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Provides an understanding of Web search engines from the unique perspective of Library and Information Science. This book explores a range of topics including retrieval effectiveness, user satisfaction, the evaluation of search interfaces, the impact of search on society, and the influence of search engine optimization (SEO) on results quality.

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The second edition of Understanding Search Engines: Mathematical Modeling and Text Retrieval follows the basic premise of the first edition by discussing many of the key design issues for building search engines and emphasizing the important role that applied mathematics can play in improving information retrieval. The authors discuss important data structures, algorithms, and software as well as user-centered issues such as interfaces, manual indexing, and document preparation. Readers will find that the second edition includes significant changes that bring the text up to date on current information retrieval methods. For example, the authors have added a completely new chapter on link-structure algorithms used in search engines such as Google, and the chapter on user interface has been rewritten to specifically focus on search engine usability. To reflect updates in the literature on information retrieval, the authors have added new recommendations for further reading and expanded the

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The #1 Step-by-Step Guide to Search Marketing Success...Now Completely Updated with New Techniques, Tools, and Best Practices! In this book, two world-class experts present today's best practices, step-by-step techniques, and hard-won tips for using search engine marketing to achieve your sales and marketing goals, whatever they are. Mike Moran and Bill Hunt thoroughly cover both the business and technical aspects of contemporary search engine marketing, walking beginners through all the basics while providing reliable, up-to-the-minute insights for experienced professionals. Thoroughly updated to fully reflect today's latest search engine marketing opportunities, this book guides you through profiting from social media marketing, site search, advanced keyword tools, hybrid paid search auctions, and much more. You'll walk step-by-step through every facet of creating an effective program: projecting business value, selling stakeholders and executives, building teams, choosing strategy, implementing metrics, and above all, execution. Whether you're a marketing, Web, or IT professional, product manager, or content specialist, *Search Engine Marketing, Inc., Second Edition* will help you define your SEO/SEM goals, craft a best-practices program for achieving them, and implement it flawlessly.

Search engines have become a key part of our everyday lives. Yet while much has been written about how to use search engines and how they can be improved, there has been comparatively little exploration of what the social and cultural effects might be. Like all technologies, search engines exist within a larger political, cultural, and economic environment. This volume aims to redress this balance and to address crucial questions such as: * How have search engines changed the way we organize our thoughts about the world, and how we work? * What are the 'search engine wars', what do they portend for the future of search, and who wins or loses? * To what extent does political control of search engines, or the political influence of search engines, affect how they are used, misused, and regulated? * Does the search engine help shape our identities and interactions with others, and what implications does this have for privacy? Informed members of the information society must understand the social contexts in which search engines have been developed, what that development says about us as a society, and the role of the search engine in the global information environment. This book provides the perfect starting point.

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