

## **A COMPARATIVE ANALYSIS OF VARIOUS SEARCH ENGINE PRESENT TODAY**

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### **ABSTRACT**

Online searching has become a common method for obtaining information. As popularity of web increases, millions of people use search engines to discover information. But search engine users are interested only in top few result pages. SEO (Search Engine Optimization) is the art, craft and science of driving web traffic to web sites. There are various search engines like Google, Yahoo, Bing, Ask and MSN.

In this paper we will study about the process of search engine optimization, the algorithms and methods of SEO, also the categories of SEO. We are also providing the comparison between the three most popular search engines like Google, Yahoo and MSN on the basis of techniques and methods they are using for optimization of search engines.

**KEYWORDS:** A Comparative Analysis of Various Search Engine Present