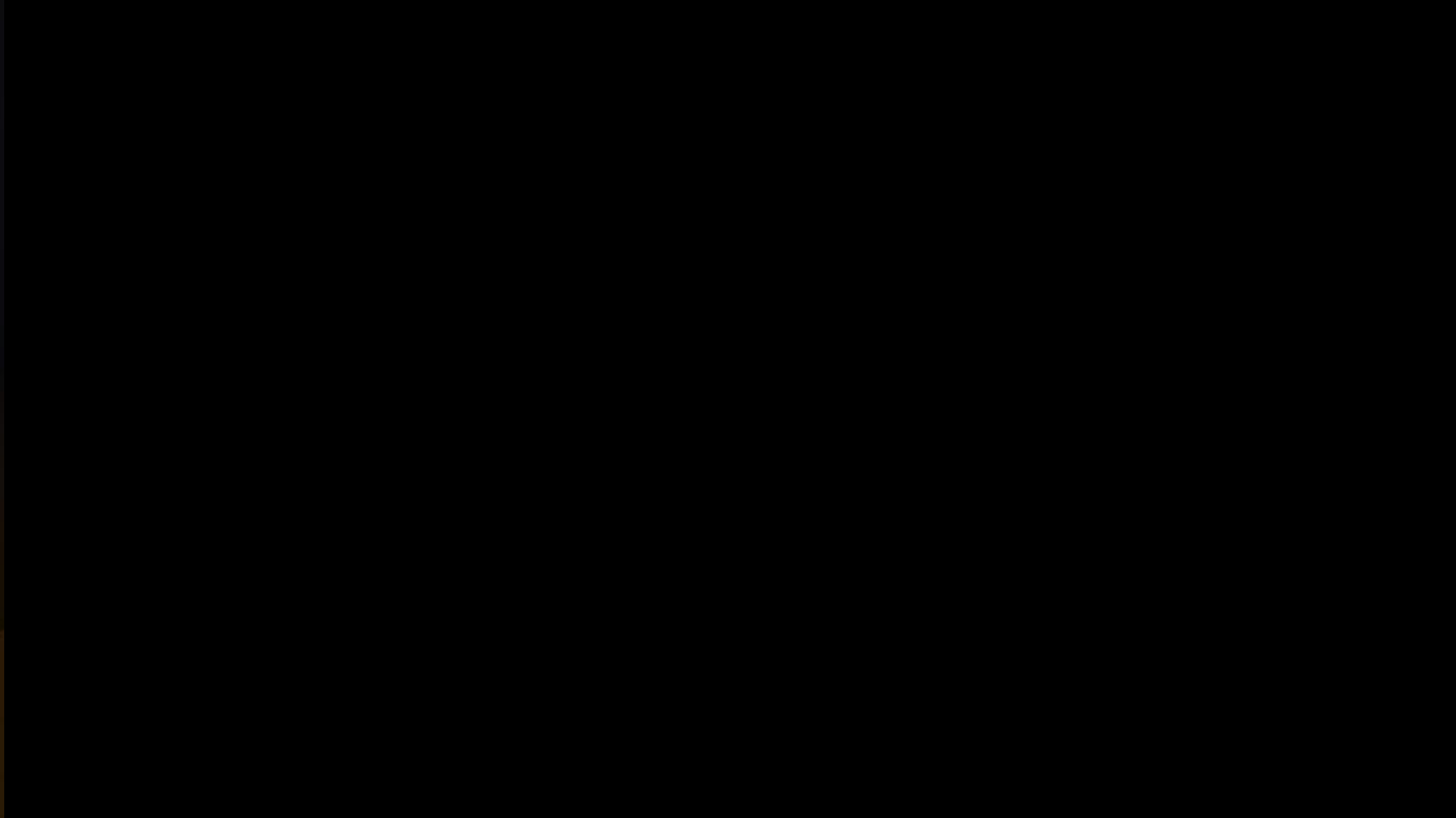


Palm Creek Computer Club

Browsers, Search Engines,
Cookies, Tracking

An Update 2018

What is the difference between a Browser and a Search Engine?



Sowhat is the difference between a Browser and a Search Engine?

- ▶ In most cases the term is used interchangeably.
- ▶ For example:
 - ▶ a Search Engine = a Browser
 - ▶ or alternatively
 - ▶ a Browser = a Search Engine.

▶ **Bzzzz – wrong!**



What is the difference between a Browser and a Search Engine?

► Browser:

- This is a tool used to “browse” the Internet.
- For example:
 - Google Chrome (my browser of choice) is used to peruse (browse) the Internet. The other current popular web browsers include: Internet Explorer (PC only), Safari (Mac only), Flock, Opera.








► Search Engine:






- This tool is used to search for information on the Internet. It resides within a Browser.
 - Current popular search engines include: Google, Yahoo! Bing and Ask.








Top 15 Search Engines

| Rank | Name | Unique Monthly Visitors | Icon |
|------|---------------|-------------------------|---|
| 1 | Google | 1,600,000,000 |  |
| 2 | Bing | 400,000,000 |  |
| 3 | Yahoo! Search | 300,000,000 |  |
| 4 | Ask | 245,000,000 |  |
| 5 | Aol Search | 125,000,000 |  |

Top 15 Search Engines – cont'd

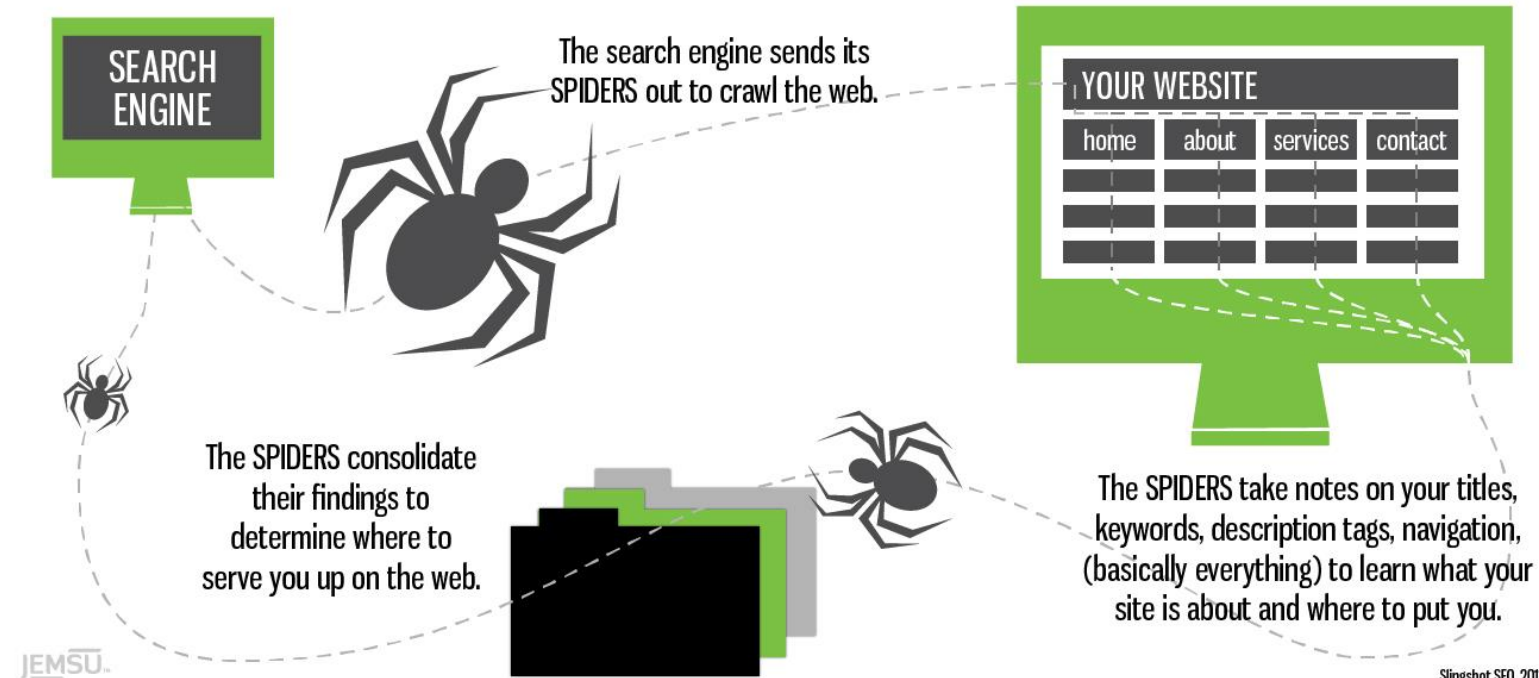
| Rank | Name | Unique Monthly Visitors | Icon |
|------|-------------|-------------------------|---|
| 6 | Wow | 100,000,000 |  |
| 7 | WebCrawler | 65,000,000 |  |
| 8 | MyWebSearch | 60,000,000 |  |
| 9 | Infospace | 24,000,000 |  |
| 10 | Info | 13,500,000 |  |

Top 15 Search Engines – cont'd

| Rank | Name | Unique Monthly Visitors | Icon |
|------|------------|-------------------------|--|
| 11 | DuckDuckGo | 13,000,000 |  The DuckDuckGo logo features a stylized duck head in a red circle above the text "DuckDuckGo" in green. |
| 12 | Blekkoo | 12,500,555 |  The blekko logo consists of the word "blekko" in a blue, lowercase, sans-serif font. |
| 13 | Contentko | 11,000,000 |  The Contentko logo features a blue circular icon with a white swirl, followed by the word "contentko" in a blue, lowercase, sans-serif font, and the tagline "A better way to surf the web" in a smaller font below. |
| 14 | Dogpile | 10,500,000 |  The dogpile logo features the word "dogpile" in a white, lowercase, sans-serif font on a blue rectangular background. |
| 15 | Alhea | 7,500,000 |  The Alhea logo features the word "Alhea" in a bold, orange, sans-serif font, with the tagline "Web for everyone!" in a smaller, black font below. |

Where does it all come from????

How search engines work (nutshell version).

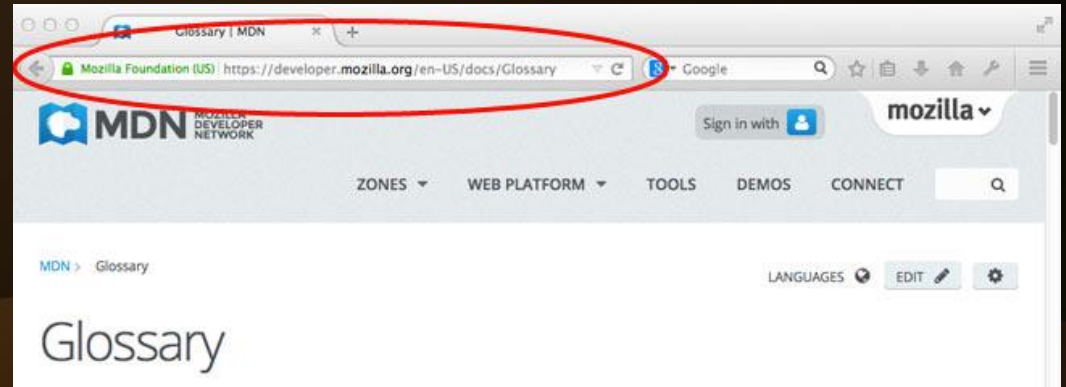


Let's Dig a bit deeper

- ▶ Webpage
- ▶ Website
- ▶ Web Server
- ▶ Search Engine

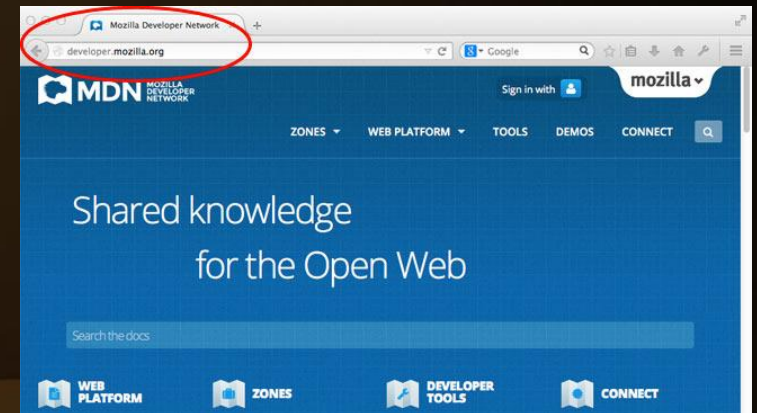
Webpage

- ▶ A **webpage** is a simple document displayable by a browser. Such document is written in the HTML language. A webpage can embed a variety of different types of resources such as:
 - ▶ *style information* — controlling a page's look-and-feel
 - ▶ *scripts* — which add interactivity to the page
 - ▶ *media* — images, sounds, and videos.
- ▶ **Note:** Browsers can also display other documents such as PDF files or images, but the term **webpage** specifically refers to HTML documents.
- ▶ All webpages available on the web are reachable through a unique address. To access a page, just type its address in your browser address bar:



Website

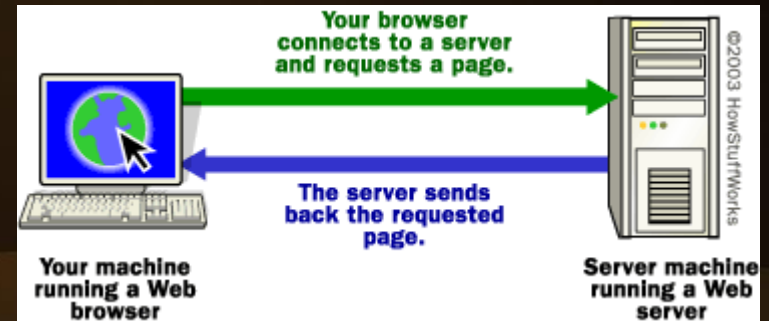
- ▶ A *website* is a collection of linked webpages (plus their associated resources) that share a unique domain name. Each webpage of a given website provides explicit links—most of the time in the form of clickable portion of text—that allow the user to move from one page of the website to another.
- ▶ To access a website, type its domain name in your browser address bar, and the browser will display the website's main webpage, or *homepage* (casually referred as "the home"):



Webpage and *website* are especially easy to confuse when a website contains only one webpage. Such a website is sometimes called a *single-page website*.

Web server

- ▶ A *web server* is a computer hosting one or more *websites*. "Hosting" means that all the *webpages* and their supporting files are available on that computer.
- ▶ Don't confuse *websites* and *web servers*.
 - ▶ For example, if you hear someone say, "My website is not responding", it actually means that the *web server* is not responding and therefore the *website* is not available.



Search Engine

- ▶ A search engine is a special kind of website that helps users find webpages from *other* websites.
- ▶ There are plenty out there: [Google](#), [Bing](#), [Yandex](#), [DuckDuckGo](#), and many more. Some are generic, some are specialized about certain topics. Use whichever you prefer.
- ▶ Many beginners on the web confuse search engines and browsers.
 - ▶ A **browser** is a software that retrieves and displays webpages; a **search engine** is a website that helps people find webpages from other websites.
 - ▶ The confusion arises because, the first time someone launches a browser, the browser displays a search engine's homepage. This makes sense, because, obviously, the first thing you want to do with a browser is to find a web page to display. anxious about it.

