Where Do Search Results Come From?

When you put words or questions into a search engine, the algorithm takes in to account some of the following questions before it shows you your results!

**What words did you use?**
- What words did you type? How did you mean to spell them?
- Of all the information on the internet, what matches the words you used?

**Is this what you want?**
If a website has the words you used, will this website answer your question or be the information you are looking for? For example, if you search for “pizza,” do you want a website telling you where to buy pizza or a website explaining what pizza is?

If a website has the words you used, is this website paying to have itself listed close to the top of your search results?

**What does the internet know about you?**
Where do you live and what does that tell us about what you are searching for? For example, if you search for “zoo,” does the algorithm show you a website for your local zoo or a website explaining what a zoo is?

What have you searched for before and what does that tell us about what you are searching for now?