

Specialized Search Engines: Better Search Results... Better Business Returns

Though the Internet provides a huge resource of useful data, finding the right information sometimes becomes as difficult as finding a needle in a haystack. Manual information retrieval by browsing a vast number of websites over the Internet is a cumbersome process and primarily due to this reason, the search engines find an immediate favor among the users by being able to algorithmically retrieve the right information for the users. Out of the enormous number of web sites in the World Wide Web—the premier search engines attracts the maximum traffic. This is primarily due to their ability to organize quality and informative web pages in a presentable format that is searchable through a common user interface. Search engines; today have become a platform for online business. Ranking at the top of the search results has become a priority for every organization that wants to make their online presence felt in their respective domains. This has lured a lot of business people to design low quality and spam driven websites to gain search engine traffic. Over the past few years, a rapid rise in the number of spam dominated and irrelevant websites, deliberately tampered to rank well for popular keyword searches, has given the search engines a torrid time in filtering them out of their search results. The majority of search engines are able to return good results for broader keywords, but despite repeated algorithmic updates and up gradations to streamline their search results, they often fall short of delivering the optimum for more specialized keywords. This is where the need for a specialized search engine comes into picture. These specialized search engines cater to niche market segments and return remarkably better results as compared to the generic search engines. Unlike the generic search engines, specialized search engines have to deal with limited amount of data that is specifically related to their subject. This entitles them to organize the data in a better way and present it in a user-friendlier format as compared to the generic search engines. Medicine search engines are a very good example of specialty search engines. The immense growth in the pharmaceutical industry has given rise to an increasing number of websites dealing in wide range of drugs over the Internet. A patient wishing to buy a drug online is not required to browse through a huge list of websites representing various drug companies.

About the Author

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