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Building A Better Search Engine

by J. Warholic - Article last updated on: Thursday, March 03, 2011

http://pwebs.net/2007/01/building-a-better-search-engine/
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Google Co-op Provides a Great Way to Custom Build Your Own Search Engine When You Want To Find The Web Pages Important To Your B2C And B2B Business

http://pwebs.net/flash-marketing.swf

Now you can customize your own search engine dedicated to your own needs, or better still, build a search engine for your own B2c or B2b business privately or broadcast it publicly for customers to be able to find the information they need.

With the ability to allow for both results from the World Wide Web, and/or a select group of websites, you can customize it to your tastes.

If you are a non-profit, university, or a government agency you can select the option for ads free display for the search results pages. If you want a totally ads free enterprise system from Google, for users to search your website, they offer their enterprise solutions, Google Mini and Google Search Appliance.

While Google Mini and Google Search Appliance are not free as an enterprise solution, I am sure the two solutions are very robust and built with the Google Search technology to provide very good results for both your website Internet search results and your business's intranet search solution.

> The Google Mini delivers cost-effective, high-quality search for your public website, intranet, and file servers – and you can be up and running in less than an hour. Supports from 50,000 to 300,000 documents. Learn more.

> The Google Search Appliance provides robust, scalable and secure search across virtually all the information in your company. Starts at $30,000 for search across 500,000 documents. Learn more.

There are other free Open Source search applications and nearly free apps listed at: Search Tools - Enterprise Search Engines - Information, Guides and News

Depending on your company's search needs will depend on the type of search product required. If you are a small company with very little information on the web, then you probably do not need to have a search engine and can very easily provide a menu system for navigation for website visitors. However, with very large websites, some form a search engine software or hardware is helpful to the end users. You want your customers to be able to find the information, products, or services offered by your B2C or B2B business. Likewise, internal searches on the intranet are very beneficial to the company at large. Sales, marketing, advertising, engineering, customer service, management, and HR can all benefit by making the documents available through the intranet.

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Internet Marketing Services
Ethical Search Engine Optimization
Online Advertising Strategies
Web Branding Solutions
Professional Blog Marketing Services

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