Lab 4 (Unit 2, Lesson 3)

**Search Engines**

**Overview section**
This lab will allow the student to become familiar with the current search engines and their capabilities.

**Objectives section**
At the end of this lab you should be able to:

- Identify several different search engines, their capabilities, cost, pros and cons

**Components Section**
The components needed for this lab are:

- A PC connected to the internet

**Key Point**
Internet marketing should be a part of any business overall marketing strategy.

**Lab Length:** 1 Hour
Lab

1. Open the web browser by double-clicking on its desktop icon. In the example we will use Internet Explorer:

2. First we will visit two of the more popular search engine sites.
   - http://docs.yahoo.com/info/suggest/
   - http://addurl.altavista.com/sites/addurl/newur
3. Now find three more search engines and answer the following questions about each:

- Name of the search engine
- Is there a cost to list your site
- What system does the search engine use to list sites
- Does the search engine exclude sites with certain content
- If yes, what is some of the content excluded

Based on the five sites you looked at, if you could only list your site on one of the search engines which one would it be and why?

4. Email your answers/observations to jrobinson@westnetinc.com.