**Vertical Search Engine**

**ABSTRACT:**

A vertical search engine, as distinct from a general web search engine, focuses on a specific segment of online content. They are also called specialty or topical search engines. The vertical content area may be based on topicality, media type, or genre of content. Common verticals include shopping, the automotive industry, legal information, medical information, scholarly literature, and travel. Examples of vertical search engines include Trulia, Mocavo.com and Yelp. In contrast to general Web search engines, which attempt to index large portions of the World Wide Web using a web crawler, vertical search engines typically use a focused crawler that attempts to index only Web pages that are relevant to a pre-defined topic or set of topics.

**EXISTING SYSTEM:**

Existing system returns thousands of links from a query, as is common on a general-purpose search engine such as Google and Yahoo, vertical search engines deliver more relevant results to the user.
DISADVANTAGES OF EXISTING SYSTEM:

- Not Domain Specific
- Retrieve bunch of results from all domains.
- Difficult to find.

PROPOSED SYSTEM:

Domain-specific search solutions focus on one area of knowledge, creating customized search experiences, that because of the domain's limited corpus and clear relationships between concepts, provide extremely relevant results for searchers. A Web-based search engine that indexes content specialized by location (local venues and activities), by topic, typically for consumers, or by industry, geared to businesses (B2B).

ADVANTAGES OF PROPOSED SYSTEM:

Vertical search offers several potential benefits over general search engines:

- Greater precision due to limited scope,
- Leverage domain knowledge including taxonomies and ontologies,
- Support of specific unique user tasks.
SYSTEM REQUIREMENTS:

HARDWARE REQUIREMENTS:

- System: Pentium IV 2.4 GHz.
- Hard Disk: 40 GB.
- Floppy Drive: 1.44 Mb.
- Monitor: 15 VGA Colour.
- Mouse: Logitech.
- Ram: 512 Mb.

SOFTWARE REQUIREMENTS:

- Operating system: Windows XP/7.
- Coding Language: JAVA/J2EE
- IDE: Netbeans 7.4
- Database: MYSQL