Abstract

The basic elements of a search engine process are crawling, storage, indexing and ranking algorithms. The current approach towards design of search engines is monolithic and infrastructure-heavy. In present paper, we discuss a modularized and a light-weight approach towards the search engine process using the merits of cloud computing. The cloud-based
search architecture enables customization of the search process as per requirements of the stakeholders. The new approach provides a cloud-based platform for low-cost, effective and personalized search models. This approach overcomes the pitfalls in traditional Search Engine Optimization and has tremendous scope for future development.

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