

# Anatomy of a Search Engine

5 steps

① CRAWL the web ... gather billions of documents

text images videos

② Efficiently index the documents (D).

③ search for phrase P and filter documents containing P, ( $D_p$ ).

④ Rank order in terms of importance ( $D_p^{\text{Rank}}$ ).

⑤ Use the person's past history to reorder ( $D_p^{\text{pRank}}$ ).

What she searched  
in the past

What youtube  
Videos she  
watched

Where did  
she go?



What did she  
buy in The  
store?

