How it Works: Google-less Search using Blekko

Tuesday, July 24, 10 AM PT /1PM EDT

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Dear all,

After seeing a 10 minute presentation on [blekko](blekko.com), I was impressed enough to ask Greg to do a fuller online presentation for us. His search engine tool is especially well-suited to journalists who are frustrated with search on google and bing.

Jo Ellen

**blekko** is a new whole-web search engine with its own multi-billion  
page crawl and index, the first new search engine with its own index  
to survive launch in the past decade or so. Our main focus is on using  
human curation to clean up spam in results for the average user, but  
along the way we have built some nifty advanced search tools which can  
be used by journalists (and others) to do things you can't do on other  
search engines.

See also: [firefox-flirts-with-blekko-for-instant-search/](http://download.cnet.com/8301-2007_4-57439681-12/firefox-flirts-with-blekko-for-instant-search/)  
  
[**Greg Lindahl**](http://www.linkedin.com/in/greglindahl) is Founder and CTO at blekko. Formerly he was Founder and  
Distinguished Engineer at PathScale, at which he was the architect of  
a new network interconnect endpoint for InfiniBand networking, used in  
supercomputing clusters. He has a BA in Physics and Math from Brandeis  
University, and a MA in Astronomy from the University of Virginia.