

## How Search Engines work? Robots!

**Robot** aka spider - software that reads and remembers your website text and brings it back to a powerful central “engine”

This activity is referred to as *crawling* or *spidering*

*Spiders crawling sites are looking for text. They need a clear path to gather all the goods to return with, if they reach □ a dead end, it will give up and return NOTHING.*

First step to SEO is understanding the engines. Results from a search engine are a chef salad of sources.

