

# Web Search

UiO - 2014-04-27

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# About

@thovden

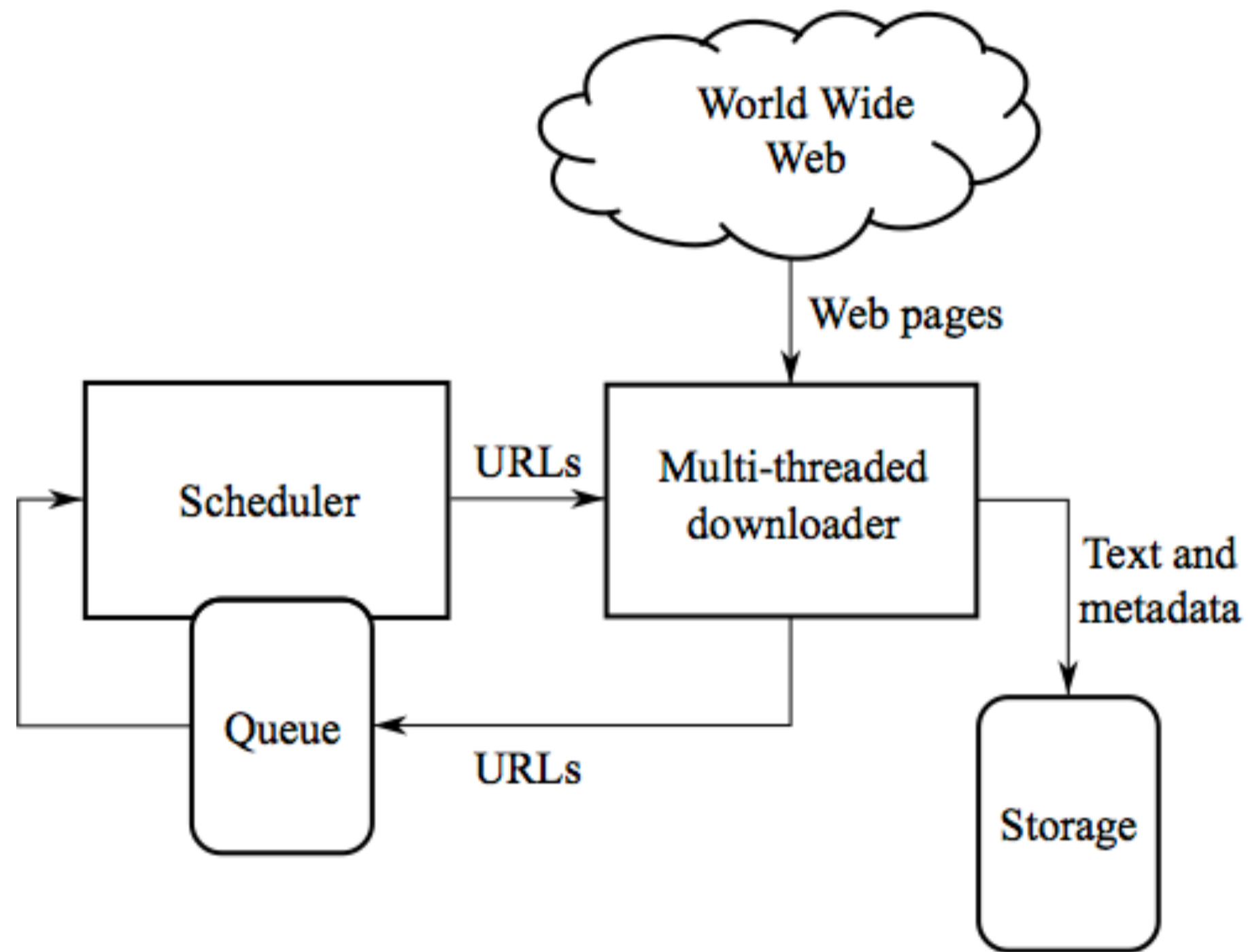
[torgeir@eritreum.com](mailto:torgeir@eritreum.com)  
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INTERNET ACCESS





COOKIES & CANDY

PULTRY & SEAFOOD

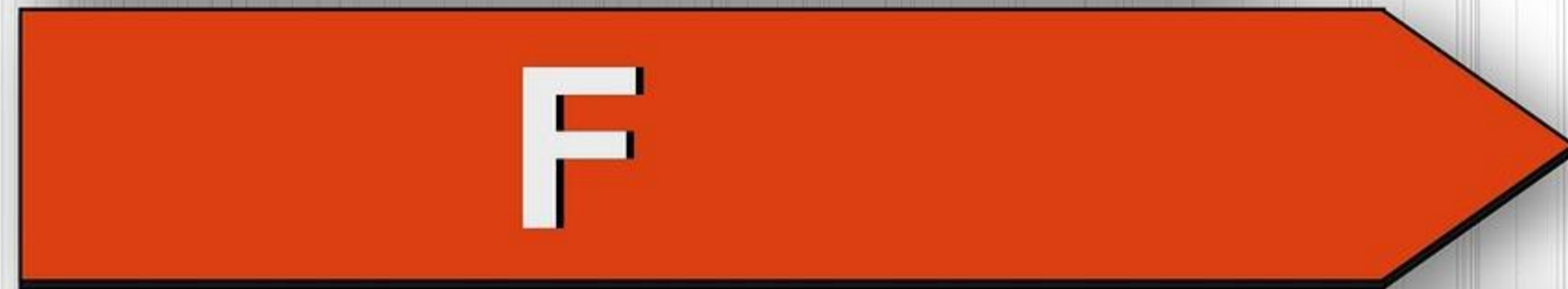
BEVERAGES

BR

SOUPS, S



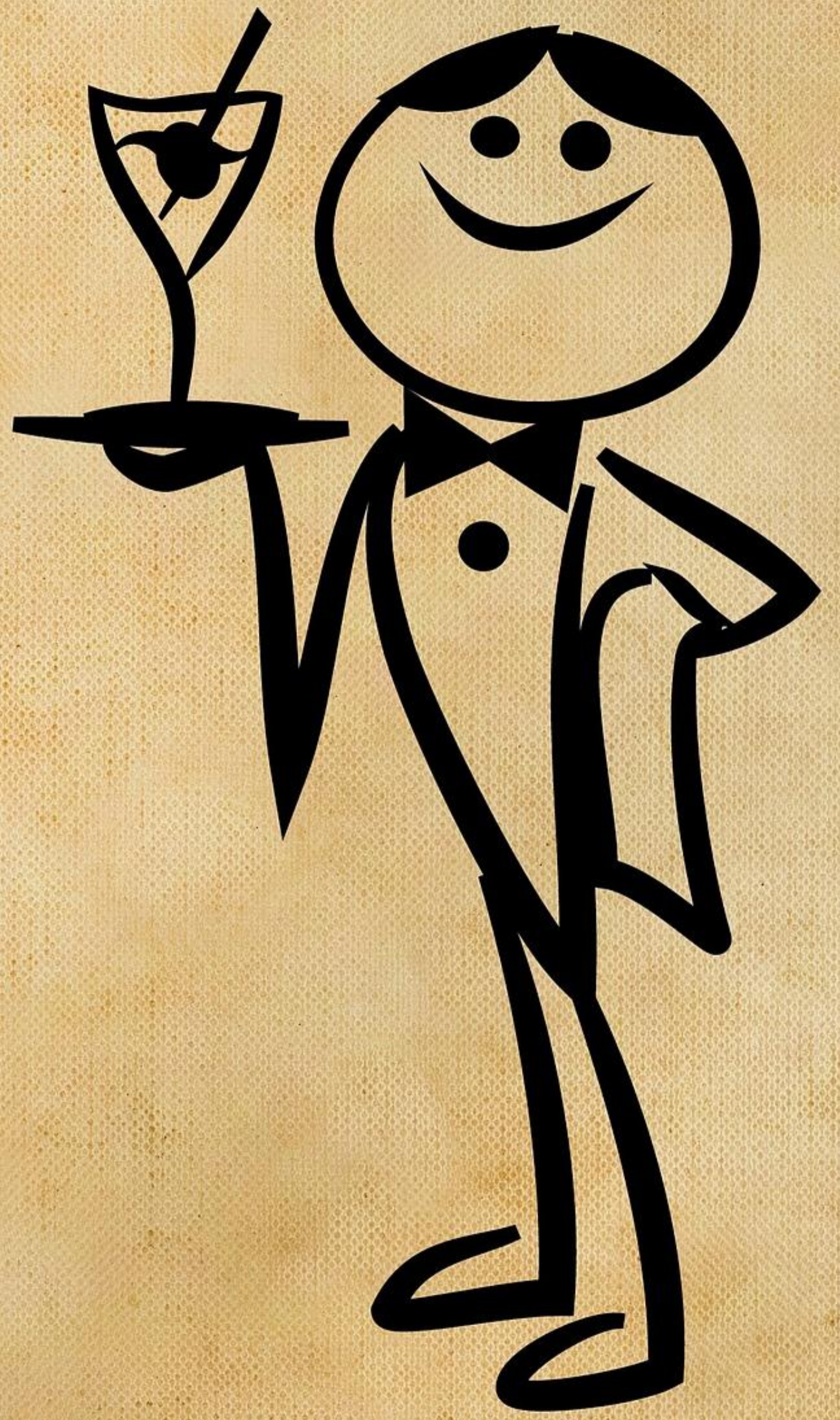
# Static Rank





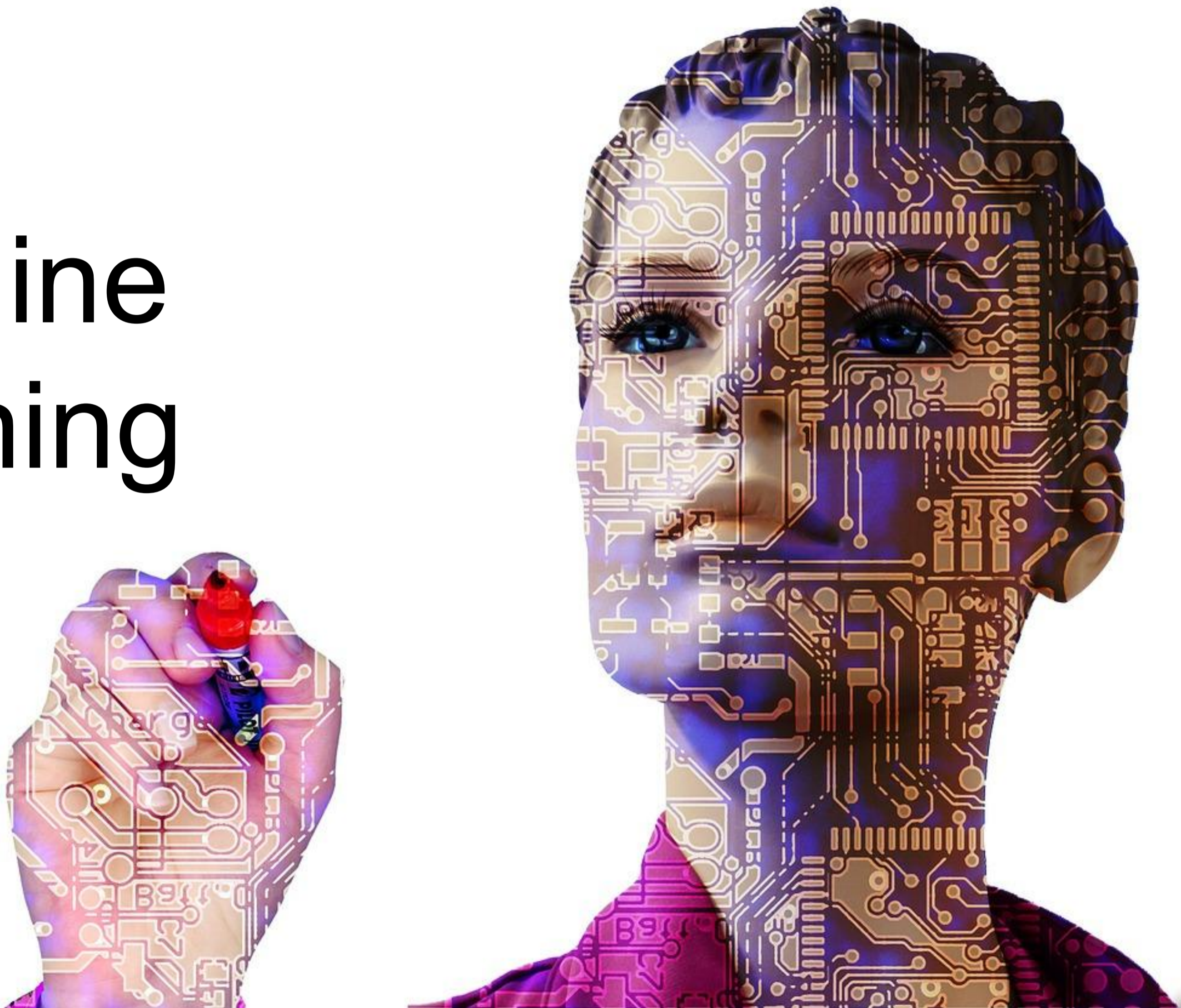




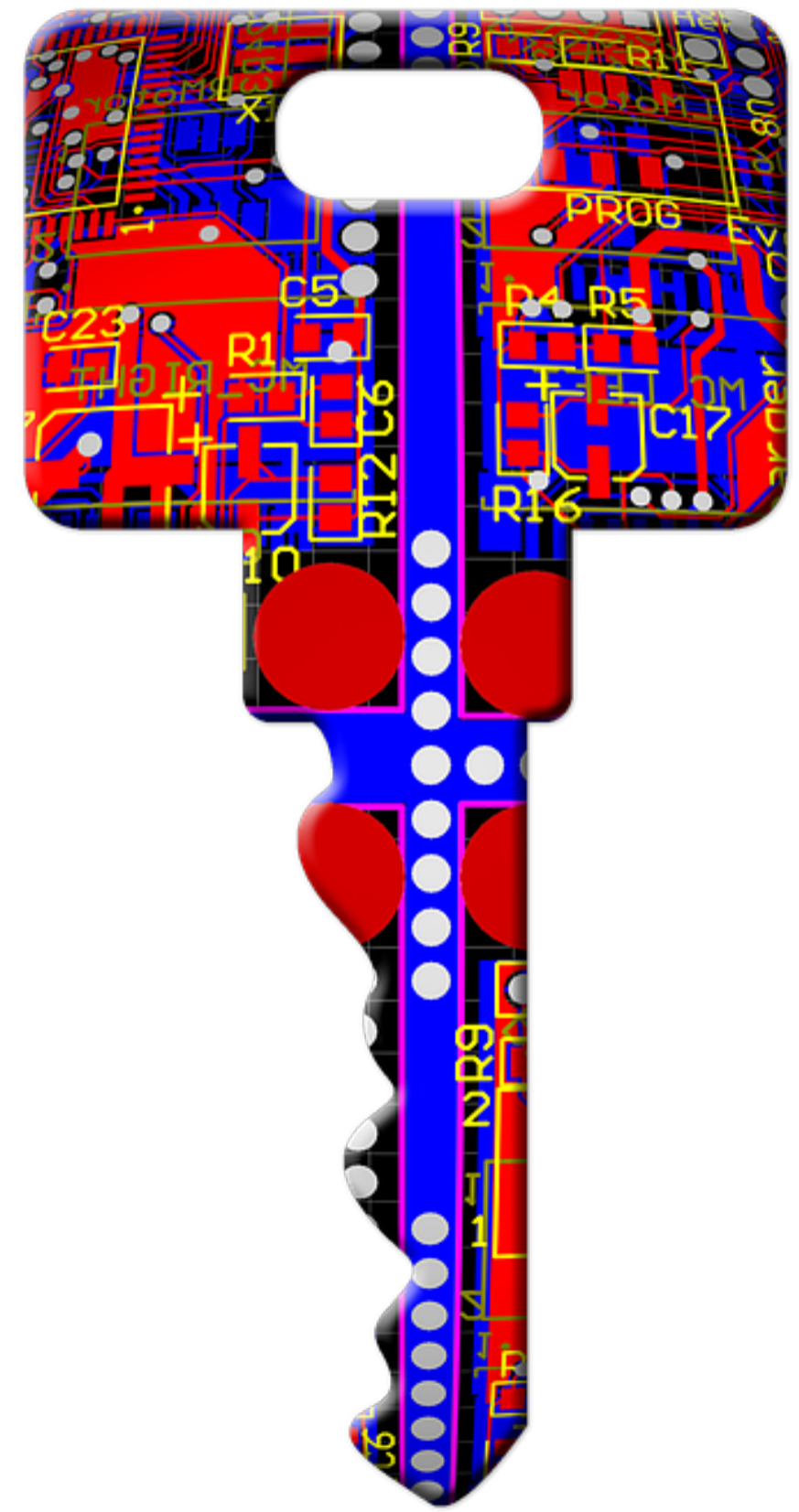
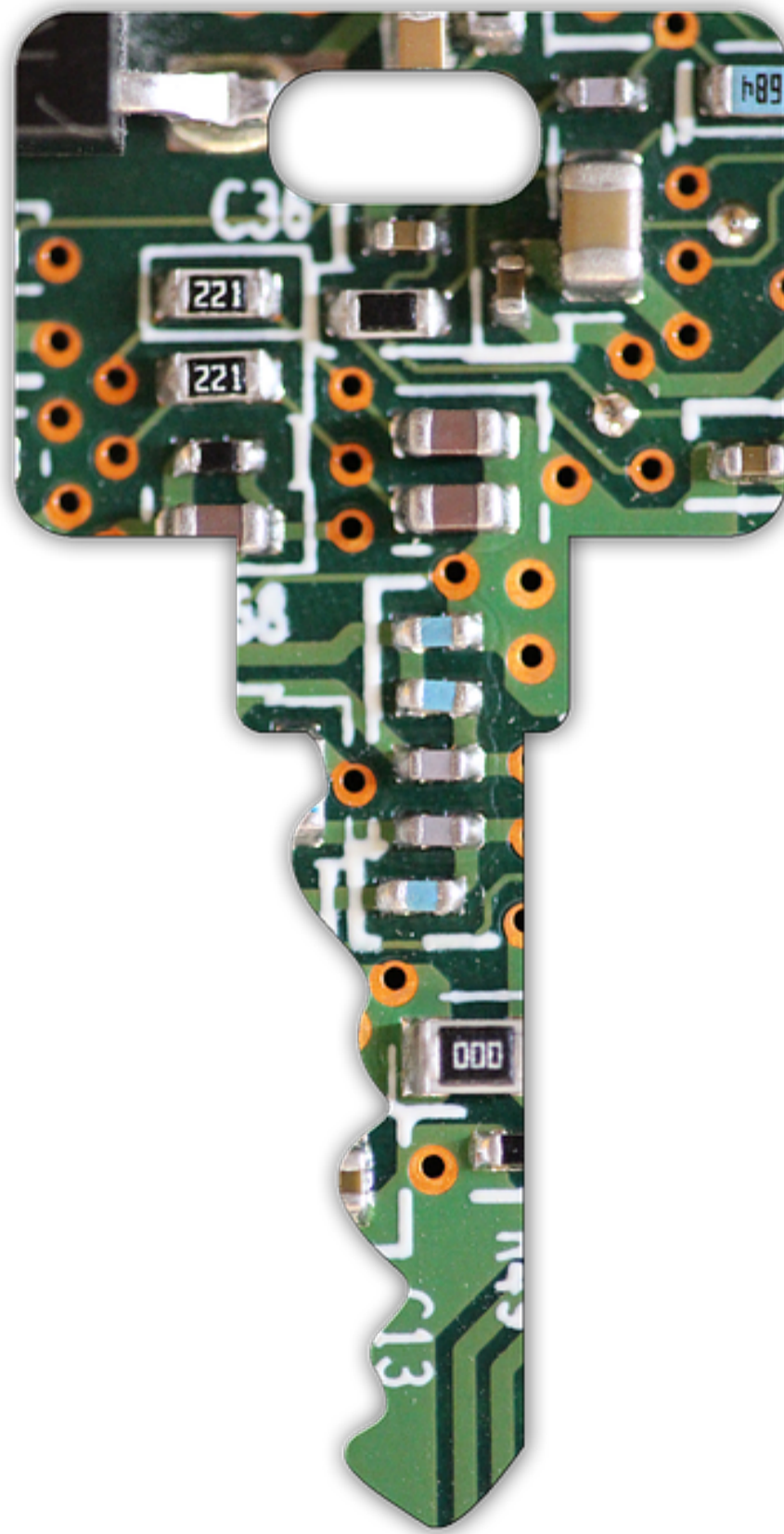
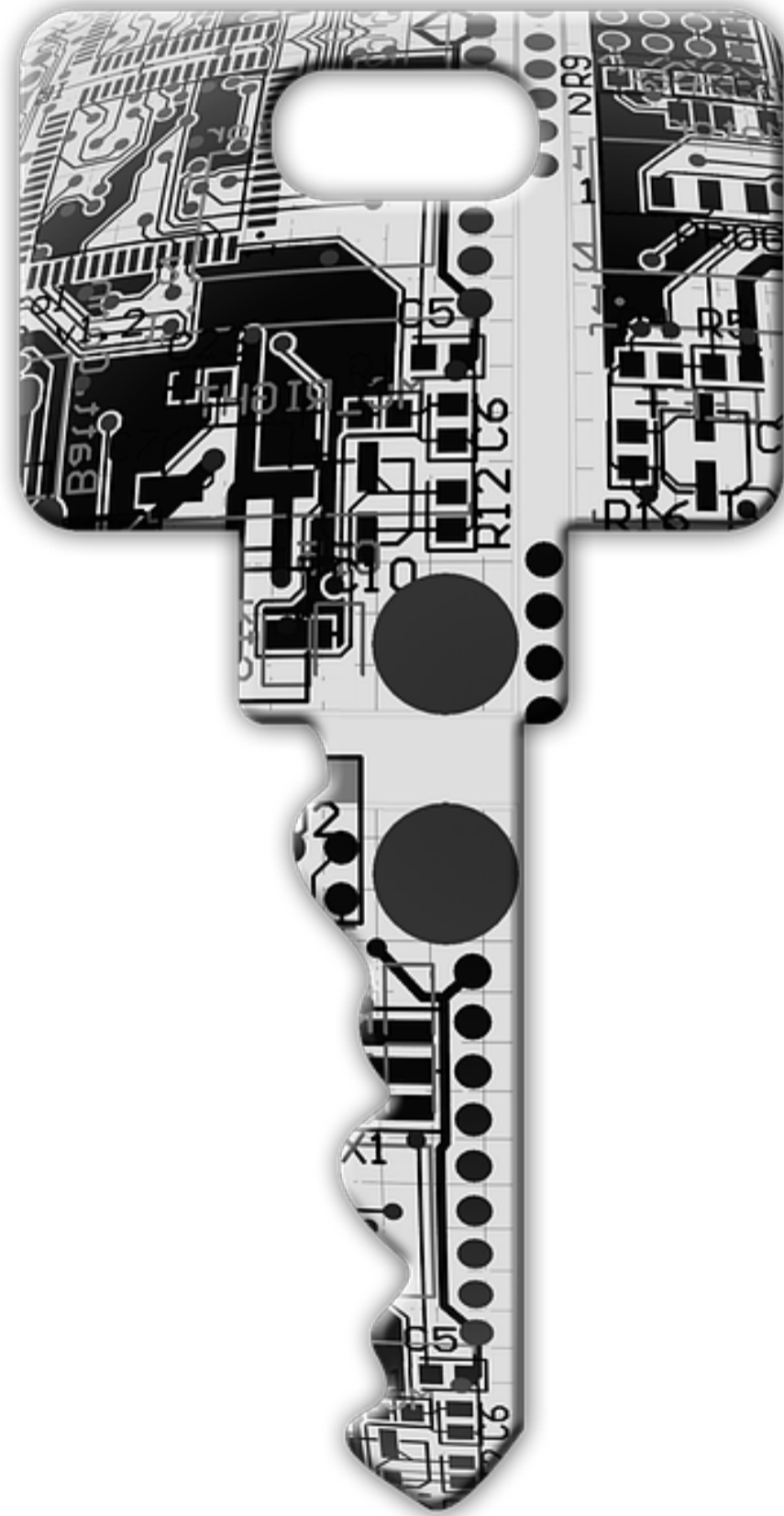




# Machine Learning



# Supervised

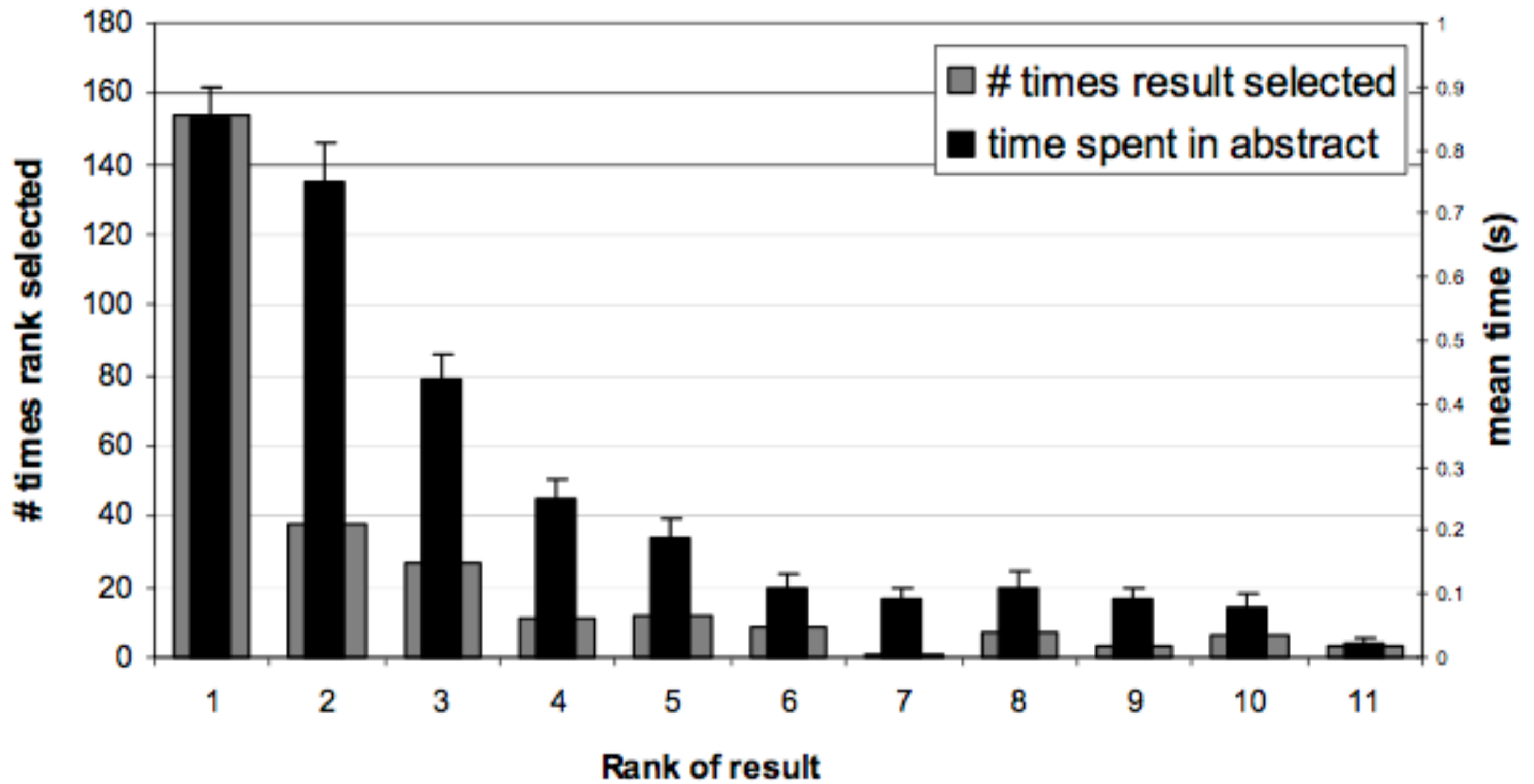


What is the best URL for a  
Query Q?



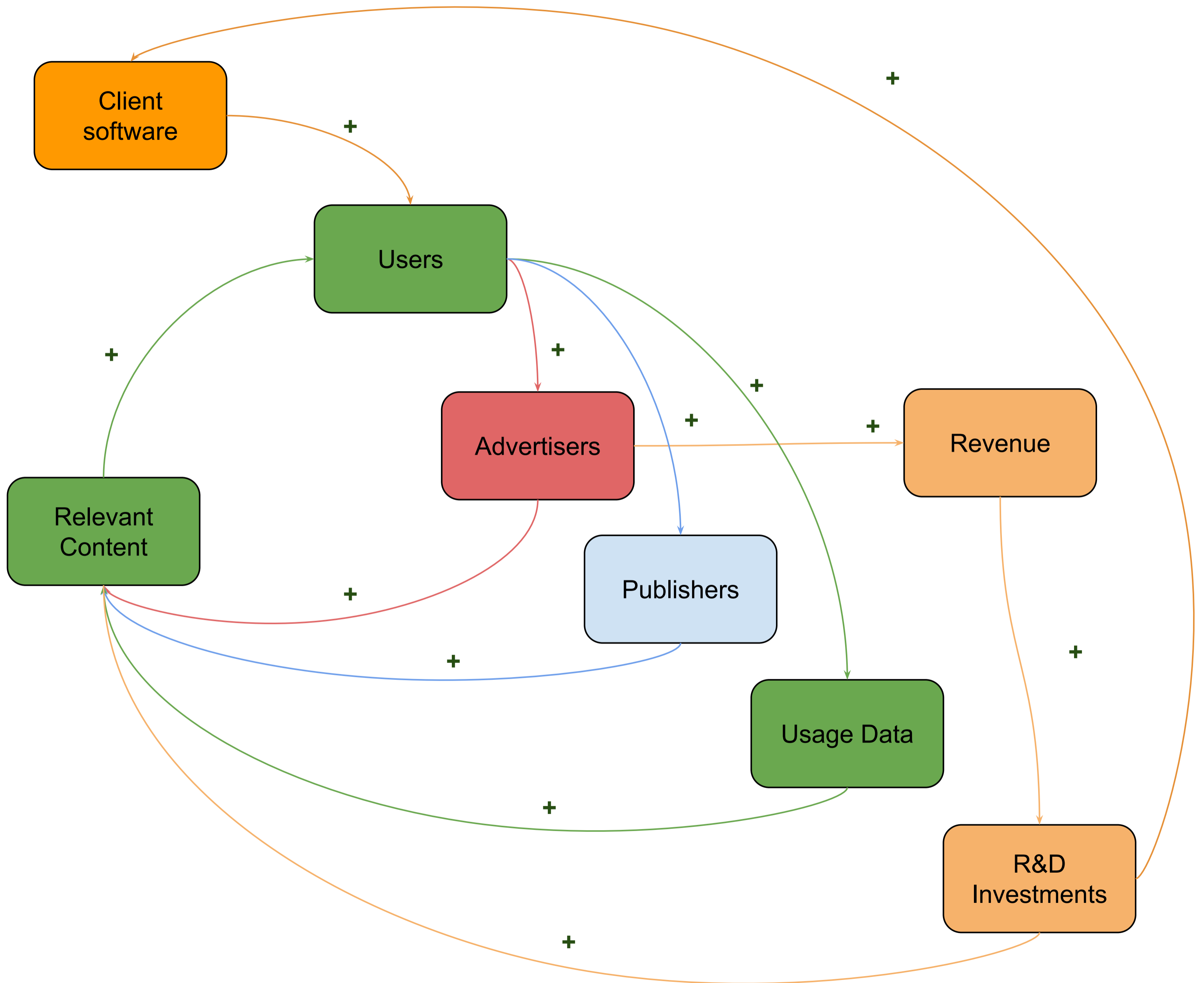






# Search Business

Country	Search Engines				Internet Penetration
	Leader	Share	Runner-Up	Share	
Australia	Google	93%	Bing	5%	88.8%
Belgium	Google	98%	Others	2%	81.3%
Brazil	Google	98%	Others	2%	45.6%
Canada	Google	88%	Bing	8%	83.0%
China	Baidu	62%	360 Search	21%	44.5%
Czech Republic	Google	71%	Seznam	26%	73.0%
Denmark	Google	95%	Bing	4%	90.0%
Egypt	Google	97%	Bing / Yahoo	3%	35.6%
France	Google	95%	Bing	4%	79.6%
Germany	Google	93%	Bing	3%	83.0%
Hong Kong	Google	68%	Yahoo	32%	74.5%
India	Google	97%	Others	3%	11.4%
Indonesia	Google	98%	Others	2%	22.1%
Italy	Google	95%	Bing	2%	58.4%
Japan	Yahoo Japan	53%	Google	40%	79.5%
Malaysia	Google	93%	Yahoo	4%	60.7%
Mexico	Google	95%	Bing	4%	36.5%
The Netherlands	Google	93%	Bing	3%	92.9%
New Zealand	Google	92%	Bing	4%	88.0%
The Philippines	Google	90%	Yahoo	7%	32.4%
Poland	Google	97%	Others	3%	64.9%
Russia	Yandex	62%	Google	26%	51.0%
Saudi Arabia	Google	95%	Bing	2%	49.0%
Singapore	Google	90%	Yahoo	7%	75.0%
South Korea	Naver	72%	Daum	18%	82.5%
Spain	Google	96%	Bing	2%	67.2%
Sweden	Google	94%	Bing	5%	92.7%
Thailand	Google	99%	Others	1%	30.0%
Turkey	Google	96%	Yandex	2%	45.7%
United Kingdom / UK	Google	89%	Bing	7%	83.6%
United States	Google	67%	Bing	18%	78.1%



97%

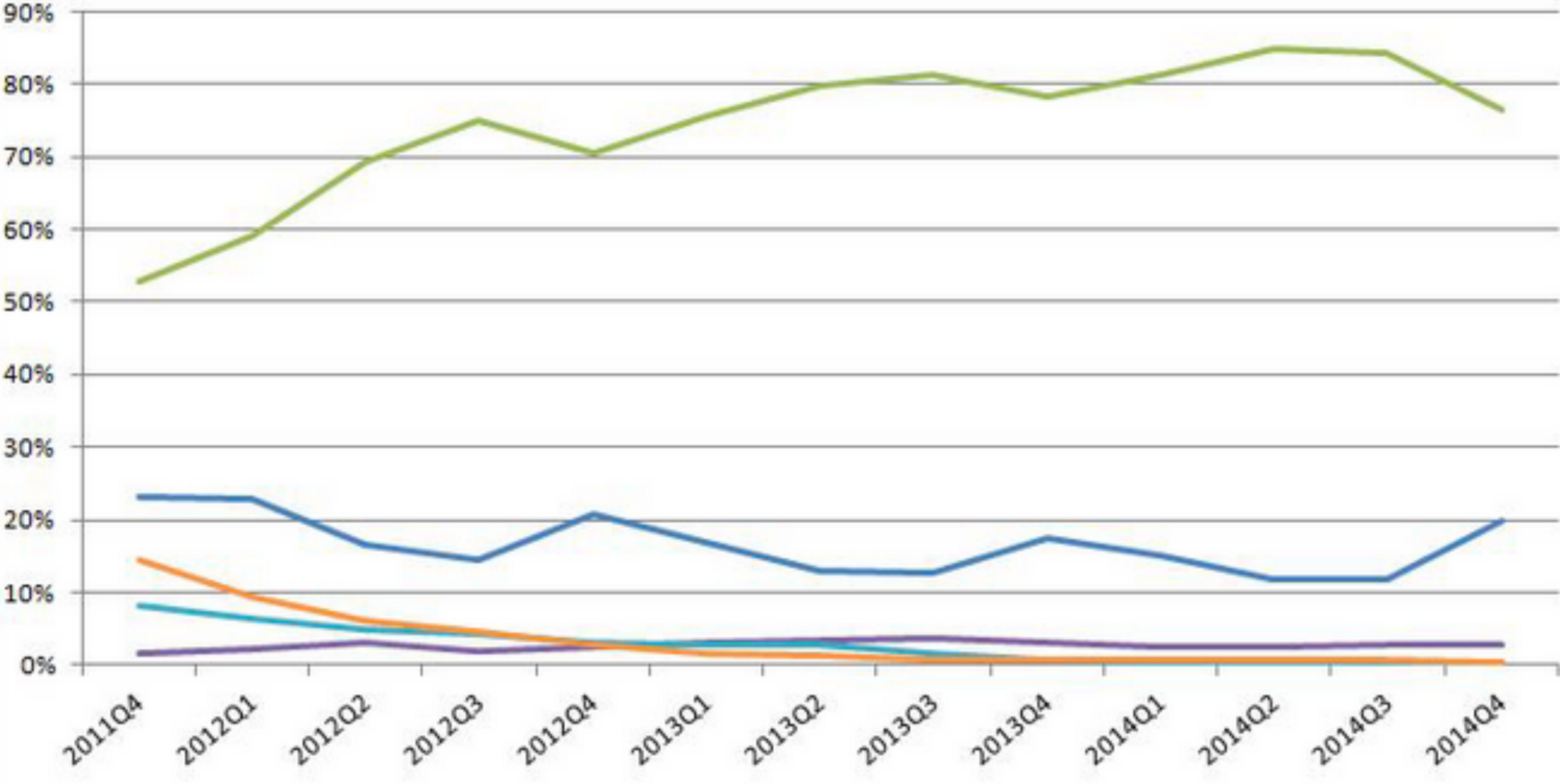
**\$40**

**billion**



SEARCH ENGINE OPTIMIZATION

# Worldwide Smartphone OS Market Share (Share in Unit Shipments)



Source: IDC, 2014Q4

— Android — iOS — Windows Phone — BlackBerry OS — Others



### Usage share of all browsers for December 2014

Source ↕	Chrome + Android ↕	Internet Explorer ↕	Firefox ↕	Safari ↕	Opera ↕	Others ↕
StatCounter <a href="#">↗</a>	48.0%	15.21%	11.27%	14.0%	3.87% <sup>††</sup>	7.63%
Wikimedia <a href="#">↗</a>	46.42%	10.67%	14.97%	21.73%	2.33%	3.88% <sup>†</sup>

So why are users coming to my site?

What are they looking for?

**Referrer**

(yes it's a typo)



Safari Ablage Bearbeiten Darstellung Verlauf Lesezeichen Fenster Hilfe 64 % 100% Mi, 24. Sep. 14:08 Chris Hoppe

google.de

Rich Gmail Bilder Anmelden

Schneller im Internet unterwegs  
Installieren Sie Google Chrome

# Google

Deutschland

Google-Buche Auf gut Glück!

Werbeprogramme Unternehmen Über Google

Datenschutzerklärung & Nutzungsbedingungen Einstellungen

Cookies helfen uns bei der Bereitstellung unserer Dienste. Durch die Nutzung unserer Dienste erklären Sie sich damit einverstanden, dass wir Cookies setzen. Mehr erfahren

MacBook Pro

Time for

Management

# Navigation





3000



Zetta



Answering some queries  
locally



> 50%



From  
**Query => URL**  
to  
**Intent => Action**



weather oslo|

- weather oslo
- weather oslo **norway**
- weather oslo **march**
- weather oslo **april**

About 27,300,000 results (0.28 seconds)

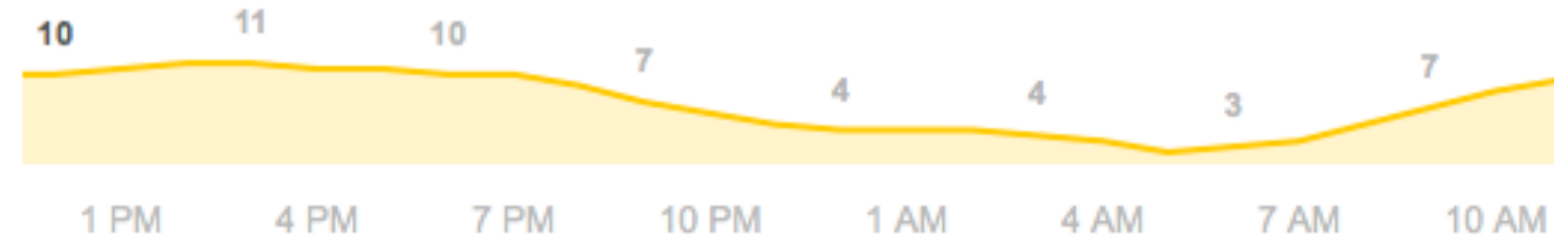
# Oslo









Monday 12:00 PM  
Sunny

 **10** °C | °F

Precipitation: 0%  
Humidity: 43%  
Wind: 3 m/s

Temperature    Precipitation    Wind



Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
							
11° 2°	14° 3°	13° 4°	10° 3°	12° 3°	13° 4°	14° 4°	14° 4°

[More on weather.com](#)

[Feedback](#)

Can we crowdsource  
training data without  
violating users' privacy?

# Questions?

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