



## Types of Search Engines

### Search

Crawler-based engines

- Google
- Yahoo
- Microsoft Live
- Ask.com

### PPC

Paid inclusion/placement

- Overture
- Google Adwords
- eSpotting (Europe)
- FindWhat
- LookSmart

### MetaSearch

Multiple search engine returns

- Dogpile
- Vivisimo
- Kartoo
- Mamma
- Surfwax
- HotBot

### Subject Directory

Human organized link directories

- Yahoo Directory
- DMOZ - Open Directory
- Business.com



Polish Your Presentation!