Advantages and disadvantages of each search tool

	Advantages	Disadvantages
Directories	• Search results have higher relevance to the keywords used. • Great for browsing on general topics.	• Limited content: The results will be limited as the directories have a smaller database. • Points to a website with few ongoing checks of the site's content (site may change, may no longer be relevant or no longer exist).
Search engines	• Cover the greatest part of the World Wide Web (far greater than the directories). • Massive catalogue of possible data to cover any search key words. • Enables the parameters of the search to be detailed and complex.	• Searches need to be specific or thousands of results are provided. • Key words need appear only once in a web page or document for it to be selected. • User needs some skill and planning for effective searching.
Metasearch engines	• Provides an overview of what information is available across multiple web pages by searching the indexes of other search engines. • Very good for simple specific keyword searches.	• Becoming commercialised and will often focus on commercial products. This limits the scope of the search results. • Information sites may often be left out of the search. As commercialization continues, sites that do not produce income may be left out. • Less control of search variables – the engine dictates how it will search, not the user. • Often presents duplicate responses.