

## Web crawler

It is also known as a spider or Google bot. It is a software component that traverses the web to gather information.

## Search Engine Working

A web crawler, database, and search interface are the major components of a search engine that actually make it work. Search engines make use of Boolean expressions AND, OR, NOT to restrict and widen the results of a search. Following are the steps that are performed by the search engine:

This search engine looks for the keyword in the index for a predefined database instead of going directly to the web to search for the keyword.

It then uses software to search for the information in the database.

This software component is known as a web crawler.

Once the web crawler finds the pages, the search engine then shows the relevant web pages as a result. These retrieved web pages generally include the title of the page, size of the text portion, first several sentences, etc.

This search criterion may vary from one search engine to the other. The retrieved information is ranked according to various factors such as frequency of keywords, relevancy of information, links, etc.

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## Content

Quality content should be on your website followed by the PANDA algorithm.

## Links

Internal and external links should be there on your website. Given links should be relevant.

### Internal Links

An internal link is a type of hyperlink on a webpage to another page or resource, such as an image or document, on the same website or domain. Hyperlinks are considered either "external" or "internal" depending on their target or destination.

For Example:

```
<a href="#seealso">Go to the see also section</a>
```

### External Links:

External Links are hyperlinks that point at (target) any domain other than the domain the link exists on (source).

In layman's terms, if another website links to you, this is considered an external link to your site. Similarly, if you link out to another website, this is also considered an external link.

### Code Sample:

```
<a href="http://www.external-domain.com/">Link Anchor Text</a>
```

### Footer:

- Footer is also an important part of your website for better understanding for a crawler.
- It is also an important part of page factors.