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Simple Search is the search engine that has refined the process of looking for information online.

How, you might ask?

While "Google" might seem like a far-reaching form of the search engine, a large part of its notoriety has come from the fact that it was â€œoutside the boxâ€• at the time that it came out. Its creators realized that data could be cached, sorted, and analyzed based on a variety of algorithms and levels of relevance to the topic in question. That last sentence is likely not going to get many people's attention. For most of us, we simply thought that Google "worked".

But saying that Google "works" is like saying that the light turns on when you flip the switch on the wall, or your car starts when you turn the key in your car's ignition. Any search engine is supposed to do what it was meant to do. The reason why it is so pervasive isn't completely because it is the best out there. As a company, it has a huge amount of stock, and therefore a huge amount of money to spend on making sure it is "more relevant" than its competition (a strange situation for a search engine). Widespread use doesn't come from it necessarily being â€œthe best search engine out thereâ€•, but from its own marketing, tie-ins, and â€œproof by popularityâ€•... even if that's a somewhat imposed popularity.

The search engine as a tool has proven worth to the everyday person by putting a nearly endless supply of information at our fingertips. Just type in "how do I" to any search engine, and the auto-suggest feature

will start offering the highest ranked - or the statistically most likely - next part of a phrase. "How do I... propose to my girlfriend... find a good wedding planner... write a prenuptial agreement..." These phrases probably wouldn't appear one after another, but you get the idea.

Much like any other form of technology, however, the search engine as a user-based idea will eventually have different and upwardly aspiring versions of that idea. It follows the colloquialism of "building a better mousetrap", if virtually speaking in more ways than one. The people of the early 20th Century drove Model-Tâ€™s and Oldsmobileâ€™s, and in the early 21st Century we now have hybrid and 18-wheelers. Technology evolves, and it evolves because people look to improve on existing systems.

Okay, so all of this has been a bit dried up until now. The point here is that Simple Search has improved upon the â€œexisting formulaâ€•, and this saves you time and trouble. So how exactly does this apply to you?

Simple Search Engine has priority tabs above the query box that are aimed at what most people are looking for online: deals, buying things, music, what's going on in the world, and so on. It knows that when you're looking for "cows", you're not likely working in agriculture or part of a university team of biologists. In search engines up until now, the most relevant search was for anything with that word or phrase listed. This "internet-wide relevancy" is a large portion of the frustration for a lot of Internet users looking for something specific.

Simple Search "knows" that when you type â€œcowsâ€• you're likely looking for 1980's song "Cows" by the Suburbs out of Minneapolis (by selecting the MP3 tab) or you like coffee mugs and oven mitts adorned with cows. At the same time, if you do happen to be in agriculture or on a team of

university biologists, it's not going to leave you out. Probiotics and Milk Yields are still at the top of the page, followed by a listing of MP3s. Okay, so "Cows" by the Suburbs isn't on the first page, but Amazon MP3s are in fact listed...

Take a look at the eight topics on the bottom of Simple Search's main page. These are relevant things that many people are going to inquire about. Insurance quotes? No problem. From health insurance to HMOs to travel insurance, just click on the tab and get started (yes, there is such a thing as travel insurance). Notice the last topic listed: online quotes. Simple Search knows a person looking for insurance online is likely trying to find a better deductible.

Type in â€œinsuranceâ€• at another search engine, and well, I realize at the time of this article the jobs market is a big deal, but most of us aren't jumping to find an insurance job. Type in â€œinsurance quotesâ€• at another search engine, and you see all of the accident and liability insurance competitors. Simple Searchâ€™s top listing? â€œAARP Medicare Insurance Supplementâ€•. Yes, of course accident liability insurance will be on the first page of Simple Search, but health insurance, as well as â€œwhat is the concept of insurance?â€• are things that people might also want to know.

And what is â€œSimpleâ€•? It means â€œconsisting of one element or part only; not combined or comple simple mechanismâ€• Something else you might or might not know is that most people won't finish an online article if it takes more than 3 or 4 minutes to read, so it looks like we're out of time. One thing you will come to know about, however, is what you're looking for on Simple Search you will find (whatever that might be!).

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