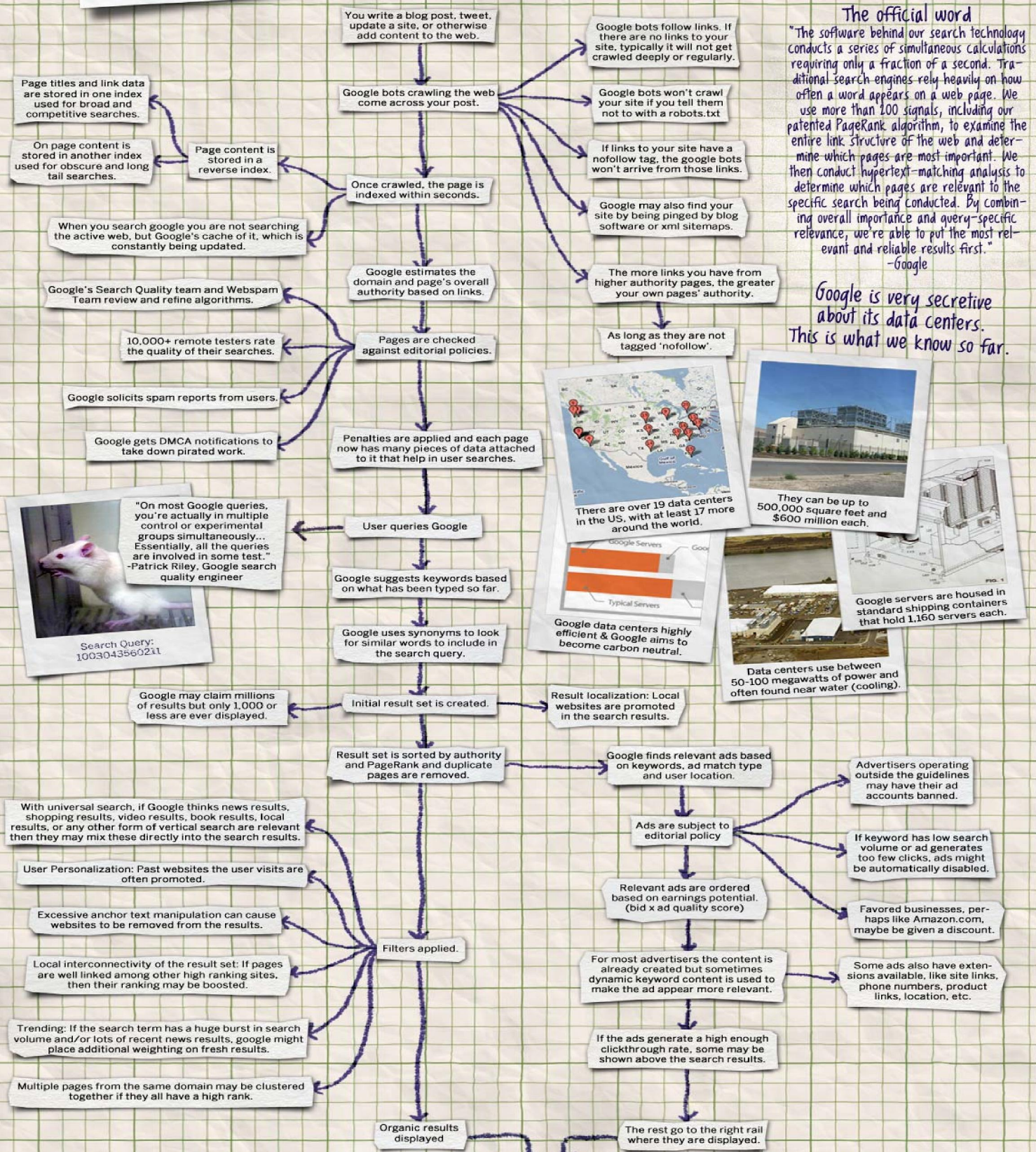


# Google (graphic)

How google works

Google Search | I'm Feeling Lucky



**The official word**  
 "The software behind our search technology conducts a series of simultaneous calculations requiring only a fraction of a second. Traditional search engines rely heavily on how often a word appears on a web page. We use more than 100 signals, including our patented PageRank algorithm, to examine the entire link structure of the web and determine which pages are most important. We then conduct hypertext-matching analysis to determine which pages are relevant to the specific search being conducted. By combining overall importance and query-specific relevance, we're able to put the most relevant and reliable results first."  
 -Google

Google is very secretive about its data centers. This is what we know so far.

results appear in under a second, billions of times a day, generating over \$20 billion a year for Google!