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Partners
The Internet contains a wealth of data such as financial information, flight schedules, medical research, and other material stored in various databases -- nearly all of which is invisible to web surfers unless you happen to be on those pages directly.

Events and information such as these are not pertinent to a Google index or catalog. And these bits of information lack the necessary URL information which currently drives Google algorithms for their PageRank concept. As such, they'll never turn up as answers in any search queries.

Google has come a long way in their ability to catalogue the Internet. Last summer marked the one trillionth address added to the list of web pages the site knows about. But even with a number that large, it hardly puts a dent in the entire Internet as it exists today.

Search engines utilize programs called crawlers (or spiders) that gather information by following hyperlink trails which connect the web. The searchable web is just the beginning.

In order for data to be extracted from the Deep Web, search engines will have to analyze the terms users use when they search, and then figure out how to place those queries into datatables. For example if you are searching for "Radiohead", a search engine would have to know what databases to crawl in an attempt to return your search. In this instance the search engine would have to know where to find information about bands, music, concert venues, etc. Additionally, it would have to know what types of queries these sites, and databases would accept.

This space that goes uncrawled (and spidered) has been deemed the "Deep Web". The web is literally endless. There are millions of databases connected to it and it's always changing. Still, this leaves the opportunities for searching out data equally endless.

At this point it is impossible for any search engine to search every data combination available.

Major search engines face challenges which prevent them from diving into the Deep Web. This is why trying to find the answers to questions such as "What is the cheapest hotel rate in Las Vegas in March?" is difficult. The answers are on the web; however search engine algorithms are not designed to find them.

But very soon that could change with technology developing that's designed to extend the search engine's reach into currently unavailable areas. The day could come when typing a question into a search engine yields the simple, concise answer for which individuals are searching. Ultimately it could change the face of the Internet all together.

Google is now working on a Deep Web search strategy which involves