Abstract

The purpose of this survey is to study the working of search engine using search engine optimization, web crawler and web mining. The large growth of World Wide Web (web) needs an efficient system that will manage the data over a web. This huge data get generated, deleted, manipulated every day and it is a source for millions of people all over the world. Search engine is the system provides relevant presentation of data that is to be searched. Search engine show the working of search engine optimization, web crawler, web mining. Search engine works on the architecture of web crawler that uses the web mining as well as search engine optimization to gather and represent the related data.
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Index Terms

Computer Science
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Keywords
Web Crawler; Web Mining; Search Engine Optimization; Search Engine; World Wide
Web(www); Url Normalization; Url(uniform Resource Locator)