



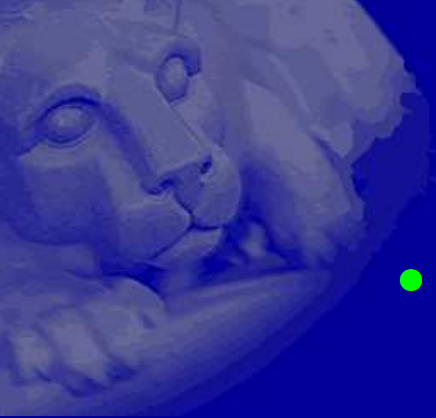
Using the Penn State Search Engine

and latest updates, 2006

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ITS / Academic Services and Emerging Technologies



Overview

- New Upgrade Changes Affecting Existing Websites (For those already using search)
- How Search Works (For those new to search)
- Major Differences Between the Versions
- By The Numbers
- Search Integration



Changes Affecting Websites

- Upgrade: July 11, 2006



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- What will work without changes
 - Basic search forms, as_sitesearch, sitesearch
- What will *not* work without changes
 - search forms that use restrict and subcollections
 - search forms that use proxystylesheet to use a custom XSLT file
- What *may* require some attention or changes
 - XML formatted search results & applications that use them



Change Details

Details: <http://aset.its.psu.edu/googledocs/2006_upgrade/>



How Does Search Work?



How Does Search Work?

In general search engines deploy a piece of software called a “crawler” which begins searching at a given URL or URLs and follows the links contained in one page to others.

There may be boundaries on this search (*e.g.* only sites in this domain or only sites N levels deep in the current site).

Crawlers collect these pages and pass all or parts of it to a “catalog” or “index” of the site(s).

The index is passed to the actual search engine software where pages are ranked according to a numerical algorithm. Google’s numerical algorithm is called PageRank.

The usefulness of a crawler based search engine depends on all three of these parts.



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- **Navigational** — The immediate intent is to reach a particular site.
- **Informational** — The intent is to acquire some information assumed to be present on one or more pages.
- **Transactional** — The intent is to perform some Web-mediated activity.



Does Google Engine Scale?

Look at the numbers:

- www.Google.com → ~4.3 Billion pages (or more)
- search.psu.edu → ~1.0 Million pages

Look at the connections:

- www.Google.com → relies heavily on connections of “important” pages to other “important” pages
- search.psu.edu → with the exception of some central pages, very few departmental pages actually link across academic or administrative boundaries.



What Really Matters?

Although Google's PageRank algorithm is a secret, the following is known:

- Links from other pages are heavily weighted
- <TITLE> content is very important
- Keyword density within a page is important
- Keyword-laden links vs. "click here"
- Meta keyword tags are not that important



Are Tags Irrelevant?

Under our current system:

- Meta keywords are not that heavily weighted
- Penn State sample differs from Google sample with regard to interconnections
- Use keywords in <TITLE> tags of page as well as “keyword laden” links to other pages within and outside of your site
- Remember Google is current state of the art; the future is probably a more federated search mechanism



Major Version Differences



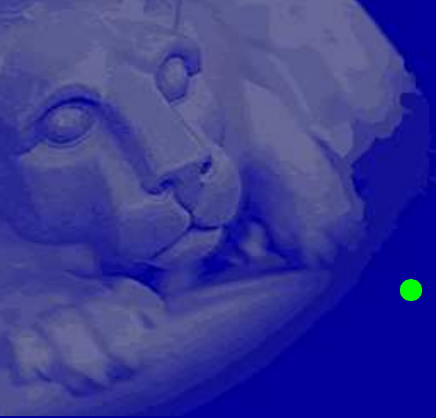
Major Version Differences

- Crawl/index method: all-at-once vs. incremental
 - faster/more efficient crawl rates
 - “How often does a page get crawled?” gets more complicated:
<https://aset.its.psu.edu/googledocs/crawl_policy.html>



Major Version Differences

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<https://aset.its.psu.edu/googledocs/crawl_policy.html>
- More capacity
 - 3,000,000 → 5,000,000 max docs
 - old engine licensed for 1.5M, new engine 2.0M
 - dual 1.0 GHz Pentium3 CPUs → dual 2.6 Pentium4
 - 3 × 80 GB → 5 × 250 GB disk drives
 - 2 GB → 12 GB system memory (RAM)



New Features Ready

- googleon/googleoff tags
- Server-side stored XSLT (FrontEnd)

<<http://aset.its.psu.edu/googledocs/instructions.html#features>>



New Features Possible



New Features Possible

- Databases



New Features Possible

- Databases
- Feeds



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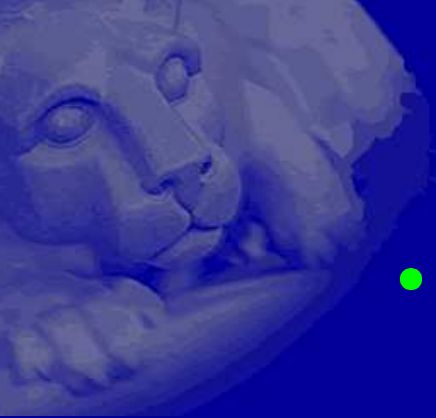
- Databases
- Feeds
- Protected sites
 - Also in old engine: HTTP Basic, NTLM
 - New: form-based, cookie-based, Google AuthZ API (SAML, X509, LDAP)
 - New: SSO (Oblix, Netegrity and Cams ... CoSign?)



By the Numbers

From the last crawl (Sunday evening, June 11, 2006) older search engine:

- Time:
 - took 20 hours 3 min 30 sec to query the Web servers,
 - 3 hours 29 sec to build the index
 - and another 41 min and 18 sec to replicate and test the index
 - Start to finish: 23 hr 45 min 17 sec to crawl/index Penn State



By the Numbers (cont'd)

- Amount:
 - 1,024,275 total URLs crawled/indexed
 - 854,883 URLs found that we excluded (non .psu.edu, containing ?, etc)
 - 89 GB index size
- Queries:
 - Spring Semester 2006: 2,756,628
 - Average for Spring 2006: 23,561/day
 - 1 every 3.7 seconds
 - over 1,000 in the time to give this seminar



By the Numbers (cont'd)

Newer Search Engine

- Time:
 - 26.5 hours to crawl all of Penn State the first time
 - changes can be noticed in as little as 15 minutes for some pages (up to 90 days)
- Amount:
 - 1,389,719 total indexed (10pm 2006/06/12)



Search Integration

Integrating the Penn State Search Engine Into
Your Site



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Integrating the Penn State Search Engine Into Your Site

- Invoking



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- Invoking
- Restricting Search Results



Search Integration

Integrating the Penn State Search Engine Into Your Site

- Invoking
- Restricting Search Results
- Customizing Search Results Style



Invoking Search Engine

Invoking the Search Engine from Your Site

- Easy and convenient way for visitors to search from your site
- Directions:

`<http://aset.its.psu.edu/googledocs/instructions.html#invoke>`



Restricting Search Results

- `as_sitesearch`

Directions:

`<http://aset.its.psu.edu/googledocs/instructions.html#restrict>`



Restricting Search Results

- `as_sitesearch` — Restrict results to only URLs that begin with the value you set for this parameter. Adds “`site:–your–url–`” to the search query.
- `sitesearch`

Directions:

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- **[Changing feature]** `restrict & site` — Uses a (sub)collection which search administrators must set up in advance. Allows multiple sites to be grouped together; there will be some delay (days to hours).

Directions:

<http://aset.its.psu.edu/googledocs/instructions.html#restrict>



Customize Format/Style

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<http://aset.its.psu.edu/googledocs/instructions.html#format>



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Customize Format/Style

Customize Search Results Format/Style

- Two choices for alternate format: XML and XSLT.
- XML formatted results — good for dynamic applications
- XSLT — translate HTML into your desired format — good for Web visitors

Directions:

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Using XML Results



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- XML is the eXtensible Markup Language. It is a format containing data that can be easily passed between programs and systems.
- You can have a dynamic application query the search engine directly.
 - This application can do offline processing.
 - This application can serve as an intermediary between the Web visitor and the search engine. This allows you to provide your own formatting controls. – Downside: it requires some programming work.



Using XML Results (cont'd)

Directions on receiving XML:

<http://aset.its.psu.edu/googledocs/instructions.html#xml>

Note: Current users of this feature should compare test results on new appliance. The old and new formats are documented at above URL.



Customizing HTML results



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- All search results begin in XML format. The Google Search Appliance “translates” them into another format, such as HTML.
- It uses Extensible Stylesheet Language Transformation (XSLT) documents to translate into a particular format or style. Use the proxystylesheet parameter to specify what XSLT you wish to use.
 - proxystylesheet=PennState means, use the XSLT for the “FrontEnd” called “PennState” (default). The new appliance allows multiple FrontEnds.
 - proxystylesheet=<a URL> means, attempt to read an XSLT file at the address provided (only on old)



Self Serve XSLT/FrontEnd

The self serve XSLT/FrontEnd custom search results tool.

- Basic knowledge of HTML required; knowledge of XSLT *not* required.
- You may design your site style in any program you wish (Dreamweaver, etc), and simply copy/paste the HTML into the Web form.
- XSLT is saved on the server side for you (new engine).

Generator URL with directions:

`<http://aset.its.psu.edu/googledocs/custom_style.html>`



Final Thoughts

Pictures:

<<http://www.personal.psu.edu/jcd/useful/webcon/2006/pics/>>

Documentation: <<http://aset.its.psu.edu/googledocs/>>

Help: search@psu.edu