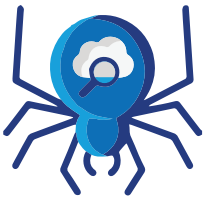


# The Evolution of Search

## Search engines

We have all used them, even if it wasn't for a big task. It's such a simple and basic idea that we have all benefitted from, I'm sure. But do you know how it works? And what can we expect from the future of search?

A search engine is made up of two things, crawling and indexing. These two terms refer to how you get from typing within the search bar and finding your given point of interest.



Crawling is the process of discovery where the search engine sends out tiny little robots to find newly updated content. They take notes and return to index to record the information.



Indexing is the process in which the information is organised and analysed enabling super-fast responses to search terms.

## How is search evolving?

Search engines have evolved significantly since the early days of the internet. Initially, they relied on simple keyword matching and static ranking algorithms, which tell the search engine which order to show the results.

Today, search engines use advanced techniques such as natural language processing, machine learning and artificial intelligence to understand the intent and context of users' queries.

- **Natural Language Processing (NLP)** is a subfield of computer science that focuses on enabling computers to understand human language as it is spoken or written.
- **Machine learning** is a type of artificial intelligence that allows computers to learn from data without being explicitly programmed.
- **Artificial intelligence (AI)** refers to the ability of machines to perform tasks that would normally require human intelligence.

These three things enable them to provide relevant and personalized results. Search engines are also expanding beyond the web and integrating with other platforms and devices such as voice assistants, smart speakers and augmented reality glasses.

Furthermore, search engines will also leverage more data sources such as social media, images, videos and sensors to enrich their results and provide a comprehensive view of any topic.

I think we are all thankful that search engines were created for our own benefit and wellbeing as our lives wouldn't have been the same without them. If you have any questions, we'd love to hear from you.