

# *Search Engine Optimization: What is a Search Engine?*

Search engine companies use thousands of computers with software programs (known as "spiders" or "robots") that travel through links to find all of the web pages on the Internet. The spiders "read" the information they find, and store it in a huge database. When someone goes to a search engine (like Google) and enters a word or phrase, the search engine finds websites, ranked according to their importance. Each website's importance is determined by complex algorithms that take into account the keyword content on the page: Its META Tags, Meta Titles, and the links to your site on other websites. The algorithms are somewhat mysterious and constantly changing. The search engines are always working to refine their algorithms in an attempt to create better search results for its users and to keep out websites that are trying to cheat the system.

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