

Google digs deeper into Internet search results

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A shot of the search engine Google's home page, seen here in France on September 24. Google on Friday said it has enhanced its popular Internet search engine to dig deeper into pages to uncover the exact tidbits of information people seek.

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While typical search results provide links to websites deemed relevant to queries, <u>Google</u> now weaves in direct connections to spots on pages with snippets of information that might be of interest.

"We've enhanced the search snippet with two new features that make it easier to find information buried deep within a page," Chris Kern of



Google's Snippet Team wrote in a blog post.

The features help by providing links to relevant sections of the page, "making it faster and easier to find what you're looking for," Kern added.

The refined snippets let searchers "jump" to information they want instead of having to scour websites listed in results, according to Google.

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