time Google announced its IPO in April 2004, users around the world were submitting more than 200 million queries to Google every day.

In August 2012, Amit Singhal, Senior Vice President at Google and responsible for the development of Google Search, disclosed that Google's search engine found more than 30 trillion unique URLs on the Web, crawls 20 billion sites a day, and processes 100 billion searches every month [2] (which translate to 3.3 billion searches per day and over 38,000 thousand per second). This figure was confirmed by Google Zeitgeist 2012, which reported 1.2 trillion searches for 2012.[3] Better matching. Search helps customers, individuals, and organizations find information that is more relevant to their needs.

The above figure well establishes the importance of google. Some of the basic importance of google search is listed below:

3.1 Time saved: Search accelerates the process of finding information, which in turn can streamline processes such as decision making.

3.2 Raised awareness: Search helps all manner of people and organizations raise awareness about themselves and any information they need.
3.3 **Better matching:** Search helps the users to find information, product or service as per their needs.

3.4 **Price transparency:** This is similar to “better matching” in that it helps users find the information they need, but here, the focus is on getting the best price.

3.5 **People matching:** This again entails the matching of information but this time focusing on people, be it for social or work purposes.

3.6 **Problem solving:** Search tools facilitate all manner of problem solving, be it how to build a chair, or any technical or personal problem. Google has every solution.

3.7 **New business models:** New companies and business models are springing up to take advantage of search. Without search, many recently developed business models would not exist. For instance, Price comparison sites.

3.8 **Entertainment:** Given the quantity of digital music and video available, search creates value by helping to navigate content. For a generation of teenagers who pass on TV to watch videos on YouTube instead, search has also enabled a completely different mode of entertainment.

This list is not exhaustive —and there are other sources of value that result from the above, e.g., lowering production costs, and speeding innovation, through better matching,

4. Strategies to make search convenient

4.1 **Emphasis on the essential words**
Whatever one wants to search on Google put a + prior to that the symbol + lets Google know that this word is of significant importance in context with the search. for example, if you want to search for world cup cricket 2015 then you can directly reach at the search result by typing world cup cricket + 2015.

4.2 **Searching a particular file type**
If one wants to search about a particular presentation in PowerPoint excel sheets or some document in PDF which have been uploaded on the internet then one can type “filetype:pdf” “filetype:excel” “filetype:ppt”. This is a wonderful way to search the kind of data or reports that are being looked for.

4.3 **Searching about a forgotten word in the sentence**
This feature is very important when one forgets about a word I the sentence may be a word in a song in a speech a movie dialogue and dramatical representation than Google comes to the rescue, one can put * on the place where the word is missing and Google will in all probabilities provide with the missing word.

4.4 **Multiple searches**
For multiple searches put “or” between both, one can do the same for word as well as a sentence and if case one wants to use both the objects in the search that “and” can be used.

4.5 **Set a timer**
Google can give this facility of an alarm too, if one gets distracted while surfing the internet and spends more than specified time as per the timer on that particular tab Google comes up with an alarm one just have to “set timer for” in the Google tab for the same.

4.6 **Searching about a particular website**
One can also search a particular website for that specific search with help of Google. For example, If one wants to search for 100 richest men on forbes.com then one can fulfill the search desire by typing “site:forbes.com100richestmen” make sure there is no space in between column symbol and website and website name should be typed in lowercase.
5. Major Beneficiaries of Google Search

5.1 Advertisers

Search and search advertising raise awareness. Search is an influential channel when consumers are deciding whether to make a purchase and what to buy. Search has proven to be an extremely effective means of matching relevant information with user needs, helping advertisers target the right audience. Search helps consumers find long-tail, niche products that they would otherwise be unlikely to discover.

5.2 Retailers

Search benefits retailers through raised consumer awareness of their online and offline stores and products; better matching of products to customer needs; and the ability to better sell long-tail items. In the process, new retail business models have emerged, such as online retailers dedicated to sales of long-tail items, and smaller retailers have discovered a more level playing field: as the size of the retailer decreases, the relative benefit gained from search increases. For retailers that compete on the basis of price, price transparency is also a source of value. For others, however, it can result in surplus accruing to consumers.

5.3 Entrepreneurs

Entrepreneurs are heavy users of search tools and benefit from them in various ways throughout the start-up life cycle. It helps them problem solve when testing new business ideas; find suppliers, investors, and customers; and identify key talent.

5.4 Content creators

Content creators derive value from search in a variety of ways. With so much online content available, search enables better matching of consumer demand to content supply; it raises awareness of mainstream content creators and directs traffic to them; and it makes more obscure, long-tail content discoverable. As advertisers, content creators also benefit from the sources of value that other advertisers enjoy: raised awareness, better matching, access to the long tail, and new business models.

5.5 Enterprises

Enterprises benefit from search in a multitude of ways, including the ability to find the right information, supplier, or employee through better matching; employee time saved by searching online; and collaborative problem solving.

5.6 Consumers

This constituency consists of individuals who use search for transactional purposes, regardless of whether the purchase is eventually made online or off. Consumers primarily benefit from search through increased price transparency, better matching—including access to long-tail products and finding people—and time saved.

5.7 Individual content creators

One of the most interesting aspects of the Internet revolution has been the emergence of hundreds of millions of individual online users who create and share content—blogs, reviews, photos, videos, and social networking information—without expecting to make any money from it.

5.8 Individual information seekers

This group includes individuals who use the Internet to find information of any kind, including entertainment, for their own purpose—which means just about everyone who uses the Internet. We distinguish individuals in this role from their role as consumers, as their objective is not to purchase or acquire merchandise but usually to answer a question or to learn or experience something.
5.9 Health care

For patients, search delivers value by raising awareness about health-related topics or helping them find useful information. Search also enables people matching—perhaps finding the right doctor or support community. For health care providers, better matching and access to long-tail content can help reduce costs, by enabling patients to search for relevant, routine healthcare information on the Web rather than always requiring the involvement of a medical professional.

5.10 Education

As with health care, the best measure of the value of search in education might be its impact on outcomes, but any attempt to measure this is beyond the scope of this research. Instead, we offer examples that demonstrate the ubiquity of search in education for students and teachers alike.

5.11 Government

Governments around the world have come to depend upon search to provide their services. People and organizations visit government sites for all manner of reasons, search has become a key element of e-government, helping governments to engage with citizens, improve public service delivery, enhance transparency, and strengthen public participation and democratic processes.

6. Findings and Conclusion: The future of search

It is hard to forecast the future of search at the given the pace of change, but the value of search will definitely grow as we come to rely upon it more and more. Search is at an initial stage of its evolution. For example, Searches for video or photographic images still principally depend on text searches by file names or key words, not image searches and technologies capable of capturing an image or sign in one language and translating it into another remain undeveloped. All this is work in progress.

Consequently, the use of vertical search engines is on the upsurge. Ten times as many product searches are now executed on Amazon and eBay, both vertical sites, as on Google Product Search. Interest in semantic search engines, which try to recognize more accurately the underlying intent of a search, also is on the rise. Notably, relevant search results are increasingly deemed to be personalized. Autonomous search agents that make suggestions based on personal data, including the user’s location, metadata, and more advanced algorithms, are spectacle, and key players in the search industry now use the data available on social networks to enhance search results. Some 30 percent of US Internet users now use social networks to find content, and 21 percent use them to find videos [4].

The advent of smartphones, tablets, and other Web-connected portable devices also increases the potential of more personalized searches. And as search continues to grow, new applications will emerge. Already, analysis of what people are searching for is being used to better understand current trends and future effects in society. Researchers have, for example, looked at how search activity can help predict epidemics, unemployment, consumer demand, or even stock prices.

To conclude, like many information providers in both the old and new media, Google provides its search results to the users for free in order to sell advertising. In one important respect, though, Google differs from other information providers that there is no clear benchmark against which to evaluate the quality of the search results it provides. Consequently, the price quality cost relationship that determines market power is difficult to evaluate.
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