Foreword

Search engines are indexing several billions of webpages and thus enable an extremely quick access to all sorts of contents of the Web. Most of these requests consist of one word. As result, several thousands of documents are delivered where the first documents are not necessarily the needed ones. Where the specification of the query depends on the searcher's knowledge, the order of listed results depends on the search engine used. Knowing the search engines leads to a better understanding of results and helps developing specific Web-based sales strategies.

The present work "Analyzing and Influencing Search Engine Results" picks up an up-to-date topic due to the fact that search engines have become an important influence factor in economy and society.

The author presents a comprehensive overview of recent Web-search technology. He describes the related problems from a search engine's as well as from the user's perspective. Driven by the users' needs, new approaches for searching the Web are developed, implemented and tested.

Readers of this work will become familiar with the precautions that have to be taken for reaching upper result page positions. Different strategies are explained including spamming techniques that are used to influence the results of ranking methods.

Following the principle of business informatics, the author explores the topic from a business and a technology view. He complements the scientific view by approaches for practical problems and gives concrete instructions for practitioners. The work delivers a deep insight into the methods and problems of Web search and is well suited for Website owners that want to improve their visibility in the Web.

Seeing the high relevance of search engines in many different areas, I expect this work to attract high attention of the scientific community and the practice.

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