

The main advantages of Google search

- There is no need to type special characters in search queries, such as quotation marks or case letters.
- Today, Google has perhaps the largest database, with more than three billion pages of documents and around the world.
- Stable operation and high speed, almost instant response to the request.
- Maximum matching of user queries and search results.
- The priority of the search engine is the quality of the page, not the number of such pages on the site.

However, Google still has its drawbacks:

- Sites with frankly outdated information may appear in the search due to the fact that Google stores information about documents forever, of course, as long as they are available via the Internet.
- Quick updates and indexing sometimes leads to the fact that sites that are not yet finished or abandoned at the initial stage of development appear in the search.
- There are no search tools that take into account the specific grammatical features of words, such as accents.
- Google works well with specific queries, but not well with abstract ones.
- Broad-based queries provide too much information that the average person doesn't need.

Even taking into account all the disadvantages, Google remains one of the most popular search engines on the planet and it is well deserved, as it allows you to easily find any information about anything almost anywhere in the world.